



tbs

Toulouse
Business School

MSc MARKETING
TOULOUSE - BARCELONA - PARIS

3 INTERNATIONAL ACCREDITATIONS



www.tbs-education.fr

Think
& Create



MSc MARKETING MANAGEMENT & COMMUNICATION - TOULOUSE OR PARIS

Degree: Master of Science Toulouse Business School
CGE Agreement (Conférence des Grandes Écoles Françaises)

ECTS: 90

Location: Toulouse or Paris

Part time program: in Toulouse (Friday and Saturday morning)

Full time program: in Paris (Monday to Thursday)

Intake: September or November

Language: English

Entry requirements: Bachelor degree (or equivalent) or upper, IELTS 6.0 or TOEFL / TOEIC equivalent

Application fees: 100€

Tuition fees: 13,950€ European students. 15,500€ Non European students

Course content in Toulouse:

90 ECTS, 15 MONTHS, PART TIME		
1 ST SEMESTER	2 ND SEMESTER	3 RD SEMESTER
SEPTEMBER - FEBRUARY	MARCH - MAY	JUNE - DECEMBER
Common core <ul style="list-style-type: none"> • Marketing Decision • Communication • E-Marketing • Management • Job Marketing & Personal Development • Professional Skills 	Elective Courses (to choose four) <ul style="list-style-type: none"> • Internet Marketing & e-Commerce • B2A • B2B • B2C • Aerospace Marketing Consultancy • Marketing & Communication 	Professional experience Company Internship or Professional Project (6 months minimum)

Course content in Paris:

90 ECTS, 15 MONTHS, FULL TIME			
1 ST SEMESTER - 2 ND SEMESTER		3 RD SEMESTER	
NOVEMBER - JULY		JULY - DECEMBER	
Common core <ul style="list-style-type: none"> • Marketing Decision • Communication • E-Marketing • Management • Job Marketing & Personal Development • Professional Skills 	3 Tracks (to choose one) <ul style="list-style-type: none"> • Fashion, Luxury & Entertainment • International Development • Finance Industry Social & Business Activities (twice a week) <ul style="list-style-type: none"> • Workshop, visits, conferences 	Elective Courses (to choose four) <ul style="list-style-type: none"> • Distribution • Trade • Digital • Sport 	Final Project <ul style="list-style-type: none"> • Tourism • Innovation • And more...

How to apply?

Requirements:

Bachelor degree (or equivalent) or upper

IELTS 6.0 or TOEFL / TOEIC equivalent

GMAT is appreciated

Online application: <http://apply-toulouse-bs.com>

Admission Criteria: Academic record and interview

Contact:

international.tbs@tbs-education.fr

+ 33 5 61 29 48 68



MSc MARKETING - BARCELONA

Degree: Master of Science, dual degree by TBS (Toulouse business School) and UPC (Universitat Politècnica de Catalunya)

ECTS: 90

Location: Barcelona

Full time program: 12 months academic courses + 6 months professional project

Intake: January

Language: English

Entry requirements: Bachelor degree (or equivalent) or upper, GMAT/GRE score or TBS admission online test

Application fees: 100€

Tuition fees: 11,950€

Excellence Scholarships: Up to 2,000€ to the best scores



UNIVERSITAT POLITÈCNICA DE CATALUNYA
BARCELONATECH
Fundació Politècnica de Catalunya



Course content in Barcelona:

