



Programme Details

HIGHLIGHTS OF THE PROGRAMME

STRUCTURE

1-year full-time programme entirely taught in English

[6 core modules](#)

[2 seminars](#)

Talent Identification & Career Development (TI&CD)

3-6 month internship / work placement

Master Project

PROGRAMME STRUCTURE

Courses and Seminars	360 hours	46 ECTS
TI&CD	40 hours	4 ECTS
Master Project		10 ECTS
Internship*		15 ECTS
Total	400 hours	75 ECTS

*Mandatory 3 to 6-month internship. Please note a full-time position replaces the internship requirement.

MAJORS

[Luxury & Fashion](#) [Entertainment & Services](#)

FIELDS

Consumer-Centred Marketing

Marketing Research

Retail Management

Marketing Communication

Customer Relationship Management

Luxury Entertainment Service

MANDATORY 3-6 MONTH INTERNSHIP

The personal and professional benefits of an internship abroad are immense and long-lasting. Expanding your global contact network is no different. During your mandatory internships abroad you will develop valuable business relationships which will take your career goals to an international level. Many students find their jobs as a result of internships during their time at EDHEC.

LIFE AFTER PROGRAMME

MAIN JOB FUNCTIONS

48% Marketing / Communication

22% Business Development / Commercial

18% Business Unit Management / Digital

MAIN RECRUITERS

AMAZON DANONE L'ORÉL

LVMH MICROSOFT NISSAN

SONY SWAROVSKI UNILEVER



ADDITIONAL INFO

MASTER PROJECT

The Master Project allows you to put acquired knowledge and skills into practice, through an **applied project of business relevance** performed in accordance with a best in class approach. Should you have the ability to perform high quality research may also be offered the opportunity to perform their Master Project in the form of applied research under the supervision of members of [EDHEC faculty](#) or its research centers.

CAREER CENTER SERVICES

The Career Centre helps you design your job-search strategy and assess your recent work experience and managerial competencies. The TI&CD programme, unique in Europe, evaluates and assesses your strengths and areas of improvement based on 8 managerial competencies defined by international recruiters. The TI&CD is a real career booster enabling EDHEC students to assess and hone their managerial competencies to be particularly efficient in their first job.

FRENCH CLASSES

French courses are offered free of charge to facilitate the acculturation.

LOCATION

Lille Campus