



FACULTÉ DE
GESTION,
ÉCONOMIE
& SCIENCES

2024-2025

MASTER

Marketing and
Responsible Cocreation



/ LES FACULTÉS DE L'UNIVERSITÉ CATHOLIQUE DE LILLE /

Master MARKETING AND RESPONSIBLE COCREATION*



The master Marketing and Responsible Cocreation is a professional master's degree to prepare a successful responsible marketing manager able to integrate the stakeholders of a private or public company. It is fully taught in English. The teachers are professionals and academics to give you a strong practice and theoretical background.



25
STUDENTS
maximum per
promotion


**APPRENTICESHIP
PROGRAM**
in Master 2


1 INTERNSHIP
in Master 1


**FULLY TAUGHT
IN ENGLISH**

FOR WHO ?

MASTER 1

- Graduates with a **bachelor degree in international business, marketing, management, economics, accounting, finance, administration, languages** and others with a minor in management, economics or finance.

MASTER 2 :

- For a direct entry into Master 2 : 4-year bachelor or Master 1.

CAREER OPPORTUNITIES

A wide variety of positions and roles, such as :

- **Brand and product manager**
- **Advertising strategist**
- **Market analyst**
- **Event manager**
- **Media planner**
- **Key-account and customer relationship manager**
- **Sales manager**
- **Retail manager**
- **Category manager**
- **Customer success manager, etc.**

Opportunities in the international arena with companies, public sector institutions and non-profit organisations. Openings in manufacturing, retailing, service and consultancy companies, as well as with communication and market-research agencies.

MASTER'S DEGREE PROGRAM

MASTER 1 | SEMESTER 1 (30 credits ECTS)

Modules	Courses
Marketing reflexion and strategy	<ul style="list-style-type: none"> • Strategic marketing • Operational marketing • International marketing
Management in marketing environment	<ul style="list-style-type: none"> • Brand management • Customer value management • Intercultural communication & management
Appropriate communication	<ul style="list-style-type: none"> • English and business communication • Second language • Business game
Managerial culture	<ul style="list-style-type: none"> • PIMs Inter-programmes projects
Professional expertise and research	<ul style="list-style-type: none"> • Introduction to methodology • Personal development

MASTER 1 | SEMESTER 2 (30 credits ECTS)

Modules	Courses
Responsible management	<ul style="list-style-type: none"> • Ethical marketing automation and reporting • Social marketing and communication campaign • Sustainable retail supply chain
Marketing frontiers	<ul style="list-style-type: none"> • Innovation marketing • Digital transformation
Appropriate communication	<ul style="list-style-type: none"> • English and business communication • Second language • Leading project team • Introduction to methodology
Professional Expertise And Research	<ul style="list-style-type: none"> • PIMs inter-programs projects • Professional experience evaluation (internship)

MASTER 2 | SEMESTER 3 (30 credits ECTS)

Modules	Courses
Cocreation and stakeholders	<ul style="list-style-type: none"> • Business models • Consumer behavior • Community management • Sustainable marketing
Responsible management	<ul style="list-style-type: none"> • Social enterprise and entrepreneurship
Appropriate communication	<ul style="list-style-type: none"> • English communication • Second language • Data architecture and web analytics
Managing data	<ul style="list-style-type: none"> • Market research • Thesis methodology

MASTER 2 | SEMESTER 4 (30 credits ECTS)

Modules	Courses
Cocreation and stakeholders	<ul style="list-style-type: none"> • CRM and customisation • Consumer culture theory and consumption insights
Responsible management	<ul style="list-style-type: none"> • CSR • Learning from failure
Appropriate communication	<ul style="list-style-type: none"> • English communication • Second language
Marketing reflexion and strategy	<ul style="list-style-type: none"> • Performance control • Global markets • Research project (<i>option research project</i>)
Professional expertise and research	<ul style="list-style-type: none"> • Professional experience evaluation (<i>option work period</i>) • Professional synthesis

PROFESSIONALISATION

- **Master 1** : courses from September to March. Internship from April to August.
- **Master 2 : Apprenticeship program**
Couses/part time work from September to June. Full time work from July to mid-September.

Integrate your stakeholders in the value cocreation

- Apply a responsible marketing
- Be effective in international careers
- Be sensitive to cultural differences
- Be a team member
- Communicate effectively
- Be prepared to face sustainability, social, cultural and ethical challenges

CONTACT

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MORE DETAILS

ON FGES WEBSITE
Please flash this QR code to obtain the complete program plan.

*National degree in partnership with Lille University : Master Marketing Vente - Marketing Business to Business International and Innovation

FINAL Q&A BEFORE APPLYING

WHY SHOULD YOU CHOOSE US ?

We offer a modern vision of marketing management, with a strong apprenticeship program.

