



**MSc
in Marketing
& Creativity**



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW





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ESCP Quick Facts

The World's

1st

Business School
(est. 1819)

Multi- accredited:

AACSB, EQUIS, EFMD MBA,
EFMD EMBA, 5 European Higher
Ed standards

A comprehensive

portfolio

of 48 programmes: Bachelor, MiM,
28 MScs, MBA, 2 PhDs, 13 Executive
Masters, EMBA, Global Executive
PhD, as well as a custom and open
programme offer

10,000

students in degree
programmes representing

135

different nationalities

6

European campuses in
Berlin, London, Madrid, Paris,
Turin, and Warsaw, and a branch
campus in Dubai

200

research-active professors
representing 33 nationalities
across our campuses

145

academic alliances in Europe
and the world in 48 countries

6,000

high-level participants in
customised trainings and
executive education

80,000

active alumni in
over 190 countries



6 Urban Campuses

BERLIN

The Berlin campus is situated in the western part of the city centre, near the Charlottenburg Palace and its splendid gardens. Berlin is a fast-growing city characterised by a rich multifaceted economic structure and culture.

LONDON

Located in West Hampstead in North-West London, this campus offers students state-of-the-art facilities in a traditional Victorian building.

MADRID

Puerta de Hierro & María de Molina

The Madrid Campus has two locations in Puerta de Hierro and one in the stylish Barrio de Salamanca. Madrid is one of the leading business and innovation hubs in Europe

PARIS

Montparnasse & Champerret

After more than 130 years on its historic campus in the 11th arrondissement, ESCP has launched the renovation of the République campus and temporarily moved to the 17th arrondissement for the duration of the project. The modern Paris locations are situated in the south (14th) and west (17th) of intra-muros Paris. They enjoy easy access to all of the capital's major business districts.

TURIN

The Turin campus is located in a beautiful building with modern facilities. Turin is one of the main business centres of the Italian economy and home to many architectural masterpieces.

WARSAW

Our campus is based at Kozminski University, located in Warsaw's northeast district of Praga Północ. It is one of the city's most historic neighbourhoods.

ESCP 2023 Rankings & Accreditations

Worldwide Rankings

#1

Master
in Finance (FT)

#4

Master in
Marketing (QS)

#3

Executive
MBA (FT)

#4

Master in
Management (FT)

#4

European
Business
Schools (FT)

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.



5 European Higher Ed
accreditations

ESCP

It all starts here

Founded in 1819 by economists and entrepreneurs, ESCP is the world's first business school.

For over 200 years, our mission has been to inspire and educate purpose-driven business leaders who will make a positive impact on business, society and the planet.

With six campuses in Berlin, Madrid, London, Paris, Turin, and Warsaw, ESCP is also the only pan-European business school.

It is with this European mindset, rooted in our commitment to excellence and humanism, that ESCP strives to build a more sustainable world.

Becoming part of ESCP is to adopt this vision and to learn how to make enlightened choices, guided by the universal values of diversity, multiculturalism and interdisciplinarity.

We are living in a world of transformations: ecological, technological and societal. To support companies and institutions as they face these challenges head-on, ESCP trains its learners to become purposeful leaders who are open to the world ahead, trained to think critically and to master ever evolving global issues.

Our graduates are prepared to make choices grounded in knowledge, science and creativity thanks to ESCP's unique pedagogical approach, which combines management, social and digital sciences in interdisciplinary programmes. We offer a unique multicultural experience with required studies in several European cities, and partnerships with leading universities around the world.

Are you ready to redefine success with purpose?

Choose ESCP

It all starts here, with you.



Prof. Léon Laulusa
Executive President and Dean

Prof. Chloe Preece
Academic Director
MSc in Marketing &
Creativity



Our specialisation is unique in its focus on the interface between creativity and analytical thinking in marketing management. Our cutting-edge approach considers how creativity and analytics can come together to respond to the most pressing challenges of the contemporary business environment.

Marketers today are having to evolve at an ever-faster pace to keep up with a changing landscape which has been reshaped due to the development of digital channels and social networking. Consumers face never-ending choices in everything they buy, and the only way for businesses to compete is by standing out and connecting more deeply with their customers.

Both established marketers and newcomers to the discipline need to put creativity at the centre of their practice and combine marketing knowledge with advanced management and analytical skills. The MSc in Marketing & Creativity targets these four core themes – Creativity, Marketing, Management and Analytics – in a truly cross-cultural and interdisciplinary context.

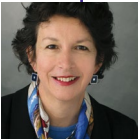
The MSc in Marketing & Creativity takes a fresh and hands-on approach to these topics by going beyond textbooks to incorporate workshops, consultancy projects, creativity sessions, case studies, class discussions, guest seminars and internships into the curriculum. Throughout the programme, participants immediately apply their new learning to real-life companies and assignments. It's an approach we describe as 'Not By The Book'.

I look forward to welcoming you as part of a unique cohort of creative leaders who operate at the forefront of innovation.



A diverse international Faculty

The ESCP Faculty endeavours to inspire students and help them take their first step towards an ambitious and exciting international career in today's diverse, multicultural business world.



Prof. Marie Taillard
L'Oréal Professor of Creativity Marketing

"I have an MBA from Columbia Business School and a PhD from the University of London. I specialise in marketing management and consumer behaviour, in particular the communications between consumers and firms and amongst consumers, and how the internet has transformed these relationships. I also conduct research in change management. I am French and American. My extensive professional background is in travel marketing, for American Express, Club Med, Accor Hotels and others. Since 2007, I have been teaching for several postgraduate and executive programmes. I launched the MSc in Marketing & Creativity and I am the Director of the Creativity Marketing Centre, as well as an elected member of ESCP Europe's Teaching Committee."



Prof. Peter Stephenson-Wright
Affiliate Professor of Marketing

"I previously held senior management positions at several leading international communications agencies, including Ogilvy, Y&R, Grey and Saatchi & Saatchi in London, Paris, Barcelona and Frankfurt. My extensive client experience includes Sony, Procter & Gamble, AB InBev and the European Parliament, as well as many of the largest global automotive brands. My professional interests include the application of creativity in a business environment, and the development of new techniques for integrating messages across channels and borders."

