MSc in Marketing & Creativity

2014
Established in 1819, ESCP Europe is the world’s oldest business school and has educated generations of leaders and pioneering thinkers. With its five urban campuses in Paris, London, Berlin, Madrid and Torino, ESCP Europe’s true European identity enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues.

ESCP Europe’s network of around 100 partner universities extends the School’s reach from European to worldwide. Triple-crown accredited (EQUIS, AMBA, AACSB), ESCP Europe welcomes 4,000 students and 5,000 executives from 90 different nations every year, offering them a wide range of general management and specialised programmes (Master, MBA, PhD and Executive Education).

The School’s alumni network counts 40,000 members of 200 nationalities from 150 countries. Together with its long-standing relationships with national and multinational companies, this network allows ESCP Europe to provide unique career opportunities on an international scale.

Through a combination of innovative pedagogy, cross-campus programmes with integrated curricula, and a research-active faculty, ESCP Europe is an essential contributor to the development of a European transnational management culture. The aspiration of ESCP Europe is the credo of Europe: to remain faithful to its humanistic values while at the same time anticipating the new ways of the world.

European Identity, Global Perspective

The World’s First Business School (est. 1819)
ESCP EUROPE AT A GLANCE

• 5 campuses in Paris, London, Berlin, Madrid and Torino
• 100 academic alliances worldwide
• Triple accredited: EQUIS, AMBA, AACSB
• 4,000 students in degree programmes representing 90 different nationalities
• 5,000 high-level participants in customised training programmes and executive education
• 127 research-active professors representing more than 20 nationalities
• 120 affiliate and visiting professors, and more than 700 practitioners and experts
• 40,000 active alumni in more than 150 countries worldwide

The World’s First Business School (est. 1819)

1819 The World’s First Business School is established in Paris by a group of economic scholars and businessmen on 1st December. Even at its debut, ESCP Europe’s Global Perspective is well established, with one third of its students coming from an international background.

1973 On 5th April, the concept of ESCP Europe as a multi-campus business school is born. The inauguration of campuses in Germany and the United Kingdom soon follow, landmarks of the School’s strong European Identity.

1988 The School opens its 4th campus in Madrid.

2004 ESCP Europe enters Italy with a 5th campus in Torino.

IS THE MSc IN MARKETING & CREATIVITY RIGHT FOR YOU?

Key Facts

✓ A generalist postgraduate Marketing programme that places creativity at the centre of marketing practice
✓ A ground-breaking programme that brings together creative minds in two of the world’s creative capitals, London and Paris, to teach a fresh approach to marketing
✓ An 18-month, dual-campus programme in which you launch your future career with support from a network of creative professionals
✓ An insightful programme based on decades of experience in teaching marketing at postgraduate level by a world-class faculty and selected industry practitioners
✓ A state-of-the-art programme that reflects the most up-to-date thinking in marketing – we call it ‘Creativity Marketing’ – which allows you to run ahead of the curve in this fast-changing field
✓ An truly international programme, taught in English, that brings together perspectives and experiences from around the world
✓ A value-focused programme that lets you enhance your creative talents to develop outstanding skills and the mindset for a successful marketing career
✓ A programme that gives access to unrivalled networking opportunities from ESCP Europe’s 40,000-strong alumni

Our Students’ Profiles

Participants in the MSc in Marketing & Creativity share one common attribute: a real passion for marketing, prompting them to embrace creativity as a key personal development objective. Our students come to us with degrees from a range of disciplines, and some relevant experience in marketing or a related area. Our students’ determination to develop as creative marketers and to immerse themselves in the learning experience is crucial to the programme’s continued success and serves as an important admission criterion.