CAN I APPLY TO THE MASTER ?

TO BE ELIGIBLE

To be eligible for admission in first year of master's degree Marketing & Responsible Cocreation, you must hold a Bachelor's degree (180 ECTS or an equivalent academic degree).

You must have a major (or a minor under some conditions) in Management, Economics or Finance.

To be eligible for admission in second year of master's degree Marketing & Responsible Cocreation you must hold the equivalent of a 1 year of master's degree (recognized by Campus France or Efic-Naric French International Education Agency). You must have a major (or a minor under some conditions) in Management, Economics or Finance.

ENGLISH LEVEL

You must have a good command of English B2 level : Bulats B2 ; TOIEC 750; TOEFL TIB 87; TOEFL CBT 177; TOEFL PBT 503 ; IELTS 5.5...).

No English language test score is required for students who have a degree from an English-speaking university.

Courses are fully taught in English, therefore there is no minimum required for French language test score.

APPLICATION DATES & DEADLINES

First-year applications :

- On the governmental platform <https://www.monmaster.gouv.fr> (until March 24) for a UE citizen ; a citizen of Andorre, Monaco or Switzerland ; a resident in France or in a UE country (having a UE or another nationality).

Second-year applications :

- On our University website from mid-February and until June 3, 2024 : <https://espaceadmission.univcatholille.fr/>

Academic year runs from September 2024 to September 2025.

Application will be processed as they are received for international students who do not live in France, especially if a VISA is required. In addition to the application to our university, you should also apply to your local Campus France office if necessary.

APPLICATION DOCUMENTS TO SEND

- A signed print out of the application form filled in online: <http://espaceadmissions.univ-catholille.fr>
- Motivation letter
- Curriculum Vitae
- Copy of your official University transcripts
- Copy of the obtained diploma (Bachelor Diploma)
- Language certificate (English)

Upload the application documents on the right platform linked to your status.

APPLICATION FEES & TUITION FEES (2023-2024)

- Application fees (non refundable) : 85€
- Tuition fees and other fees amount to : 5460€ to 10680€ depending on taxable income.

Merit scholarship of up to 2000€ toward tuition fees reduction is available upon request.

YEARLY TAXABLE INCOME	Less than 50 000€	Between 50 000 and 75 000€	Between 75 000 and 100 000€	Between 100 000€ and 150 000€	Between 150 000€ and 200 000€
FEES	5460€	6360€	7020€	8940€	9780€

YEARLY TAXABLE INCOME	More than 200 000€
FEES	10 680€

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ACADEMIC

ADVISOR



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FOCUS LILLE

LILLE CATHOLIC UNIVERSITY

Lille Catholic University was founded in 1875. It is France's largest private university with 36,700 students in 5 Faculties and 25 schools and institutes. Students benefit from quality resources (libraries, halls of residence, a sports complex, health services...) and academic excellence. The historic campus is in the heart of Lille (France's 4th largest city, 2nd after Paris for the number of headquarters of company, and ranked the 4th tourist destination in the country). It is at the crossroads of Northern Europe and less than 300 kilometers from Paris, London, Brussels, Amsterdam and Cologne. The University offers a variety of degree programs taught totally in English. The International Management Master's degree program is fully taught in English.

LILLE DISTRICTS

LE VIEUX LILLE (OLD TOWN)

Remarkably restored, the old town enchants the eye with its flamboyant architecture. The extraordinaire diversity of the 17th century streets is an invitation to a walk; so look up to appreciate the perfect harmony of brick and stone. The "Vieux Lille" is a must for those who love architecture. The beautiful Cathedral Notre Dame de-la-Treille and the Hospice Comtesse museum are another attractive venues for your history lovers.

LE CENTRE DE LILLE (LILLE CITY CENTER)

Start your visit of this part of Lille by going to "la Grand' Place". This square is surrounded by numerous interesting buildings and gives a fascinating introduction to the architecture of the town. The highlight of every visit of Lille City Center is la Vieille Bourse (old exchange market), a 17th century building with a large courtyard where you can meet the booksellers and tango dancers. The opera House and the 15th century Palais Rihour (where you will find Lille tourist office) are also worth visiting.

LE QUARTIER VAUBAN

Lille Vauban district, is the main student neighborhood of Lille with over 36,700 of them studying on the Catholic University of Lille Campus. Another must see of this part of the city is la Citadelle, an interesting example of defensive military architecture, built by Vauban, a famous French military architect.

In the same area you can also visit a zoo and a lovely park (Vauban). Nearby the Campus is a "Massena / Solférino" district where you will find countless bars, nightclubs, and restaurants including small delicious kebab stands that are open really late (till morning).



UNIVERSITÉ
CATHOLIQUE
DE LILLE 1875

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