

A black and white close-up photograph of a woman's face, focusing on her eyes and nose. The image serves as the background for the advertisement.

**tbs**

Toulouse  
Business School

**MSc MARKETING**  
TOULOUSE - BARCELONA - PARIS

3 INTERNATIONAL ACCREDITATIONS



[www.tbs-education.fr](http://www.tbs-education.fr)

**Think  
& Create**



# MSc MARKETING MANAGEMENT & COMMUNICATION - TOULOUSE OR PARIS

**Degree:** Master of Science Toulouse Business School  
CGE Agreement (Conférence des Grandes Écoles Françaises)

**ECTS:** 90

**Location:** Toulouse or Paris

**Part time program:** in Toulouse (Friday and Saturday morning)

**Full time program:** in Paris (Monday to Thursday)

**Intake:** September or November

**Language:** English

**Entry requirements:** Bachelor degree (or equivalent) or upper, IELTS 6.0 or TOEFL / TOEIC equivalent

**Application fees:** 100€

**Tuition fees:** 13,950€ European students. 15,500€ Non European students

## Course content in Toulouse:

90 ECTS, 15 MONTHS, PART TIME		
1 <sup>ST</sup> SEMESTER	2 <sup>ND</sup> SEMESTER	3 <sup>RD</sup> SEMESTER
SEPTEMBER - FEBRUARY	MARCH - MAY	JUNE - DECEMBER
<b>Common core</b> <ul style="list-style-type: none"> <li>● Marketing Decision</li> <li>● Communication</li> <li>● E-Marketing</li> <li>● Management</li> <li>● Job Marketing &amp; Personal Development</li> <li>● Professional Skills</li> </ul>	<b>Elective Courses (to choose four)</b> <ul style="list-style-type: none"> <li>● Internet Marketing &amp; e-Commerce</li> <li>● B2A</li> <li>● B2B</li> <li>● B2C</li> <li>● Aerospace Marketing Consultancy</li> <li>● Marketing &amp; Communication</li> <li>● Luxury</li> <li>● Lobbying</li> <li>● Innovation Marketing</li> <li>● Distribution &amp; Franchise Marketing</li> <li>● Trade Marketing</li> <li>● MICE Tourism</li> </ul>	<b>Professional experience</b> Company Internship or Professional Project (6 months minimum)

## Course content in Paris:

90 ECTS, 15 MONTHS, FULL TIME			
1 <sup>ST</sup> SEMESTER - 2 <sup>ND</sup> SEMESTER		3 <sup>RD</sup> SEMESTER	
NOVEMBER - JULY		JULY - DECEMBER	
<b>Common core</b> <ul style="list-style-type: none"> <li>● Marketing Decision</li> <li>● Communication</li> <li>● E-Marketing</li> <li>● Management</li> <li>● Job Marketing &amp; Personal Development</li> <li>● Professional Skills</li> </ul>	<b>3 Tracks (to choose one)</b> <ul style="list-style-type: none"> <li>● Fashion, Luxury &amp; Entertainment</li> <li>● International Development</li> <li>● Finance Industry</li> </ul> <b>Social &amp; Business Activities</b> (twice a week) <ul style="list-style-type: none"> <li>● Workshop, visits, conferences</li> </ul>	<b>Elective Courses (to choose four)</b> <ul style="list-style-type: none"> <li>● Distribution</li> <li>● Trade</li> <li>● Digital</li> <li>● Sport</li> <li>● Tourism</li> <li>● Innovation</li> <li>● And more...</li> </ul>	<b>Final Project</b>

## How to apply?

### Requirements:

Bachelor degree (or equivalent) or upper

IELTS 6.0 or TOEFL / TOEIC equivalent

GMAT is appreciated

**Online application:** <http://apply-toulouse-bs.com>

**Admission Criteria:** Academic record and interview

**Contact:**

[international.tbs@tbs-education.fr](mailto:international.tbs@tbs-education.fr)

+ 33 5 61 29 48 68





# MSc MARKETING - BARCELONA

**Degree:** Master of Science, double degree by TBS (Toulouse business School) and UPC (Universitat Politècnica de Catalunya)

**ECTS:** 90

**Location:** Barcelona

**Full time program:** 12 months of classes + 6 months of professional project

**Intake:** January

**Language:** English

**Entry requirements:** Bachelor degree (or equivalent) or upper, GMAT/GRE score or TBS admission online test

**Application fees:** 100€

**Tuition fees:** 11,950€

**Excellence Scholarships:** Until 2,000€ to the best scores



UNIVERSITAT POLITÈCNICA DE CATALUNYA  
BARCELONATECH  
Fundació Politècnica de Catalunya