Nationalities and Previous Backgrounds

France 19% Germany 13% Management and Business 47%
Germany 13% UK 7% Marketing & Communication 18%
UK 7% Italy 6% Humanities 10%
Italy 6% Other Western Europe 18% Economics 6%
Central & Eastern Europe 14% North & South America 10% Languages / Literature 6%
North & South America 10% Africa & Middle East 7% Engineering / IT / Science 5%
Africa & Middle East 7% Asia & Australia 6% Law & Politics 3%
Asia & Australia 6% Other 6%

The most rewarding yet challenging part of the programme was the group work, during which we collaborated with individuals from a range of nationalities and professional backgrounds to solve business challenges in a creative way. Sharing insights and learning about diverse approaches was a truly enriching experience.

Edilia Gänz, MMK student
WHAT THE PROGRAMME DELIVERS AND HOW

Managing the Value of Creativity

Marketing today continues to evolve at an ever-faster pace. The whole landscape of marketing has been re-drawn by the development of digital channels and social networking. Consumers face never-ending choices in everything they buy, and the only way for brands to compete is by standing out and connecting more deeply with their customers.

By learning to unleash the value of creativity both in themselves and in those around them, our graduates excel in their subsequent dynamic careers. This ground-breaking programme offers all the elements of a high-level MSc in Marketing with an innovative approach which places creativity at its very centre.

ESCP Europe
MSc in Marketing & Creativity

Focus on delivering customer value
Dynamic international perspective
Corporate and creative industry partnerships
Marketing internship and thesis
Practical case-based curriculum
Marketing consultancy project
Creativity and problem-solving
Management skills for creativity and performance

Creativity is vital for a successful marketing career, no matter what function or industry sector - it is not confined solely to the ‘creative industries’. Most other marketing programmes are strong on analysis, but the MMK stream, with its additional emphasis on creativity, produces highly differentiated graduates who can deliver operationally – fast.”

Chris Halliburton
Professor of Marketing
ESCP Europe

MSc in MARKETING & CREATIVITY

Core Themes

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<tr>
<th>Term</th>
<th>Timing</th>
<th>Location</th>
<th>Modules</th>
<th>Theme</th>
<th>Hours</th>
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<td>SEMESTER 1</td>
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<td>1</td>
<td>Jan-March</td>
<td>London</td>
<td>• Introduction to Creativity Marketing</td>
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<td>24</td>
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<td>2</td>
<td>March-May</td>
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<td>• Consumers and Consumer Value</td>
<td>K</td>
<td>30</td>
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<tr>
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<td>May-July</td>
<td>London</td>
<td>• Integrated Marketing Communications</td>
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<td>30</td>
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<td>4</td>
<td>September-October</td>
<td>PARIS</td>
<td>• Create Industries Seminars</td>
<td>M,K,C</td>
<td>12</td>
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| SEMESTER 2 | | | | | |
| 1 | March-May | London | • Creative Brand Analysis | M,C | 12 |
| 2 | May-July | London | • Product Management and Marketing Planning | M,K | 24 |
| 3 | September-October | PARIS | • Global Issues in Marketing | M,K,C | 15 |
| 4 | September-October | PARIS | • Capability Workshops | M,K,C | 15 |

| JULY: UGANDA Trip (Optional) | | | | | |
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| SEMESTER 3 | | | | | |
| 1 | | | | | |

M = MANAGEMENT, K = MARKETING, C = CREATIVITY

Programme details are subject to confirmation and may change.

In just one year, I had the chance to live in three countries (including the Uganda trip), read more than 50 case studies, present 12 projects, and secure a good internship with Johnson & Johnson in Paris. It was a big stretch but also great fun, which made it absolutely worth it.

Romy Mouzannar, MMK alumna
A definite focus on creativity and its value is what makes this programme stand out from the perspective of both students and employers upon graduation; creativity runs as a theme throughout all modules. Our unique Creativity Workshops help you develop and enhance your own creativity skills, while our Creative Industries Seminars and case studies bring you face-to-face with best practice across a number of industries.

