

Master (M2) mention Marketing, vente parcours-type Master of Science in Marketing (research track)

Marketing, vente



Diplôme
Master (LMD)



**Domaine(s)
d'étude**
Marketing



Accessible en
Formation
initiale,
Formation
continue, VAE



Établissements
Université
Toulouse
Capitole

Présentation

The Master of Science in Marketing aims at training a new generation of creative, entrepreneurial and innovative researchers, able to face current and future challenges.

To do so it creatively combines the best of practice, theory, qualitative & quantitative tools and reality-based education. You will attend academic conferences, make presentations, organise seminars, and contribute to management and academic decisions. It also offers high quality teaching and a truly multicultural work environment with students coming from all over the world.

Our MSc offers the excellence training needed for international and French university graduates interested in pursuing a career in research:

- * Rigorous selection process
- * Close supervision by internationally recognized high-level research professors who publish in the best journals
- * Full immersion in the lab research activities
- * Exchanges with the world's best universities
- * Research presentations in the leading international conferences

We deliberately keep the MSc small to allow you to work closely with your supervisor, develop interaction with other faculty members who will be happy to act as sounding boards, and gain teaching experience.

We are looking for talented applicants who are enthusiastic about research, genuinely intellectually curious, like reading and debating, want to be able to answer new questions and love travelling and meeting new people. If this sounds like you, we encourage you to take a closer look at our [TSM Doctoral Programme](#), and we look forward to receiving your application.

The Master of Science is the first year of the [TSM Doctoral Programme](#) which is one of only 4 doctoral programmes entirely dedicated to management in France.

Discover our interview Campus Channel

Admission


Conditions d'admission

Inscription

Find all the information you need about [registration at Toulouse School of Management](#) on the school's website.

Et après...

Poursuite d'études

If students have written a Master thesis during their Master of Science in Marketing they can apply to the **MPhil in Management**, in order to follow the second year of the  **Doctoral Programme**. The later years of the doctoral programme are dedicated to original research and the creation of a dissertation.

Contact(s)


Autres contacts

Renseignements

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Contacts

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Infos pratiques

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En savoir plus

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 <https://www.ut-capitole.fr/accueil/formations/nos-diplomes/masters/master-m2-mention-marketing-vente-parcours-type-master-of-science-in-marketing-research-track>

Programme

Organisation

The academic year starts early September.

Students have the opportunity to take a gap year before entering the programme.

Core courses

- * Learning and practice in research
- * Engaging with the scientific literature
- * Management science
- * Qualitative methods
- * Quantitative methods
- * Experimental methods

Track specific research courses

- * Research process and design
- * Advanced methods in marketing
- * Perspectives in marketing

Track specific practitioner courses

- * Technology Acceptance Model
- * Transformative Technologies and Consumer Well-being
- * Consumer Behavior

Research training seminars

- * Managing your PhD: getting started
- * Library resources
- * What are the good academic conferences?
- * How to present a research paper?
- * International job market
- * Zotero
- * Alumni talk
- * The French cultural etiquette
- * Master thesis or internship