Prof. Chloe Preece
Academic Director
Associate Professor of Marketing

"I obtained my MSc and PhD from King's College London and my research is at the intersection between the arts, creative industries, and marketing. My background as a freelance arts producer gave me first-hand practical knowledge of the working practices of the UK cultural sector which now feeds back into my research investigating the relationship between business and creativity and the significance of the arts in pushing forward theorisations of cultural value and entrepreneurship. Before joining the School, I worked at Royal Holloway, University of London and Kent Business School. I am currently chair of the Arts, Heritage, Non-profit and Social Marketing Special Interest Group of the Academy of Marketing."



Prof. Hsin-Hsuan Meg Lee
Associate Professor of Marketing

"Before joining the School in 2015, I worked as a marketing lecturer at Amsterdam Business School and Amsterdam University of Applied Sciences. I obtained my doctoral degree from Amsterdam Business School; hold a Master of Science in Marketing from the University of Strathclyde, and a Master of Science in Applied Animal Behaviour and Animal Welfare from the University of Edinburgh. I am an expert on issues related to online communication, with my research focusing on analysing social media content and uncovering useful information and patterns from online data."





Prof. Chi Hoang
Assistant Professor in Marketing

"I hold a PhD in Marketing from BI Norwegian Business School (Norway). Prior to joining ESCP, I was a visiting researcher at Stephen M. Ross School of Business at the University of Michigan (USA) and a research fellow at Nanyang Business School at Nanyang Technological University (Singapore). My research expertise lies in the field of consumer psychology, specifically consumer-technology interaction, consumer prosocial behavior, and consumer decision-making. I have been involved in research projects across countries and sectors, including retail, healthcare, and public policy."

Prof. Daniela Lup
Associate Professor of Management



"I have an MBA and PhD from the University of Chicago Booth Business School, and I specialise in organisational behaviour and decision making. I have been researching, teaching and consulting in areas related to organisational change, negotiations, diversity and inclusion, teams and team creativity, prosocial behaviour and ethics. My pre-PhD professional experience has been primarily with international organisations and think tanks in the areas of education and micro-financing."



Prof. Christopher Halliburton
Professor of Marketing

"I was educated at Durham University, LSE and London Business School. I have also lectured at LBS and Cass Business School, and am the former UK Director of ESCP Business School. I am the author of numerous publications on branding and international marketing. I am a Fellow of the Marketing Society and have over 25 years' experience of marketing consultancy for PwC, Unilever, Caterpillar, Xerox, IBM, BT, Capgemini, Alliance Boots and many others, including working at Board level. My overseas experience includes work in Europe, Africa, the Americas and the Far East."

Vanezza Scanlon
Affiliate Professor of Sustainability



"I spent a decade understanding the multifaceted nature of sustainable development, poverty and cultural diversity, as well as designing and implementing holistic development programmes between multinational companies, NGOs, and social innovation start-ups across Southeast Asia (incl. the Philippines, Vietnam, Thailand, Cambodia and Myanmar). This extensive field exposure, coupled with my degrees in MSc Health, Population and Society and Executive MSc in Behavioural Science from the London School of Economics and Political Science, inspires my professional interest in challenging corporates to embrace sustainability and social innovation through novel multi-sectoral collaborations, and addressing some of the biggest societal challenges of today."



ERIM

ESCP Research Institute of Management is a state-recognized research laboratory that allows ESCP not only to deliver a Doctorate degree independently but also to apply for national research funding such as the ANR funding.

ERIM also plays an important role in promoting research activities of ESCP Business School.

Research Centres & Institutes

BIG DATA RESEARCH CENTRE

CERALE

Centre for European / Latin American Research

CERS

Centre for Research in Sociology

CIMDI

Research Centre for Intercultural Management, Diversity and Inclusion

CMC

Creativity Marketing Centre

ECDC

European Center for Digital Competitiveness

EMC

Energy Management Centre

HappyMgt

Happiness & Management Research Centre

IREFIM

Institute of Real Estate Finance and Management

SustBusy

Business & Society - Towards a Sustainable World

TMI

Talent Management Institute

Chairs & Professorships

The ESCP Corporate Chairs and Professorships foster cooperation between companies and faculty on specific issues.

Corporate chairs and Professorships are an important component of the ESCP Business School research policy.

They are the ideal hub for reflection and sharing, allowing a company to pass on its expertise, support research and teaching activities and develop its employer brand.

Chairs

Cartier

- **Cartier** Chair "Turning Points"

 **SAFRAN**

- "Factory for the Future" Chair with **Safran**, Safran Aircraft

 **Schneider Electric**

- "IoT" (Internet of Things) Chair in partnership with **Schneider Electric**

 **BearingPoint**

- ESCP – **BearingPoint** "Retailing 4.0" Chair

 **BNP PARIBAS**

- **BNP Paribas** "Reinventing Work" Chair



- Institut Jean-Baptiste Say, in partnership with **Manutan**

Professorships

 **KPMG**

- Professorship **KPMG** "New Generation Management"

 **L'ORÉAL**

- **L'Oréal** Professorship in Creativity Marketing
- Professorship in International Corporate Governance - **KPMG**

Creativity Marketing Centre

About the Centre

The Creativity Marketing Centre is a platform for thought-leadership and knowledge exchange on the role of creativity as a driving force of value in marketing.

The Centre brings together academics, marketing practitioners and experts from all sectors, eager to participate in harnessing creativity to rethink the rules of the game in marketing. The Centre engages in cutting-edge academic research on creativity and its role in strategic rethinking and marketing. Marketers need creativity, alongside rigorous analysis, to leverage the opportunities and meet the challenges that result from volatile contexts, markets redefined by interactive and mobile technologies, and the ever-increasing expectations of diversified stakeholders for transparency and engagement.