**The Art and Science of Creativity**

Marketers understand they need to apply a balance of inspirational thinking and logical analysis in order to solve the challenges before them. However, this creative aspect has often been neglected in the larger business environment.

This module introduces students to these two approaches. Having developed their skills in each, participants then move on to understanding how to combine them effectively in any given situation to get the best results. The module will provide practical skills and a creative management mindset, rather than simply a transfer of knowledge.

**Branding and Brand Value**

Consumers choose brands for a combination of rational or functional reasons, but also to fulfill symbolic or emotional needs. In this sense, this module mirrors the ‘art + science’ thrust of the overall programme. The course considers branding definitions and frameworks, brands as creators of value, brand architecture, brand extensions and brand names, branding of services and intangibles, brand valuation, brand identity and equity, and practical examples of global and pan-European branding. The module enhances participants’ qualitative and judgement skills in evaluating an integrated branding communications strategy.

**Integrated Marketing Communications**

Understanding how to manage the various communication elements that create “the voice of the brand” is an important skill for marketers. This module immerses students in the techniques and tools of marketing communications, with a thorough exploration of the various channels available (including advertising, PR, sponsorship and relationship marketing) through both classical and digital channels. The strengths and applications of each are analysed and illustrated with examples of best practice.

There is a particular emphasis on the contribution of creativity and the key techniques needed to transform creative ideas into fully integrated communications campaigns at a local or international level.

**Creative Industries Seminars**

This series of sessions demonstrates Creativity Marketing in practice across a range of industries, both expected and unexpected. It is based upon the belief that creativity is not an exact science but is best developed through exposure and engagement with a wide spectrum of successful creative endeavours.

The seminars, led by professional experts, introduce students to examples of “creativity in action” across different fields through partner companies. Collaborators include leading creative organisations from fields such as fashion, design, architecture, the arts, media and advertising, as well as businesses of all kinds where creativity has proven to be a key success factor.

**Digital Marketing and Social Media**

The huge potential and challenges of digital marketing and social media are explored in detail in this module. Our emphasis is on a thorough understanding of the strategic considerations and steps needed to build an effective online presence in this constantly evolving field.

This includes a detailed review and best-practice analysis of each of the elements of the online toolkit, including search engine optimisation, paid search, email marketing and social media. The setting of objectives and performance metrics is discussed, as well as tracking and measurement techniques. Current cases are used extensively to allow students to develop an intuitive understanding of the unprecedented opportunities available to creative online marketers.

The most appealing aspect of the MMK is that creativity is taught as something that can be harnessed and honed, regardless of whether you believe yourself to be very creative or not at all. Creativity becomes part of your daily thinking process and students quickly learn how to apply creativity to everyday scenarios.”

James Henry, MMK student
**MSc in Marketing & Creativity**

The Marketing modules equip you with all the essential skills and knowledge necessary for successful high-level practice in marketing across any type of organisation and sector, both consumer and B2B. Throughout the marketing modules, we adopt the perspective that value creation begins with, and is driven by, customer experience and benefits.

**Introduction to Creativity Marketing**

This module is designed to introduce the practice of Creativity Marketing and to integrate participants around a universal platform of marketing knowledge and skills. Using state-of-the-art best practice cases, Creativity Marketing redefines conventional wisdom by identifying areas of value and differentiation in all elements of the marketing mix and across strategic levers.

At the core of this module is an emphasis on the new and innovative ways that Marketers are using emerging tools to redefine the topic. Far beyond their marketing skills, students develop a new attitude to marketing practice, one that questions and challenges rather than accepts and conforms.

**Consumers and Consumer Value**

Based on the premise that value is defined by consumer experience, we investigate the behaviour of consumers as individuals, groups and communities. The increasing role of consumers in creating value is a particular focus of the module, and opportunities to enhance this trend are discussed. A considerable competitive advantage can be developed once consumers are understood to be in charge of the consumption and value creation process. This module will explore practical ways in which this perspective can be fostered.