90 ECTS, 18 MONTHS, FULL TIME		
1 ST SEMESTER	2 ND SEMESTER	3 RD SEMESTER
JANUARY - JUNE	SEPTEMBER - DECEMBER	JANUARY - JUNE
<p>Common core</p> <ul style="list-style-type: none"> • Human Resources • Business Strategy • System Dynamics • Business Plan • International Business <p>Marketing courses:</p> <ul style="list-style-type: none"> • Marketing intelligence and consumer insights • Communication strategy • Social Media, Online advertising and E-commerce • Relationship Marketing and Big data • Branding • Marketing in a B2B context <p>> <i>Optional Track in fashion and luxury marketing:</i></p> <ul style="list-style-type: none"> • Consumer behavior and market understanding • Marketing Strategies in fashion and luxury industries • Building a value proposal for fashion and luxury goods • Luxury audit • The impact of sustainability and ethical issues in the luxury marketplace <p>Projects: A market research project Developing a communication campaign</p> <p>Workshops and company visits</p>	<p>SESAME Strategic consulting project for a real company</p> <p>3 Professionalization Options (To choose one)</p> <p>> <i>BtoB</i></p> <ul style="list-style-type: none"> • Professional Behaviour • B to B Management • Business Development • B to B Marketing <p>> <i>BtoC (Optional Track in fashion and luxury marketing)</i></p> <ul style="list-style-type: none"> • Market Research • Mix Product Management • Communication • Distribution and Channels • Sales and Negotiation • Personal Development <p>> <i>International Business</i></p> <ul style="list-style-type: none"> • International negotiation • International Business • International markets and Risk Management • Key Account Management • International Contracts • Language and Business • Africa, South America, Japan and East Asia, China, US, Europe 	<p>Professional experience</p> <p>Company Internship or Professional Project (6 months minimum)</p>

How to apply?

Requirements:

- Bachelor degree (or equivalent) or upper
- GMAT/GRE score or TBS admission online test

Online application: <http://application.tbs-education.es/>

Admission Criteria: Scores on your tests

Contact:

admission@tbs-education.es

+34 933 100 111

TOULOUSE BUSINESS SCHOOL

Toulouse Business School is one of the prestigious French Grandes Écoles created in 1903.

CAMPUSES

TOULOUSE | BARCELONA | CASABLANCA | A LOCATION IN PARIS

3 INTERNATIONAL ACCREDITATIONS



TBS is part of a select group of business schools honoured by earning all three international accreditations: EQUIS, AMBA and AACSB. These accreditations assure the high level of school graduates, thanks to an education based on the strictest quality standards with regard to teaching, research and job placement. They also guarantee that accredited institutions are subject to an ongoing improvement process. They confer international prestige and status to degrees, only 1% of business schools in the world have obtained all three accreditations.

CAREER SUPPORT AND PROFESSIONAL NETWORKING

More than 1,200 professional advisers from the corporate world join our faculty to offer insight and guidance to our students. We have close ties to all local business sectors as well as over 150 national and international companies, which enables us to provide dynamic teaching and training opportunities that prepare students for a fast-changing business world.

Some of our partners:

AIRBUS | ACCOR | DANONE | L'ORÉAL | NIKE
CLUB MED | NESTLÉ | UNILEVER | SFR

GLOBAL ALUMNI COMMUNITY

TBS has an active global community of 27,000 alumni. The alumni association offers social and professional networking opportunities, an alumni directory, and career support for both current students and graduates.

www.tbs-alumni.com

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08010 Barcelona, Spain
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Nahuel Diaz

MSc Marketing student

"I studied the Bachelor in Management of TBS Barcelona and I know what I want. That's why this Master adjusts to my expectations: international professors, professionals and a high formative level. I also like the multicultural ambiance of the school, the possibility of doing a meaningful 6-month internship and the fact that both the staff and teachers are always there if you need them".

ASSESSMENT COMMITTEE

Group of professionals from different companies with solid business experience and demonstrated know-how in the areas of Marketing and Innovation so as to represent in the best possible way a wide spectrum of industries including fashion and luxury goods. Their experienced contribution and advice will be a key factor in ensuring the quality and best alignment of TBS MSc programs with actual business trends plus current and future needs of highly skilled marketing professionals.

STUDENT SUPPORT SERVICES

TBS student support staff are here for you – whether you need help with a student visa, assistance with finding accommodation, or ideas for financing options.