Research themes include:

- **Big Data**
- **Creativity Marketing Ecosystem**
- **Consumers and Creativity**



CREATIVITY MARKETING CENTRE

@ ESCP BUSINESS SCHOOL

The CMC's activities

Ongoing academic and applied research, including publications in top-ranked international peer reviewed journals

Conferences and workshops

Blogging and other communication vehicles on the CMC website

Supporting the curriculums of the MSc in Marketing & Creativity and Creative London Summer School programmes.

L'ORÉAL
BIG PICTURE
PROJECT

CREATIVE
MARKETING
SEMINARS

MANAGING
FOR SOCIAL
IMPACT
PROJECTS

CREATIVITY
MARKETING
COMMUNITY

creativitymarketing.org



MSc IN MARKETING & CREATIVITY

**Not By The Book
Marketing**



The MSc in Marketing & Creativity at a glance

The MSc in Marketing & Creativity is unique in its focus on the interface between creativity and analytical thinking in marketing management. It deploys multiple approaches to marketing through its case- and project-based 'Not By The Book' teaching methodology, preparing the next generation of strategic, responsible, competent and creative marketers.

The MSc in Marketing & Creativity curriculum goes beyond textbooks to incorporate consultancy projects, creative seminars with corporate partners, case studies, experience in emerging markets, and guest speakers, as well as a minimum four-month professional experience (internship/direct employment) which allows participants to immediately apply their learnings to real-life companies and assignments.

The specialisation fosters creativity and critical thinking with a methodological and systematic approach. It teaches how to be strategic and analytical in a data-driven world to provide innovative solutions to complex problems, while also teaching students about creativity in business, management and performance, developing their cognitive flexibility, fluency of ideas and agility.

The combination of a unique specialisation focus, teaching methodology, interaction with experts, and up-to-date content in marketing equips MSc in Marketing & Creativity students with one of the most striking, thought-provoking and – above all – career-broadening Marketing masters currently available.

The specialisation in Marketing & Creativity is part of the Master Degree (DEAMIE)



**18-to 21-
month**

full-time programme
holding 120 ECTS

2

Study Locations
London & Paris

2

Specialisation Tracks
-Fashion & Luxury
-Entrepreneurship &
Digital Transformation

Not By The Book
Teaching Methodology

-Company Consultancy Project
-Creative Seminars
-Integrated Work Experience

#4

**Ranked Masters in
Marketing**

Worldwide by QS (2024)

**Starts in
January**

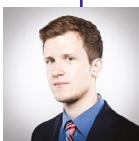
each year

Student Testimonials



Koen de Rooij
Director of Commercial
Growth Strategy at Kantar
Consulting, Netherlands
Class of 2015

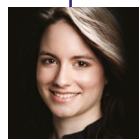
"Looking back now, the first thing that comes to mind is the strong bond we developed as a class. Around 30 different nationalities and cultures, thrown together on a mission. Working hard, playing harder, putting our collective creativity into everything we did and amazing ourselves when looking at each other's work. This could be either on or off the campus – imagine having a lecture inside the Palais Garnier or at Regent's Park – or doing actual consultancy work for a company, like our team did for Landor."



Dimitri Hoppenbrouwers
Head of Engagement,
Sponsoring & Corporate
Culture at De Cronos Groep,
Belgium
Class of 2014

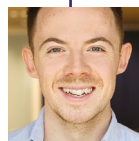
"Where ESCP Europe made the difference for me was the way in which they taught us the newest forms of marketing. We got challenged by top executives to make 'out of the box' pitches and find creative yet long-term solutions for challenging problems."

Edilia Gänz
Director of FEDORA, France;
Forbes 30 under 30 (2019)
Class of 2013



"The most rewarding yet challenging part of the programme was the group work, during which we collaborated with individuals from a range of nationalities and professional backgrounds to solve business challenges in a creative way. Sharing insights and learning about diverse approaches was a truly enriching experience."

James Henry
Director of Growth &
Sustainability at MyHEAT,
Canada; Ex-Google
Class of 2013

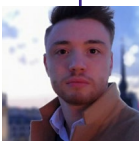


"The most appealing aspect of the MSc in Marketing & Creativity is that creativity is taught as something that can be harnessed and honed, regardless of whether you believe yourself to be very creative or not at all. Creativity becomes part of your daily thinking process, and as students we quickly learn how to approach problem-solving by applying a creative lens."



Chibo Agu
Director of Innovation
& Transformation at Le
Collectionist, France
Class of 2012

"ESCP Business School sets a standard. I know that my class mates and alumni from previous MSc in Marketing & Creativity classes before mine are today working for amazing companies with amazing job titles, doing amazing things all over the world. Being around and part of people who have the desire to succeed can only help you aim higher."



Davide Surdi
Brand Manager & Digital
Engagement Lead at
Boehringer Ingelheim, UK
Class of 2019

"The MSc in Marketing & Creativity experience has impacted my life both professionally and personally. The Master has equipped me with a more strategic mindset and with the right combination of soft and hard skills to drive my future career forward. I would like to also specifically mention the career services who have been fundamental in my job hunting process. The support with my CV and cover letter, combined with the possibility to contact a plethora of successful graduates, has allowed me to land interviews in many FTSE 500 companies."



