

MBA

International Business & Marketing

Consumer behavior is changing fast as information is easily available and worldwide product supply has already entered our homes. International influence is shaping our environment and we have to better understand changes in consumer expectations. ISC Paris has decided to reinforce its commitment to marketing management by developing this MBA.

This program is aiming at international markets and products. This is an MBA specializing in marketing techniques in an international environment.

The general objective of the MBA International Business and Marketing is to enable young executives to enhance their knowledge in international business, general management and state of the art marketing.



PERSPECTIVES

EXPORT BUSINESS MANAGER

INTERNATIONAL PRODUCT MANAGER

INTERNATIONAL TRADER

INTERNATIONAL MARKETING ANALYST

BRAND MANAGER

DIGITAL MARKETER

OBJECTIVES



Clever marketing drives profit, product longevity, and brand loyalty: everything companies are looking for. As most of the business players look at their brands into new markets and channels, the MBA in International Business and Marketing explores marketing on a global scale and gives students a systematic and global perspective of the organization in its environment.



By mixing strategic management, marketing and international business the MBA in IBM enables students to apply skills and knowledge in the following areas: branding, market research, consumer behavior, new product, and market development and international business management.