
tbs
Toulouse
Business School
MSc MARKETING
TOULOUSE - BARCELONA - PARIS
3 INTERNATIONAL ACCREDITATIONS
EFMD
EQUIS
ACCREDITED
AACSB
ACCREDITED
Accredited by
Association
of MBAs
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& Create





MSc MARKETING MANAGEMENT & COMMUNICATION - TOULOUSE OR PARIS

Degree: Master of Science Toulouse Business School
CGE Agreement (Conférénce 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

1ST SEMESTER	*2ND SEMESTER*	*3RD SEMESTER*
SEPTEMBER - FEBRUARY	*MARCH - MAY*	*JUNE - DECEMBER*
Common core • Marketing Decision • Communication • E-Marketing • Management • Job Marketing & Personal Development • Professional Skills	**Elective Courses (to choose four)** • Internet Marketing & e-Commerce • B2A • B2B • B2C • Aerospace Marketing Consultancy • Marketing & Communication • Luxury • Lobbying • Innovation Marketing • Distribution & Franchise Marketing • Trade Marketing • MICE Tourism	**Professional experience** Company Internship or Professional Project (6 months minimum)

Course content in Paris:

90 ECTS, 15 MONTHS, FULL TIME

1ST SEMESTER - 2ND SEMESTER			*3RD SEMESTER*
NOVEMBER - JULY			*JULY - DECEMBER*
Common core • Marketing Decision • Communication • E-Marketing • Management • Job Marketing & Personal Development • Professional Skills	**3 Tracks (to choose one)** • Fashion, Luxury & Entertainment • International Development • Finance Industry **Social & Business Activities** (twice a week) • Workshop, visits, conferences	**Elective Courses (to choose four)** • Distribution • Trade • Digital • Sport • Tourism • Innovation • And more...	**Final Project**

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, double degree by TBS (Toulouse business School) and UPC (Universitat Politècnica de Catalunya)
ECTS: 90
Location: Barcelona
Full time program: 12 months of classes + 6 months of professional project
Intake: January
Language: English
Entry requirements: Bachelor degree (or equivalente) or upper, GMAT/GRE score or TBS admission online test
Application fees: 100€
Tuition fees: 11,950€
Excellence Scholarships: Until 2,000€ to the best scores

Course content in Barcelona:

90 ECTS, 18 MONTHS, FULL TIME

1ST SEMESTER — *JANUARY - JUNE*

Common core
- Human Resources
- Business Strategy
- System Dynamics
- Business Plan
- International Business

Fundamental courses
- Consumer Behaviour in BtoB
- Studies and Marketing Information Management
- Communication and Management of the Client Relationship
- Construction of Market Offer and Marketing Policy
- Strategy and Marketing Plan

Business Game
Artemis

2ND SEMESTER — *SEPTEMBER - DECEMBER*

SESAME
Strategic consulting project for a real company

3 Professionalization Options:
To choose one

BtoB
- Professional Behaviour
- B to B Management
- Business Development
- B to B Marketing

BtoC
- Market Research
- Mix Product Management
- Communication
- Distribution and Channels
- Sales and Negotiation
- Personal Development

International Business
- 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

3RD SEMESTER — *JANUARY - JUNE*

Professional experience
Company Internship or Professional Project
(6 months minimum)

How to apply?

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

Online application: http://aplication.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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Hao Wang
MSc Marketing student

"After completing a 4-year long program in Beijing, I joined the Master of Science Marketing Management & Communication program at Toulouse Business School in 2011. I invested myself a lot, not only in the academic path but also in developing friendships with the diversely multi-cultured TBS students. The major academic training, matched with practical experience, have certainly given me the necessary knowledge to launch the first step of my professional career!"

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.