

MSc GLOBAL MARKETING & BRAND STRATEGY

The MSc in Global Marketing & Brand Strategy prepares future marketing professionals to build strong brands and develop impactful marketing strategies in an increasingly digital, data-driven and international environment. Combining strategic thinking, creativity and analytical skills, the programme equips students with the expertise to manage integrated campaigns across multiple channels and adapt to the latest marketing trends.

Through hands-on projects, real business challenges and close collaboration with industry experts, students gain practical experience using the tools and methodologies employed by today's leading marketing teams. Graduates leave the programme ready to pursue careers in brand management, digital marketing, growth marketing, consulting and international marketing across a wide range of industries.

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2027)

For 18-month programme

Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

SEMESTER 1 (September 2027 - June 2028)

For 18-month programme and 12-month programme

Brand Strategy & Positioning, Consumer Psychology, Content/Copywriting/SEO /GEO/LLM, Paid Media & Performance

SEMESTER 2 (January - June 2028)

For 18-month programme and 12-month programme

Growth Hacking & CRO (Conversion Rate Optimization), Automation/CRM/Email, Data Analytics & AI in Marketing, Live Client Project + Dissertation



CHOOSE YOUR PATHWAY

18-month programme or 12-month programme, full-time

Start Date:

- 18-month programme: March 2027
- 12-month programme: September 2027

Credits:

- Credits for the 18-month programme: 120 ECTS
- Credits for the 12-month programme: 60 ECTS

Eligibility for the 18-month programme:

An international bachelor's degree or 180 ECTS validated in any discipline

Eligibility for the 12-month programme:

An international 4-year bachelor's degree or a French Master 1 (240 ECTS) in business or a related discipline

Language requirements:

IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80

2027 Fees:

- 28,100€ for the 18-month programme
- 17,000€ for the 12-month programme

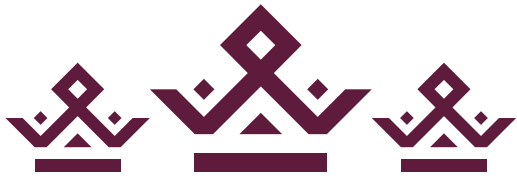
Campus:

Dijon

DISTINCTIVE FEATURES

- ▮ **Full-stack marketing approach**, combining brand strategy, digital marketing, content creation, performance marketing, CRM, analytics and AI to develop versatile marketing professionals.
- ▮ **Industry-led learning** delivered by experienced marketing leaders, agency experts and digital practitioners, ensuring strong connections with current business practices.
- ▮ **Hands-on learning through real business projects**, including live client briefs, campaign development and presentations to industry professionals.
- ▮ **AI and data-driven marketing** embedded throughout the programme, enabling students to master today's marketing technologies, automation tools and performance measurement.

STUDY IN ENGLISH AT A TOP BUSINESS SCHOOL IN FRANCE



Less than 1% of business schools in the world are triple accredited

BSB RANKED IN THE GLOBAL

TOP 50

**BUSINESS SCHOOL
IN THE WORLD***



* FT 2025 Master in Management ranking



**N°1
IN STUDENT
SATISFACTION**
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support system
based on a
3-dimensional
coaching plan



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BOOSTER**
85% of our students
find their first job in
less than 4 months after
their graduation**



**INTERNATIONAL
FACULTY**
11 programmes fully
taught in English
80+ nationalities
on campus



**2 CAMPUSES
IN DIJON & LYON**
Stimulating environments
to study with top-notch
facilities



**AT BSB,
YOU ARE NOT A NUMBER**
Face-to-face teaching,
small classes of 40 students
maximum, unlimited
coaching sessions

**Source: CGE professional integration study 2024

CONTACT US

In need of advice for
your career path?
Book a free call with our team and
discuss your needs and plans.