**Understanding the Marketplace**

Successful marketing relies on the identification and satisfaction of customers’ needs. To determine these needs and implement a creative and efficient marketing strategy, marketers need to gain a deep understanding of the marketplace, its customers, and its competitors.

This module aims to equip students with a critical mindset, in addition to a toolbox of methods, which can be used to undertake and evaluate the outcome of research resources. Participants will be challenged to develop a mind-set that considers market research not just as a ‘one-off’ tool, but as a permanent discipline necessary to relate knowledge gained from the marketplace to the practice of marketing.

**New Trends in Retailing**

The practice and function of retail distribution are in constant transformation. Retailing has developed as a crucial tool in the mission to build brand values and the overall customer experience, at the same time as providing access to the product itself.

This module will assess the newest approaches to retail marketing, including cultural, experiential and sensory perspectives. Participants will have the opportunity to visit innovative shopping centres in cities such as London and Paris, and learn how to decipher brand symbolism and cultural markers, compare practices and learn in depth about today’s creative approaches to retailing.

**Global Issues in Marketing**

This course goes more deeply into two aspects of global marketing.

Firstly, many brands that originated to serve very local markets (Paris bistros, Capital Radio, Real Madrid football club, etc.) have “gone global”. The module will look at which markets to enter, which strategy and business model to use, and how much local adaptation is needed.

Secondly, many marketing programmes pay insufficient attention to sustainable development; in other words “Marketing, as if the world matters.” We look at how economic prosperity, environmental quality, social equity and ethics need to be reconciled by marketers in order to meet current customer needs without compromising the ability of future generations to meet their own needs.

"The programme was heavily geared towards employability: the aim was to equip us with the necessary tools to approach a marketing role in a holistic way. I graduated with an understanding of how fundamental marketing and creativity are to business and corporate strategy, and I was able to make a real contribution from day one.”

Adrian Alder, MMK alumnus

**Creative Brand Analysis**

In order to deliver successful Creativity Marketing, practitioners need to develop original and insightful ways to envisage their brands and the cultures that spring up around them.

This module uses a seminar format to assess cultural brands in both a creative and strategic way. Students first select a brand from the cultural universe (such as a famous chef, designer or film maker) and develop a creative representation of that brand using images, a short film and a chosen object.

The second stage of the module is more analytical and considers the three fundamental levels of understanding of a given brand - the underlying system of values, the narrative and the brand’s codes.
MANAGEMENT

Leveraging the full benefit of creative thinking in the practice of marketing requires a perceptive understanding of what makes creativity and creative thinkers different. The management modules offered will help you to develop a full range of valuable management skills and practices, delivering performance and results as well as the ability to identify and harness the creative talent in an organisation.

Breakthrough Strategies, Business Analysis & Planning
This module addresses the key question of how creative problem-solving and business planning can contribute to competitive advantage. Building upon the basic foundations of business strategy, it explores innovative business models and breakthrough strategies such as so-called ‘blue ocean’ strategies, value innovation through multiple business models and collaborative business networks.

The module provides a systematic approach to business planning, with students working in teams to apply the acquired skills to the development and presentation of a business plan for a client. Participants learn to address issues of marketing performance measurement, metrics and return on marketing investment.

Value Creation through Product Management
At the heart of every brand lies a product or service that delivers customer value. Effective approaches are needed to manage those products and services in ways which faithfully deliver the full promise of the brand and its values.

This course will demonstrate how to apply creative as well as analytical decision-making to the task of supervising a product portfolio; from the day-to-day management and control of product offerings to the cross-functional mind-set required to integrate marketing with production, operations, finance and sales. Participants will gain valuable insights into the creative, strategic, financial and knowledge-seeking skills required to maximise brand value through aligned and imaginative product delivery.

