

# MASTER OF SCIENCE

## Branding & Communication

VS

## International Marketing & Business Development

Which one should you choose?



## COMMON POINTS

Open to students with a Bac+4 or a Bac+3 degree (Bachelor's degree)	Available to both international and french students	Strong international focus
18 months of courses	Taught in English	Career support services
120 ECTS credits	At least one period abroad at a partner university	4-to-6-months internship in a company, either in France or internationally

## DIFFERENCES

### MSc in Branding & Communication

### MSc in International Marketing & Business Development

#### Program type

<p><b>A practice-focused MSc</b> focused on branding, communication, and purpose-driven brand strategy across industries</p>	<p><b>A profession-oriented MSc</b> focused on how to build marketing strategies, design smart expansion plans across different cultures, economies, and regulations</p>
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#### Key skills acquired

<p>Brand strategy, brand architecture, brand purpose &amp; impact</p>	<p>International market research, cross-cultural negotiation</p>
<p>Digital communication &amp; marketing automation, content strategy, creativity, and visual identity</p>	<p>Data-driven international marketing strategies</p>
<p>Consumer psychology, semiotics</p>	<p>AI innovations for business growth</p>

#### Curriculum and courses

<p>Main courses: Brand-building, brand management, entrepreneurship bootcamp, purpose-driven branding, digital branding, brand design, consumer psychology, industry consulting project.</p>	<p>Main courses: International marketing, global markets dynamics, future of marketing, professional selling skills, pricing strategy, AI for business, new ventures, intercultural marketing</p>
<p>Teaching methods: Creative workshops at Penninghen, case studies, design-thinking projects, masterclasses &amp; conferences</p>	<p>Teaching methods: Strategy design for real-life cases, innovation projects, in-company project, masterclasses &amp; lectures</p>

#### International experience

<p>8 weeks international term in Europe in <b>Milan</b> at Polimi Graduate School of Management</p>	<p>8 weeks international term in <b>Vietnam</b> or <b>South Africa</b> and 1-week international seminar in <b>Europe</b></p>
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#### Career opportunities

<p>Brand Manager, Communication Manager, Social Media Strategist, Content/Influencer Manager</p>	<p>Marketing Director, Business Developer, Category Manager, International Marketing Manager</p>
<p>Marketing departments in multinational companies, purpose-driven brands, branding agencies, media, or entrepreneurship/indie professional.</p>	<p>Multinational corporations, fast-growing tech/start-ups, and global consulting firms</p>

#### Added bonus

<p>Focus on ethics, purpose &amp; impact, digitization, and creative immersion</p>	<p>Focus on impactful growth marketing strategies, innovation and responsibility, global scaling in intercultural environments</p>
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To learn more about the Master of Science programs offered by emlyon, contact us at:

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