Giridhar Venkatraman
Associate Director, Global
Marketing Strategy and
Transformation Practice at
Publicis Groupe, France
Class of 2020

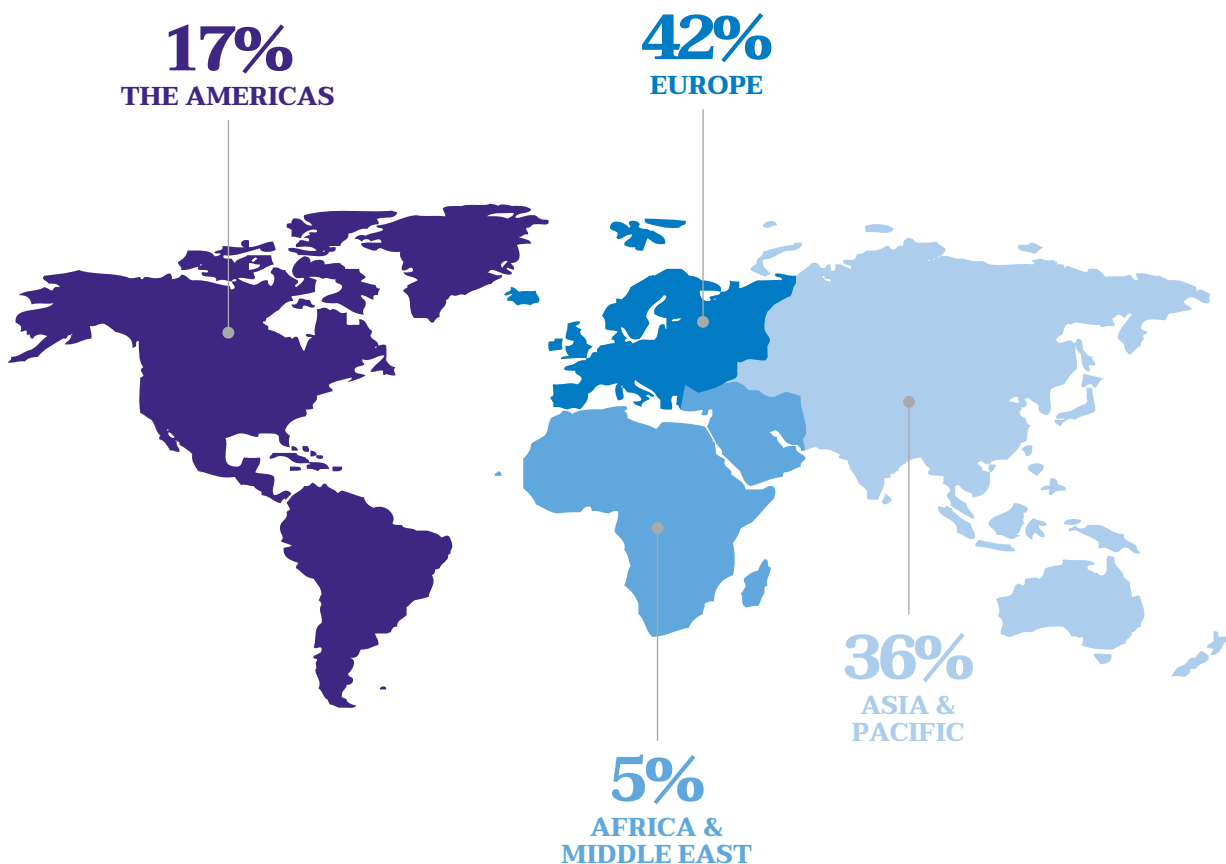
"Inclusive marketing is here to stay, and the MSc in Marketing & Creativity was my first big step in embracing this outlook. The experience of working with people from different backgrounds to creatively solve critical, real-life business challenges helped not only with honing my skills, but also a sense of empathy like nothing before it. The programme truly celebrates our diversity and embeds in us a deeper purpose that we will all contribute to making businesses better in our own unique ways – and that is how we will one day live in an equal, inclusive world."



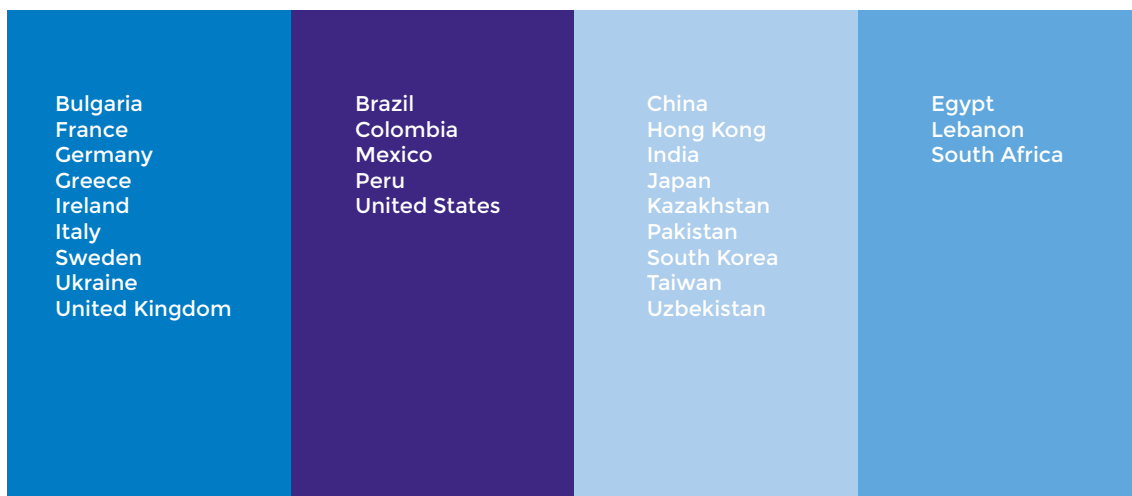
Julia Blumenthal
Senior Project Manager at
Kingfisher, UK
Class of 2018

"The MSc in Marketing & Creativity has been the core element in shaping my London experiences for almost five years now. From the people from such diverse backgrounds with whom I was privileged to learn alongside, to those creative thinking classes and the consultancy project at Media Figaro. Those few months flew and helped shape the discussions and impact I can have in my professional career now!"