## Course content in Barcelona:

90 ECTS, 18 MONTHS, FULL TIME		
1 <sup>ST</sup> SEMESTER	2 <sup>ND</sup> SEMESTER	3 <sup>RD</sup> SEMESTER
JANUARY - JUNE	SEPTEMBER - DECEMBER	JANUARY - JUNE
<p><b>Common core</b></p> <ul style="list-style-type: none"> <li>• Human Resources</li> <li>• Business Strategy</li> <li>• System Dynamics</li> <li>• Business Plan</li> <li>• International Business</li> </ul> <p><b>Fundamental courses</b></p> <ul style="list-style-type: none"> <li>• Consumer Behaviour in BtoB</li> <li>• Studies and Marketing Information Management</li> <li>• Communication and Management of the Client Relationship</li> <li>• Construction of Market Offer and Marketing Policy</li> <li>• Strategy and Marketing Plan</li> </ul> <p><b>Business Game</b> Artemis</p>	<p><b>SESAME</b> Strategic consulting project for a real company</p> <p><b>3 Professionalization Options:</b> <i>To choose one</i></p> <p><b>BtoB</b></p> <ul style="list-style-type: none"> <li>• Professional Behaviour</li> <li>• B to B Management</li> <li>• Business Development</li> <li>• B to B Marketing</li> </ul> <p><b>BtoC</b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Mix Product Management</li> <li>• Communication</li> <li>• Distribution and Channels</li> <li>• Sales and Negotiation</li> <li>• Personal Development</li> </ul> <p><b>International Business</b></p> <ul style="list-style-type: none"> <li>• International negotiation</li> <li>• International Business</li> <li>• International markets and Risk Management</li> <li>• Key Account Management</li> <li>• International Contracts</li> <li>• Language and Business</li> <li>• Africa, South America, Japan and East Asia, China, US, Europe</li> </ul>	<p><b>Professional experience</b> Company Internship or Professional Project (6 months minimum)</p>

## How to apply?

### Requirements:

- Bachelor degree (or equivalent) or upper
- GMAT/GRE score or TBS admission online test

**Online application:** <http://application.tbs-education.es/>

**Admission Criteria:** Scores on your tests

### Contact:

[admission@tbs-education.es](mailto:admission@tbs-education.es)

+34 933 100 111

# TOULOUSE BUSINESS SCHOOL

Toulouse Business School is one of the prestigious French Grandes Écoles created in 1903.

## CAMPUSES

TOULOUSE | BARCELONA | CASABLANCA | A LOCATION IN PARIS

## 3 INTERNATIONAL ACCREDITATIONS



TBS is part of a select group of business schools honoured by earning all three international accreditations: EQUIS, AMBA and AACSB. These accreditations assure the high level of school graduates, thanks to an education based on the strictest quality standards with regard to teaching, research and job placement. They also guarantee that accredited institutions are subject to an ongoing improvement process. They confer international prestige and status to degrees, only 1% of business schools in the world have obtained all three accreditations.

## CAREER SUPPORT AND PROFESSIONAL NETWORKING

More than 1,200 professional advisers from the corporate world join our faculty to offer insight and guidance to our students. We have close ties to all local business sectors as well as over 150 national and international companies, which enables us to provide dynamic teaching and training opportunities that prepare students for a fast-changing business world.

Some of our partners:

AIRBUS | ACCOR | DANONE | L'ORÉAL | NIKE  
CLUB MED | NESTLÉ | UNILEVER | SFR

## GLOBAL ALUMNI COMMUNITY

TBS has an active global community of 27,000 alumni. The alumni association offers social and professional networking opportunities, an alumni directory, and career support for both current students and graduates.

[www.tbs-alumni.com](http://www.tbs-alumni.com)

### Toulouse Campus

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### Barcelona Campus

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[www.tbs-education.es](http://www.tbs-education.es)  
[admission@tbs-education.es](mailto:admission@tbs-education.es)



### Hao Wang

MSc Marketing student

*"After completing a 4-year long program in Beijing, I joined the Master of Science Marketing Management & Communication program at Toulouse Business School in 2011. I invested myself a lot, not only in the academic path but also in developing friendships with the diversely multi-cultured TBS students. The major academic training, matched with practical experience, have certainly given me the necessary knowledge to launch the first step of my professional career!"*

## STUDENT SUPPORT SERVICES

TBS student support staff are here for you – whether you need help with a student visa, assistance with finding accommodation, or ideas for financing options.