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PRESS RELEASE FOR IMMEDIATE RELEASE

**ESCP Business School climbs to 4th worldwide
for its Master of Science in Big Data & Business Analytics**

ESCP Business School has been ranked 4th worldwide in the QS Rankings 2021 for its MSc in Big Data and Business Analytics. This ranking recognises the programme's international position as well as the expertise and professional dimensions that help establish its cutting-edge reputation.

The MSc in Marketing & Creativity (MMK) also came 5th worldwide, moving up one place from the previous year and reaffirming its position as a world leading programme.

The MMK delivers a unique student experience, focusing on the interface between creativity and analytical thinking in marketing management. The programme adopts a hands-on, original approach to the topics of creativity, marketing, management and analytics. Students spend time at the London and Paris campuses of ESCP before completing a professional internship or direct employment to apply their skills in the workplace.

According to the director of the programme, **Kamran Razmdoost**, *"The MSc in Marketing and Creativity offers a platform where our talented and diverse students closely work with professors, practitioners and corporate partners to develop marketing skills, find their marketing style and build confidence in becoming marketing leaders of tomorrow. The QS ranking once again endorses the success of the programme in focusing on creativity and problem solving, social impact and sustainability, and digital transformation and analytics."*

ESCP also ranked 7th worldwide for its Master in Management (MiM) and 19th in Europe for its Global MBA in International Management, with both programmes participating in the QS Rankings for the first time this year.

"These QS rankings underscore our own strength and the outstanding record of achievement of our graduates. We are committed to ensuring the best academic experience for all our students across programmes using a new phygital, hybrid approach, combining both augmented online and on-site teaching. The professors have and continue to show incredible agility, adaptability and creativity to ensure the excellence of our students' academic paths," says **Leon Laulusa, Executive Vice-President and Dean for Academic Affairs and International Relations.**

ESCP

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About ESCP Business School

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.

This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 6000 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

Website: www.escp.eu

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