Class Profile



Country Breakdown



Diverse profiles

66

Participants

26

Unique Nationalities

2.5

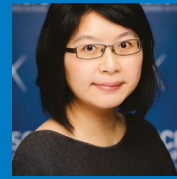
years, average working experience (Ranging 1.5-8)

25

Average age

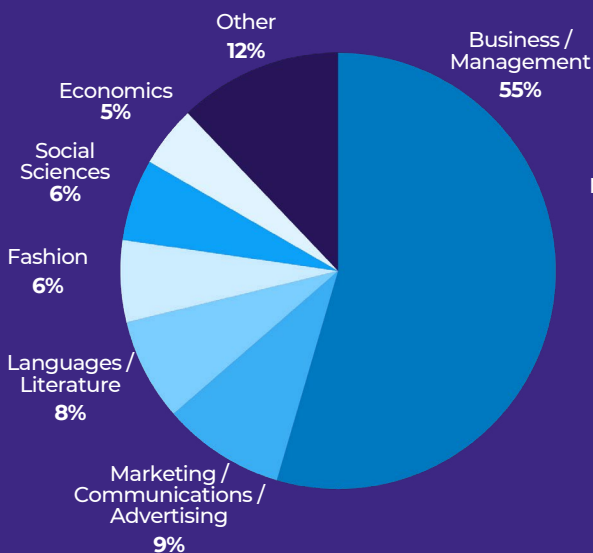
(Based on January 2024 intake)

Prof. Hsin-Hsuan Meg Lee
Associate Professor of Marketing

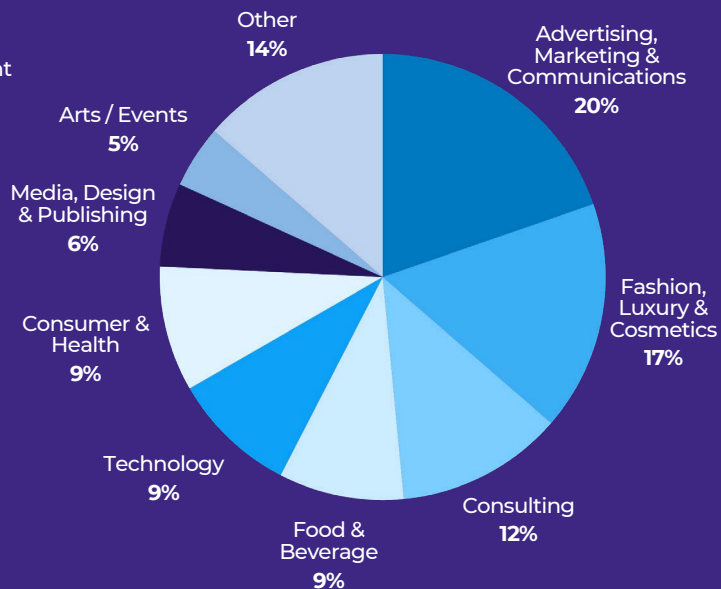


"We believe diversity and inclusivity help fuel creativity. These important guiding principles serve as our specialisation's key admission criteria. Students come from all over the world, each with a unique cultural background. The dynamics and differences among the participants help create a stimulating environment which fosters collective creativity and allows us to co-create the learning experience. Having said that, participants in the MSc in Marketing & Creativity do share one common attribute: a real passion for marketing. Regardless of their individual differences, our students' determination to develop as creative marketers and to immerse themselves in the learning experience is crucial to the specialisation's continued and collective success."

Previous Studies



Previous Industries



Study
Locations

LONDON

A truly multicultural
experience in the heart
of a vibrant city.





PARIS

Where history meets
innovation for an
unforgettable experience.

Curriculum Overview



Creativity

Creativity is in our programme's DNA. We foster creative thinking and skills with a methodological and systematic approach.



Marketing

The Marketing modules equip you with all the essential skills and knowledge necessary for successful, high-level practice in marketing across any type of organisation and sector, in both business to consumer and business to business.



Management

The Management modules offered will help you develop a full range of valuable management skills and practices, delivering performance and results as well as the ability to identify and harness the creative talent in an organisation.



Analytics

The Analytics modules prepare you with the necessary skills and tools to critically and creatively acquire, analyse and interpret data, whether they are "small", "big" or "thick".



Professional Development

Professional development activities provide opportunities through which students can apply their marketing, creativity, analytics and management mindset and skills in real-life situations.

Is this the right master for you?

Yes, if you are looking for:



The MSc in Marketing & Creativity is specifically designed to unlock your marketing potential and enable you with the necessary tools and skillset to launch a successful career.



Communication Skills



Analytical Mindset



Marketing Knowledge



Strategic Approach



Problem-Solving



Creative Thinking



Resilience



Emotional intelligence



Agility



Interaction with others

Your curriculum

Study track for candidates with 240 ECTS or

Study track for candidates less than 240

Term 1*

ONLINE: Jul-Sep



Management

- Economics
- Quantitative Methods
- Accounting & Finance
- Marketing
- Leadership
- Strategy

Term 2

LONDON: Jan-Mar

LONDON: Mar-May



Creativity

- Art & Science of Creativity

Marketing

- Introduction to Creativity Marketing
- Consumers & Consumer Value

Management

- Managing for Social Impact
- Sustainability Management (Online, DEAMIE module)

Analytics

- Understanding the Marketplace

Creativity

- Creative Thinking
- L'Oréal 'Big Picture' Project (optional, upon selection)

Marketing

- Branding & the Creation of Value
- Integrated Marketing Communications
- Strategic Marketing Plan

Management

- Finance for Marketers
- Managing for Social Impact

Analytics

- Statistics for Marketers

*Term 1 is compulsory only for students with less than 240 ECTS, exemptions apply



Professional Development (Non-ECTS)

- Creative Seminars
- Communication Skills
- French Language Lessons (Beginner or Intermediate)
- Creativity Workshops
- Company Visits & Guest Lectures
- Careers Advice & Workshops
- Networking Events

- Creative Seminars
- Communication Skills
- Tech Skills: Excel Workshop
- French Language Lessons (Beginner or Intermediate)
- Company Visits & Guest Lectures
- Careers Advice & Workshops

This specialisation is part of the ESCP Master of Science (MSc) programme. You will obtain the French Master degree (DEAMIE - Diplôme d'Etudes Avancées en Management International des Entreprises) and an ESCP diploma, the MSc in Marketing & Creativity. The programme holds 120 ECTS.