Financial Skills for Marketers
This module provides essential elements of finance and accounting that will complement the students’ skills as proficient marketing managers. It is specifically designed for non-quantitative participants and uses cases from creative sectors. It covers some of the fundamental financial principles, as well as dealing with the financial management of intangible assets most often encountered in creative fields such as intellectual property, brand value and reputation.

Managing Trends and Talents
Successful marketers need to unlock the hidden value that can be brought to business by mastering not only the quantifiable, but also the intangible and intuitive.

This is an often underutilised source of competitive advantage in a marketplace marked by proliferation; real success comes from marrying insightful creativity, flawless analysis and effective implementation.

This module covers the skills required to spot the most appropriate trends and deal with the uncertainty of change, how to drive major transformation in a marketing organisation; and how to engage and focus the skills of creative people. Change can be a strong stimulant of creativity, but its decisive management is key to eventual success.

Creativity in Managing Business Relationships
The competitive nature of creative industries makes successful ‘pitches’ crucial for business success.

In this module, participants are introduced to business-to-business concepts; shown creative ways to manage projects and relationships, and provided with a range of negotiation skills relevant to both the client and supplier sides of the relationship.

Students learn how to make sense of the client’s decision-making structure and how to analyse the buying situation. The principles of consultative selling are covered, along with techniques to interpret and handle a client’s perceived uncertainty, an area of particular importance with creative projects. Finally, the module considers how to maintain business relationships over multiple project cycles.
This is Africa
We step off the plane next to beautiful Lake Victoria. On our first day, our local partners invite us to a dazzling display of traditional dancing and singing.

Let the work begin
We begin our first day at Kawempe Home Care (KHC) by setting up our office, deciding our agenda for the week, and getting to know the community.

The first brainstorming
We carry out a thorough analysis of the challenges of the mushroom farming process, and realize that more market research is needed to get the full picture.

A day in the life
Today we visit mushroom growers at work in their homes, and quickly learn how the quality of seeds and water sources are crucial for success.

More field research
A rewarding insight into Uganda’s food culture, as some of us visit the local markets while others learn about mushroom growing from a trainee’s point of view.

Wrapping up first week impressions
Time to report our findings about the supply, distribution and promotion of mushrooms, meet potential customers and work on an organisation structure.

Final presentation
The big day arrives as we deliver our final recommendations on targeting and brand identity to an enthusiastic KHC audience who vote on the final logo.

Time to celebrate
We join KHC’s 5th birthday party, an amazing day of joyous dancing, delicious food and countless stories of how the Centre has changed people’s lives for the better.

The last day
A chance to relax by beautiful Lake Victoria before our flight home, with memories of a country and its people that will always stay in our hearts.

SUSTAINABILITY MARKETING

Students on the MMK programme learn more than just theory and best practice cases: they also tap into their own creative resources as marketers. The Sustainability Marketing module focuses on the practice of using innovation to harness limited resources.

By integrating this with our annual charity trip to Uganda, we offer MMK students the chance to create value in an ethical and sustainable way by sharing their marketing competence and entrepreneurial skills with a community under development. Here are extracts from last year’s diary:

“...”
Ramona Tudesco, MMK alumna
COMPANY CONSULTANCY PROJECT

The MMK provides an excellent connection to the world of marketing, and a solid foundation for an international professional career across a wide range of creative and marketing industries and positions.

The Company Consultancy Project (CCP) is a key and integrated element of the MMK programme, designed to provide students with a collaborative learning experience and demonstrate in a real-world application the concepts and tools studied during the programme.

Students form multinational teams to carry out a six-week, in-depth analysis of a marketing situation or issue faced by a company. In particular, teams are expected to apply creative approaches to solve complex marketing problems.

This gives students the valuable opportunity to work at a professional level with a third-party company or startup introduced by the School from amongst its diverse range of Corporate Partners. A professor from ESCP Europe supervises the project to offer relevant advice and to ensure that the academic requirements are met.

