



# Groupe SEB sponsors EDHEC's MSc in Marketing Management



Groupe SEB New Corporate Sponsor of  
the MSc in Marketing Management

seb\_UK.jpg

EDHEC and Groupe SEB signed a Corporate Programme Sponsorship agreement for the School's MSc in Marketing Management programme on 10 October on EDHEC's Lille campus. The partnership was inaugurated with a speech by Luc Gaudemard, Groupe SEB Senior Vice-President for Europe and an EDHEC graduate, to 100 students from around the world.

After describing the key stages in his marketing career, Luc Gaudemard urged students to be curious, to call themselves into question and to cultivate their "hunger" to learn during their future careers.

By sponsoring the MSc in Marketing Management programme, SEB participates in the programme's content and tuition and joins two marketing heavyweights, Unilever and Carrefour, as a key partner for the programme. The partnership is planned for a minimum three-year period and is based on the co-production of the Brand Portfolio Management course in conjunction with the professor in charge of the course. **Groupe SEB will also help with case studies, career testimonials, and site visits, and will offer specific recruitment actions.**



The Corporate Programme Sponsorship mechanism brings sponsors into close contact with students and thus provides SEB with an original means of promoting its employer brand and identifying future talent. EDHEC Business School is proud to have sealed this partnership with SEB, secure in the knowledge that this world leader in the home appliances field shares the School's objectives of innovation, entrepreneurial value creation and international development.

The expertise imparted by the trio of Corporate Programme Sponsors injects originality and impetus into a demanding training programme that is geared to the needs of the business world in accordance with the EDHEC for Business strategy.

Master of Science, Marketing, Master in Management

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