Term 3

LONDON: May-Jul

PARIS: Sept-Dec

Term 4

WORLDWIDE: Dec-Jun



Marketing

- Digital Marketing & Social Media
- Global Trends in Marketing

Analytics

- Creative Analytics

Track 1: Entrepreneurship & Digital Transformation

- Entrepreneurship
- Omnichannel Management
- Leadership & Change Management

Track 2: Fashion & Luxury

- Creative Branding
- Trends & Innovations
- Omnichannel Management

Management

- Breakthrough Strategies
- Managing for Social Impact

Analytics

- Research Methods for Professional Thesis

Professional Development

- Company Consultancy Projects (6-8 weeks)

Research Seminar
(Online)

Master Thesis

Internship / Direct
Employment minimum 4
months (Deadline: June)



Professional Development (Non-ECTS)

- Creative Seminars
- Communication Skills
- French Language Lessons (Beginner or Intermediate)
- Creativity Workshops
- Company Visits & Guest Lectures
- Careers Advice & Workshops

- Creative Seminars
- Creativity Workshops
- Company Visits & Guest Lectures
- Careers Advice & Workshops

Curriculum



Creativity

Art & Science of Creativity

Marketers understand they need to apply a balance of creative thinking and logical analysis in order to solve the challenges before them. However, combining both is often neglected in the larger business environment. In this module, you'll not only practice both skills, but also discover how to combine them effectively in any given situation. Most importantly, you'll start working on your very own creative, but rigorous management mindset.



Creative Thinking

This course is for everyone who wants to build their capability to imagine new and original ideas. It will introduce the practice of a creative approach to marketing and managing customer-centric organisations. You will have sessions on developing a creative mindset and creative techniques, and also cover the topic of group creativity. You will be introduced to how creativity is integrated with analytical thinking for optimal performance in marketing and, more broadly, in managing customer-centric organisations, particularly in the digital context.

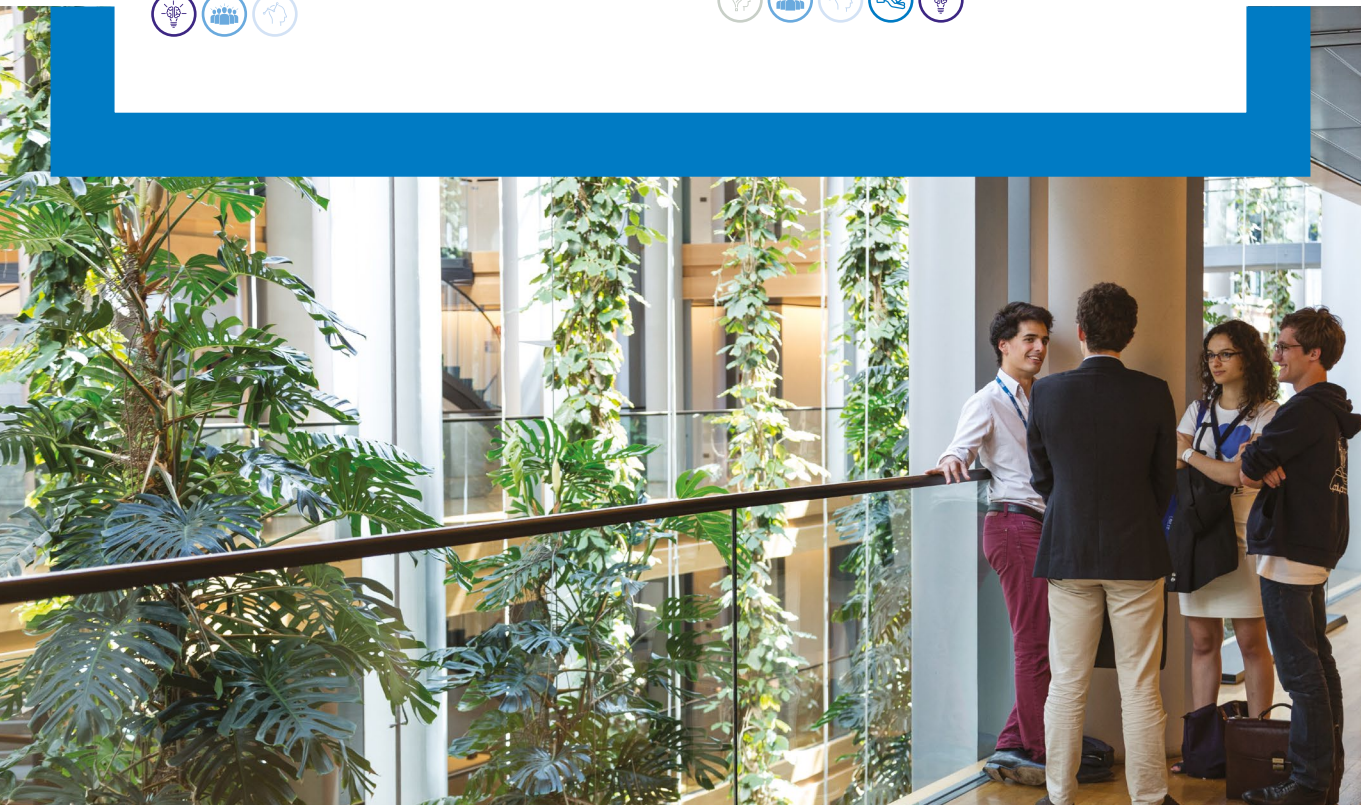


L'Oréal Big Picture Project

Thanks to our close partnership with L'Oréal, selected students from the MSc in Marketing & Creativity programme participate in the annual L'Oréal Big Picture project alongside students from ESCP's MSc in Digital Transformation Management & Leadership. Over the course of a week, you will work in teams with MDT students to produce an original video on a brief proposed by L'Oréal executives. Themes can range from culture to business to more philosophical musings, and are traditionally very broad in order to leave plenty of room for creativity.

The videos and the analytical work that led to their development are presented to a jury on the last day of the project, and three winning teams are selected. The jury consists of L'Oréal executives, including talent recruiters and leaders from the media and cultural sectors, as well as ESCP faculty members.