The CCP results in a series of recommendations that the company can implement to meet the strategic challenge or issue faced by a company. In particular, teams are expected to apply creative approaches to solve complex marketing problems.

This gives students the valuable opportunity to work at a professional level with a third-party company or startup introduced by the School from amongst its diverse range of Corporate Partners. A professor from ESCP Europe supervises the project to offer relevant advice and to ensure that the academic requirements are met.

The CCP results in a series of recommendations that the company can implement to meet the strategic challenge or issue faced by a company. In particular, teams are expected to apply creative approaches to solve complex marketing problems.

The company project in Paris was an intensive experience; however, I liked the project from the first moment. My team had the task of creating a social marketing plan for a German shoe company that is expanding its online presence. We worked hard, but the results were rewarding: the company already started using our recommendations in their current marketing plan.”

Elena Lavezzi, MMK student

Our Mission

Marketers need creativity, alongside rigorous analysis, to leverage the opportunities and meet the challenges that result from volatile contexts, markets redefined by interactive and mobile technologies, and the ever-increasing expectations of diversified stakeholders for transparency and engagement.

This is why ESCP Europe launched its Creativity Marketing Centre.

The mission of the Creativity Marketing Centre (CMC) is to be a hub for thought-leadership and knowledge exchange on the role of creativity in marketing. The Centre brings together academics, marketing practitioners and experts from all sectors, eager to participate in harnessing creativity to rethink the rules of the game in marketing. The Centre engages in cutting-edge academic research on creativity and its role in strategic thinking and marketing.

The CMC’s activities

- Ongoing academic and applied research, including publications in top-ranked international peer-reviewed journals
- Conferences and workshops
- Blogging and other communication vehicles on the CMC website.
- The Master and Executive Master in Marketing and Creativity at ESCP Europe

Find out more about the CMC:
www.creativitymarketing.org

About the Creativity Marketing Centre

The Centre engages in both academic and applied research on creativity and marketing, and in sharing this research with other groups and organisations interested in similar issues. The Centre’s website offers a platform on which to publish research and to share ideas, theory and practices on creative approaches to marketing. Informal, timely and interactive exchange is encouraged through the blog which brings together the diverse voices of marketing academics, researchers in related disciplines and students, as well as those of marketers, consultants and other practitioners. We seek to promote an active debate around a fresh approach to marketing.

In addition to our current academic research, our ongoing projects include consultancy assignments for corporate and charity partners, Executive Education programmes and best practice case studies, all highlighting the important role of creativity in marketing strategy and practice. Our regular events offer opportunities for interested academics and practitioners to exchange views on current issues in marketing, such as the evolution of marketing as a function and an academic discipline, the role of creativity in the marketing organisation, how to foster it, how to include the balance between creativity and analysis, and more.
ESCP EUROPE FACULTY

127 professors make up the ESCP Europe full-time faculty. The School also has more than 80 affiliate faculty members, and each year welcomes more than 40 visiting professors from leading universities around the world. The multicultural and international dimensions of the School’s programmes are consistently recognised by national and global rankings, in which ESCP Europe is regularly placed in top positions.

ROBERTO BERARDI
Affiliate Professor at ESCP Europe and MMK Programme Director, Roberto Berardi has been an Affiliate Professor of Marketing at ESCP Europe’s Torino campus since January 2002. He has extensive teaching experience in marketing at both undergraduate and postgraduate level. He is also involved in continuing education programmes, including the MSc in Marketing and Creativity. He launched the Master in Marketing and Creativity and is the Director of the Creativity Marketing Centre, as well as an elected member of ESCP Europe’s Teaching Committee.

Delphine Manceau, PhD, is the Dean of Executive Education & Company Relations at ESCP Europe. After her PhD from HEC Paris, she did a post-doc at Wharton as senior research fellow. Delphine has worked as a marketing practitioner in different industries, including FMCG, banks, and public institutions, and remains a freelance consultant in marketing.

