

JOB LAB INTERNSHIP AND CAREER ADVISING CLASSES AND SUPPORT

A professional experience lasting for a minimum of 4 months is required and may be completed in France or abroad. Each student is individually supervised by a designated tutor and completes a thesis, followed by an oral defense.

ALTERNANCE POSSIBLE
pour les étudiants français de début septembre
à fin août

CALENDRIER D'ALTERNANCE sur demande

WELCOME TO ESC CLERMONT!

Free "Welcome package" provided by our housing partner Moversia including accommodation search, airport or train station pick-up, opening a bank account and all administrative and practical needs during the first few weeks.

ADMISSION

ENTRY REQUIREMENT

Validated Master 1 or Bachelor equivalent (French or international), and English TOEFL score of minimum 550 (or equivalent)

APPLICATION

<http://www.esc-clermont.fr/en/apply-online/>

TUITION FEES

9900 € | 7900 € en alternance

HEAD OF PROGRAMME

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CONTACT

French Students

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ESC CLERMONT GRADUATE SCHOOL OF MANAGEMENT



MASTER OF SCIENCE INTERNATIONAL COMMERCE & DIGITAL MARKETING

ETUDIANTS FRANÇAIS
ALTERNANCE
POSSIBLE

MSc
Master of Science

Business School
since 1919,
AACSB accredited
since 2005



100%
English

Une Valeur sûre 

GLOBAL VISION & LOCAL AWARENESS

In the commercial world of the 21st century the skill set that is expected from a professional is much more diverse than it was just a few decades ago. Parallel to embracing globalization, managers need to be aware of local market characteristics more than ever and should also possess of the skills and knowledge to access these markets with digital means. The ICDM program not only offers students a unique combination of skills and knowledge in marketing and sales, digital and social media and international commerce but also opportunities to pursue professional projects at various companies, ranging from local to multinational.

VISION MONDIALE & SPECIFICITES LOCALES

La palette de compétences du collaborateur du XXI^e siècle se complète et se diversifie : chaque manager doit à la fois porter son attention sur les effets de la mondialisation et sur les spécificités locales des différents marchés ciblés. Cette double préoccupation passe par la maîtrise de compétences et connaissances digitales. Le Master of Science International Commerce and Digital Marketing propose, au-delà des apports en marketing, vente, digital, médias sociaux et commerce international, la possibilité de travailler tout au long du programme sur des projets concrets proposés par nos entreprises partenaires au rayonnement local ou international.



PROGRAMME STRENGTHS

- Putting the theory to practice through real world commercial and digital marketing missions
- Designed in collaboration with local and international partner companies
- Opportunity to build an international network of students and professionals from different sectors and cultural backgrounds

- De la théorie à la pratique, à travers des études de cas concrètes sur des thématiques commerciales, marketing et digitales
- Co-construit avec des entreprises regionales et internationales
- Opportunité de se constituer un réseau d'étudiants internationaux et de professionnels issus de divers horizons et secteurs d'activités

TARGETED SKILLS AND COMPETENCIES

- Mastery of digital tools (e.g. webpage design, Google Analytics, SEO, creating social networks presence and managing online communities...)
- An understanding of global economic and commercial trends as well as local business practices
- Strong competencies in building marketing strategy and the use of marketing tools and sales techniques
- Utilisation experte des outils digitaux (web-mastering, Google Analytics, SEO, animation des réseaux sociaux et gestion de communautés...)
- Compréhension des enjeux économiques et commerciaux internationaux et des pratiques locales
- Expertise dans la construction de stratégies marketing, de l'utilisation des outils et leviers marketing et des techniques de vente

PROGRAM CONTENT

| SEMESTER 1 | | | | SEMESTER 2 | | | |
|--|-----|--|-------|--|-----|--|-------|
| Business Core Modules | | Managerial And Communication Skills | | Business Core Modules | | Managerial And Communication Skills | |
| Marketing Fundamentals | 18h | Français FLE | 30h | Negotiation Skills | 18h | French FLE | 45h |
| International Strategic Marketing | 18h | Cultural Diversity | 9h | International Business and Geopolitics | 24h | Thesis Methodology | 9h |
| Designing and Managing Marketing Research Projects | 18h | Managerial Accounting | 18h | Cross-Cultural Marketing | 18h | Strategic Management | 18h |
| Sales Techniques | 12h | Mastering Data in Excel | 18h | Data Analysis | 12h | Information Sysytems for Managers | 18h |
| Marketing Communications & Media Management | 12h | Writing and Presentation Skills | 9h | International Commerce | 24h | | |
| Business Law | 12h | Career Development And Counseling | | Contract Law | 12h | Career Development And Counseling | |
| Web Site Development | 18h | Job Marketing | 6h | Advanced Digital Marketing | 18h | Job Marketing | 6h |
| Digital Marketing | 18h | Individual Counseling | 0,75h | Social Media & Community Management | 18h | Individual Counseling | 0,75h |
| Digital Tools | 18h | Meeting with Practitioners | 3h | Web Analytics | 12h | Meeting with Practitioners | 3h |
| ICDM Project 1 | 18h | Career Days | | ICDM Project 2 | 24h | Career Days | |
| | | | | SEMESTER 3 | | | |
| | | | | Professional Mission & Thesis | | | |
| | | | | Internship Thesis | | | |
| | | | | Internship Oral Defense | | | |
| | | | | Internship Company Assesment | | | |



CAREER OPPORTUNITIES

ON "INTERNATIONAL COMMERCE" SIDE

- Export Manager
- Sales/Commercial Manager
- International Commercial Manager

ON "MARKETING AND SALES" SIDE

- Product Manager
- Social Media Manager
- International Marketing Manager

Our internship program is an excellent way to start your career.

PROGRAM SCHEDULE

| Start | Duration | Internship |
|--------------|-----------------|---------------|
| October 2017 | 16 to 18 months | 4 to 6 months |

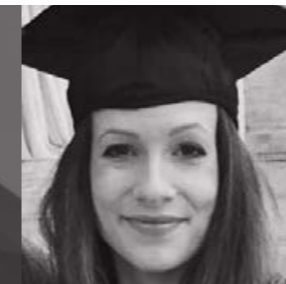
DUAL DEGREE

Hochschule Aalen, Allemagne :  Hochschule Aalen
Master of Arts in International Marketing and Sales

Nottingham Trent University (NTU), Royaume-Uni :
MSc International Business



TESTIMONIALS



Florence ABENDANON

"I decided to apply for a Programme that focuses on Business Development, as I was very interested in the broad range of subjects that would be taught, as well as the range of career options available after following such a course. The fact that this course also involved an internship was a big bonus for me - as this would be an ideal opportunity to work in a company in France, in a business development role.

My experience of this MSc has been a very positive one - the range of subjects taught and their content has been extremely interesting, and I really like the way that all the classes have been very practical and relating to working a business environment. There was a good mix of students from many different cultures. I appreciated that French classes were integrated into the course. I was also impressed that we had the opportunity to gain professional work experience before applying for our internships - I found this really valuable and insightful, and useful when looking for internships afterwards."



Aigerim SAKTAGANOVA

"Studying at ESC Clermont has been a great experience. The school was very welcoming, the teachers were quite good and varied from between professors and professionals. The International Office was always available to help foreign students. I have met people from all over the world during my stay in the school and our class was very diversified with people from different places and backgrounds. The MSc. Programme was very interesting and helped me get my internship, thanks to the experience I have gained and the knowledge I have acquired throughout the Programme."