All students are encouraged to apply for participation in the Big Picture project and are selected on the basis of their motivation and career interests.



Creative Seminars

The MSc in Marketing & Creativity includes a series of Creative Seminars which run throughout the specialisation and give participants valuable insight into how organisations can leverage creativity in real-life practice. Via visits, talks and assignments in London and Paris, you'll be introduced to people and organisations that use creativity as part of their business model.

Creative Seminars will offer you a chance to practice Creativity Marketing across a range of industries and tasks, both expected and unexpected. These thought-provoking sessions are usually led by alumni of the specialisation, professional industry experts, and by faculty with relevant practical experience, introducing you to examples of 'creativity in action' across different fields.

Through these seminar sessions you will:

- Analyse company decisions where creativity thinking has proven to be a key success factor
- Take part in creative exercises, as well as examine applications and strategies to increase creativity at an individual and team level
- Get the opportunity to apply your learning directly to specific mini-project assignments

Along with the Company Consultancy Project and individual internship/work experiences, the Creative Seminars help MSc in Marketing & Creativity students to hit the ground running when entering the business world at the end of their studies.

Prof. Peter Stephenson-Wright
Affiliate Professor of Marketing



"The Creative Seminars are unique to this specialisation. The two cities that you'll study in - London and Paris - are both global capitals in the creative industries, full of companies and organisations that successfully combine outstanding creativity with the more functional aspects of their operations.

As an MSc in Marketing & Creativity student you'll learn much more than the theory; you'll get access to hear directly from those running creative industries and observe their organisations in action; you'll study actual practice and come up with your own proposals for future approaches. It's an opportunity not to be missed."

Previous Seminars

The Creative Seminars include not just pure-play marketing organisations, but a whole range of industries that combine creativity with business. Previous partners have included arts organisations, media companies, publishers, celebrity chefs, creative and digital agencies, tech companies, fashion & luxury brands, architecture firms and start-up incubators. Some of our previous seminar companies include:



BERLUTI



CONDÉ NAST



Galeries Lafayette

HEARST



KANTAR CONSULTING



Landor

LECTRA

L'ORÉAL

LVMH



SMARTPIXEL



Uber

No other master offers this same approach to hands-on and brains-on learning.

Curriculum

Marketing

Introduction to Creativity Marketing

This course is designed to introduce you to the practice of Creativity Marketing and to integrate the class around a shared platform of marketing knowledge and skills. Using state-of-the-art, best practice cases, Creativity Marketing redefines conventional wisdom by identifying areas of value and differentiation in all elements of the marketing mix and across strategic levers. At the core of this module is an emphasis on the creative ways marketers can use analytical tools to redefine the topic. Far beyond their marketing skills, participants develop a new attitude to marketing practice, one that questions and challenges rather than accepts and conforms.



Branding and the Creation of Value

Consumers choose brands for a combination of rational or functional reasons, but also to fulfil symbolic or emotional needs. In this module, you will discover the important branding frameworks used by brand marketers. You will learn about the role of brands as creators of value, and explore how to manage brand architecture, brand valuation and brand identity and equity. You will do this by working on practical examples of global and pan-European branding. The course enhances your qualitative and judgement skills in evaluating a range of brand strategies.



Consumers & Consumer Value

Based on the premise that value is defined by consumers' experiences, we investigate the behaviour of consumers as individuals, groups and communities as well as the mechanisms whereby value is created through consumption. The increasing role of consumers in creating value is a particular focus of the course, and opportunities to enhance this trend are discussed. A considerable competitive advantage can be developed once consumers are understood to be in charge of the consumption and value creation process. This course will explore practical ways in which this perspective can be exploited.



Digital Marketing & Social Media

In the fast-moving and constantly evolving online space, using digital marketing and social media effectively raises many challenges. It can be easy to assume that with each new platform or advertising medium that rises in popularity, businesses should constantly shift their focus to the latest channel. However, regardless of the channel, fundamental strategic considerations and a user-centric approach must be applied for success. In this course you will look at a detailed review and best practice analysis of each of the elements of the online toolkit, including SEO, paid search, email marketing and social media. The course will also examine the setting of objectives and performance metrics, tracking and measurement techniques, as well as specific creative considerations of online marketing.



Integrated Marketing Communications

Understanding how to manage the various communication elements that create "the voice of the brand" is an important skill for marketers. In this module you will be immersed in the techniques and tools of marketing communications, with a thorough exploration of the various traditional and digital channels. By studying examples of best practice, you'll discover the strengths and applications of different channels and how to optimise their use in an integrated way. There is a particular emphasis on the contribution of creativity throughout.



Global Trends in Marketing

This module focuses on the specific aspects of global marketing. You will explore some of the challenges associated with managing brands across different regions of the world, learn different ways in which to best combine a global approach that promotes brand consistency, and a local approach that recognises cultural specificities across markets. Throughout the module you'll engage in case discussions and projects that enable you to develop your creative global perspective. Your global mindset is also reinforced by working in multicultural teams throughout the programme.



Strategic Marketing Plan

In an environment of increasing product complexity, intense international competition and accelerating customer sophistication, an effective, value-focused and creative Strategic Marketing Plan can make the difference between success and failure. In the module, we specifically focus on strategic marketing plan for an innovative (radical or incremental) product. Products and technologies are the core means through which businesses satisfy their customers' needs. Businesses are challenged to identify market opportunities and address those opportunities through breakthrough products and technologies. Marketing managers, product managers, chief product officers and chief technology officers are examples of roles responsible for delivering these products and technologies. These experts need to have knowledge and skills required to identify and turn market opportunities to solutions and product offerings complemented with strong marketing plans that guarantee success.



Curriculum



Management

Breakthrough Strategies

In this module you'll develop a strategic approach to a wide range of innovation opportunities, discovering how innovation goes beyond new products and should in fact become a managerial mindset. You will learn how some of the most innovative brands in the world bring innovation into every aspect of their strategy: from the way they train employees and manage their teams, to the way they bring products to market and engage with their customers. Throughout this highly interactive module, you'll discover and analyse the astonishing success stories of some of the world's most innovative brands, and learn from their experience.