Benjamin Voyer received a PhD in Social Psychology from the London School of Economics, and followed doctoral courses in marketing at HEC Paris and the London Business School. He is also a Visiting Fellow at the London School of Economics, a chartered psychologist (CPsychol) and chartered scientist (CSci) in the UK. Dr Voyer’s research focuses on self-perception and the way it affects consumption and behaviours in organisations. Beyond academic research, he also collaborates with the media (TV, radio, press) as a scientific consultant (BBC 2, BBC Radio 4, Financial Times). He has worked as a marketing practitioner in different industries, including FMCG, banks, and public institutions, and remains a freelance consultant in marketing.
CAREERS SERVICE

Securing a job or internship after university is becoming ever more competitive. Recruitment processes are constantly evolving, focusing less on technical knowledge and increasingly on assessing the applicant’s ability to work in a team, their analytical thinking, organisational skills or leadership potential.

In addition to this, applicants are increasingly required to demonstrate ‘soft skills’ - gained through previous work experience, extra-curricular activities and achievements - alongside academic achievements.

It is essential that students have the opportunity to practice recruitment processes in anticipation of the real thing. Throughout their time with the School, students receive the support of our specialised Careers Office, which offers a full range of services and career-focused events:

• CV, covering letter and application checks
• Mock assessment centre and interview practice
• One-to-one careers advice sessions
• Company presentations and networking events
• Annual careers fair

Company Internships

At the heart of the MMK programme is the required minimum 16-week internship, during which students work in a management training role within a client company. Students begin their search in Semester 2, developing job-seeking skills with the professional support of specialists in the Careers Office and the Alumni Association. Exposure to real-life business culture both challenges and strengthens the skills and knowledge acquired in the MMK curriculum, and solidifies the student’s profile as a successful international marketer.

Students enrolled in the MMK have performed their internships at companies such as:

Apple
BMW
Coca-Cola
Danone
eBay
Estée Lauder
Hilton
Johnson & Johnson
Landor
LVMH Dior
L’Oréal
Microsoft
Max Mara
NBS Universal
Nintendo
Orange
Reckitt Benckiser
Samsung
Sotheby’s
The Paris Opera
Tchibo
Unilever
Wempe

“...The big jackpot of the School remains its network and careers service. After the end of our classes, more than 50 internship offers from various companies were posted online every day, which increased our chances of securing a job directly after the course!”
Romy Mouzannar, MMK alumna

JOINING A DYNAMIC STUDENT & ALUMNI COMMUNITY

A strong sense of school spirit and community is a defining characteristic of ESCP Europe. Involvement in extra-curricular activities and student associations is strongly encouraged; we consider it an essential part of personal well-being and professional development.

The London Campus Annual Gala
Each year, the students, staff, faculty, alumni and friends of ESCP Europe come together in London to celebrate the School’s achievements. The Annual Gala takes place at a different location each year, with guests enjoying champagne reception by a three-course meal, music provided by talented ESCP Europe students, a charity prize draw, and a party that continues all night.

The ESCP Europe Regatta: Students and Alumni Sail Together
The ESCP Europe Regatta symbolises what ESCP Europe is all about. Once a year, students from all five campuses, as well as members of staff, faculty and alumni gather in Italy for a weekend at sea. The Regatta has become a landmark in the School’s sporting, networking and social calendar. In 2013, around 600 participants sailed together, manning 48 yachts around Ischia, Italy.

Alumni Association
Boosting 40,000 graduates in more than 150 countries, the alumni network plays an important role in promoting the school, whilst also maintaining a commitment to building strong ties and a sense of community amongst all ESCP Europe graduates.

The purpose of the Alumni Association is to unite and organise this community and provide life-long professional and personal development. With 700 delegate alumni representatives and 13 full-time staff, it assists students throughout their studies and into their first job.

The Association offers the following services:

• An Alumni mentor for each student during his/her studies
• Career development workshops
• Over 30,000 job offers each year
• A directory available online and in paper form
• Groups organised by geographic area which host events and conferences on industry-specific issues

The big jackpot of the School remains its network and careers service. After the end of our classes, more than 50 internship offers from various companies were posted online every day, which increased our chances of securing a job directly after the course!”
Romy Mouzannar, MMK alumna

The London campus careers team gives you all the confidence you need to go out and find a job! The alumni network has also been very useful - it is very powerful and members are very willing to help current students.”
Marc Mourou, MMK alumnus
WHERE ARE MMK ALUMNI NOW?

The employment record of MMK graduates is enviable. It is a reflection of the focus that has gone into the design of the curriculum with the support of the programme’s Corporate Advisory Board, drawn from leading industry figures.

Recent alumni have taken positions at some of the world’s most prominent marketing and creative companies, including:

- AEW Europe
- Amazon
- Amoo VC
- Apple
- BAT
- BMW Mini
- Robert Bosch
- Bouygues
- C&A
- Danone
- Electronic Arts
- Ernst & Young
- Euro RSCG
- FAZ
- G2 Worldwide
- Google
- Hilton
- Johnson & Johnson
- Landor
- LVMH Dior
- Estée Lauder
- Max Mara
- Martini
- Net a Porter
- New Look
- L’Occitane
- L’Oréal
- PA Consulting
- Pernod Ricard
- Peugeot Citroën
- Procter & Gamble
- Reckitt Benckiser
- Saatchi & Saatchi
- Scholz & Friends
- SelectNY
- TBWA
- Tchibo
- Unilever
- Van Cleef & Arpels
- Louis Vuitton
- VW Group
- Y&R

JOINING THE PROGRAMME

Admission Requirements

- Bachelor degree in any discipline (a Master 1 is required for French students).
- A minimum of 18 months of relevant professional work experience (can also include internships, voluntary work and part-time jobs) in a customer-related activity such as sales, marketing, retail, service or creative industries.
- Two references (submitted via our online application system): one academic or professional, and one from a current or previous employer.
- English language certificate acquired during the previous two years. This applies for non-native speakers who have not studied their degree in English. We require the following minimum scores on the tests: TOEFL written test: 600; TOEFL IBT: 100; TOEFL computer-based: 250; IELTS: 7. Candidates without language qualification certificates can be tested at our campus on the same day as the interview.

Admission Deadlines

Admission sessions operate with rolling deadlines between April and November for the January 2014 intake.*

Admission Procedure

Step 1

Apply online

The following supporting documents must be submitted with the online application:

- A recent CV
- Two references and photocopy of your passport / ID
- Copies of your degree certificate and transcripts

Step 2

Interview

Candidates whose application has been successful will be invited to attend the second stage of the process, comprised of a 30-minute personal interview and assessment tests. During this, the candidate must convince the selection committee of his/her abilities and motivation.

Step 3

Final decision

The Admission Committee will review your application in full, make a final decision and notify you of the result.

Fees and Scholarships

Tuition fees are set at £17,500 for the 2014/2015 academic year, payable in two instalments. The same fees apply to both EU and non-EU citizens.

All candidates are required to pay a non-refundable application fee of £130 via Paypal. Applications are considered complete and submitted only when this fee has been paid.

Partial scholarships are available on the basis of financial need and/or merit. Check the website for application deadlines: escpeurope.eu/mmk/scholarships

For more information, please contact:

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Telephone: +44 20 7443 8873
www.escpeurope.eu/mmk

As an employer, I’m really happy to see programmes such as the MMK that bring together – at last! – strategy and creativity. I would definitely be interested in recruiting graduates from your MSc in Marketing & Creativity.”

Luc Speisser – President at Landor Associates, Paris
PARIS LONDON BERLIN MADRID TORINO  

PRMSc IN MARKETING & CREATIVITY

ESCP Europe supports sustainable development.