Finance for Marketers

This popular module provides essential elements of finance and accounting that will complement your skills as a proficient marketing manager, including the fundamentals of using spreadsheets for financial analysis. Don't worry if you do not have a quantitative background: the module is designed for you and uses cases from a range of sectors. It covers some of the fundamental financial principles, and covers the financial management of intangible assets most often encountered in creative fields, such as intellectual property, brand value and reputation.



Managing for Social Impact

The course is designed to encourage students to reflect upon pressing social problems, such as poverty and access to basic needs, and focuses on the growing realisation that sustainable social impact can best be achieved by applying market-based solutions. During the module, the students are challenged to employ their marketing and management skills to develop creative solutions for a better world, working alongside social entrepreneurs either in the UK or in the context of an emerging economy.

The module combines lectures on some of the conceptual bases underlying social enterprise, case studies showing best practices in social entrepreneurship, presentations by social entrepreneurs, seminars, and discussions with business leaders who embrace social entrepreneurship and hands-on social entrepreneurship projects.



Sustainability Management

This is a common module across all DEAMIE specialisations that provides students with knowledge and skills related to ethics, responsibility and sustainability topics. It will enable you with a mindset framework for a more sustainable approach in all aspects of business. This module is delivered in an online format



Online Modules Term 1

Economics

In this online module, you'll analyse economic forces relevant to managerial and financial decision-making. The module is divided in two parts: microeconomics and macroeconomics. Microeconomics will introduce you to firms and market structures: costs, supply and demand, elasticities, pricing, and more; while in macroeconomics you will cover topics like GDP and growth, monetary and fiscal policies, and unemployment.



Quantitative Methods

This online module provides an overview of basic statistical methods used in business management. You will be exposed to an overview of the key concepts related to statistics, get involved in basic application exercises, and see how statistics aid problem solving in the real world.



Accounting & Finance

This online module will teach you to understand information provided in the different financial statements. You will also learn how to determine the impact of decisions on different financial statements.



Marketing

This online marketing module will expose you to the fundamental concepts and terminologies related to marketing. It will provide you with an understanding of how different marketing concepts are applied in practice, and present you to a marketing toolkit needed prior to starting a master.



Leadership

In this online module, you will attempt to analyse the components of human action and behavior in organisational settings. You will be introduced to psychological and social dynamics, and be encouraged to conduct some independent, informed, critical and mature thinking regarding management and people.



Strategy

During this course you will focus on expanding your business strategy knowledge. Upon completion you will have a good understanding of how to develop and implement strategic processes and use them to address various strategic challenges that contemporary companies face.



Please be aware that only candidates entering the programme with a 3-year bachelor degree (less than 240 ECTS) will require to complete these Semester 1 modules. This is required to attain additional 30 ECTS prior to starting their degree (unless they hold a valid exemption certificate). If you have more than 3 years of professional experience, you may be exempt from these online courses. Please check with your Admissions contact for details.





“Go beyond lecture slides and apply your learnings to real-life sustainability and societal issues such as: diversity and inclusion, poverty eradication and development, climate change, and gender empowerment.”

Managing for Social Impact Project

Marketers play an important role in society by bringing products, services and, more generally, solutions to consumers. This role comes with responsibilities. Because they are adept at understanding people and communities, and at delivering effective messages, marketers can actually have an important positive impact on society, particularly by addressing some of the key challenges faced in our modern communities. Some of these challenges also require a great deal of creativity and problem-solving skills.

Our Managing for Social Impact module is a highly innovative social entrepreneurship, experiential-learning module running through the four terms of the MSc in Marketing & Creativity. During the module, you will be challenged to employ your marketing and management skills to develop creative solutions for a better world, working alongside social entrepreneurs either in the UK or in the context of an emerging economy.

The module combines lectures on some of the conceptual bases underlying social enterprise, case studies showing best practices in social entrepreneurship, presentations by social entrepreneurs, seminars, and discussions with business leaders who embrace social entrepreneurship and hands-on social entrepreneurship projects.

“

“The module combines lectures on some of the conceptual bases underlying social innovation, circular economy, business ethics, and design thinking. In-class case studies and seminars critically illustrate best practices across the field of sustainability and social impact, presentations by innovators, and discussions with business leaders who embrace a purposeful and responsible businesses mindset, and hands-on projects provide great insights into this timely field.”

Vanezza Scanlon
Affiliate Professor
of Sustainability





Analytics

Understanding the Marketplace

Successful marketing relies on understanding the journeys that customers experience as they find, evaluate and acquire the products and services that help them reach their goals and live their lives. To explore these journeys and implement a creative and efficient marketing strategy, you'll need to gain a deep understanding of the marketplace, your customers, and your competitors. In this module, you'll develop a toolbox of leading-edge techniques to gain these valuable insights, and a critical mind-set towards data and research. You'll be challenged to develop an approach that considers market research not just as a 'one-off' tool, but as a permanent discipline necessary to relate knowledge gained from the marketplace to your practice of marketing, and turn data into insights.



Creative Analytics

The role of analytics in marketing increases, while the richness and diversity of data continue to explode. If marketing is a well-balanced undertaking of art and science, marketing analytics is in the forefront of such a practice. The core activities of marketing analytics involve collecting, measuring and managing data to maximise marketing performance. However, combining the data in a creative way to make meaningful market decisions is an artful act. The primary aim of this course is to assist you in attaining data-analytic thinking, which is necessary to create business value from data. It will provide you with frameworks and tools needed to apply data analytics to real-world marketing challenges. By the end of the course, you should feel comfortable with the vocabulary used in marketing analytics. You will be equipped with sufficient technical knowledge, and the analytical model and tools to transform raw data into information that can be used for problem solving and decision-making.



Statistics for Marketers

Marketing decisions are more and more informed by the analysis of quantitative data. In addition to the traditional market research tools, advancement in the use of digital platforms have created immense opportunity to quantitatively analyse marketing issues. This requires marketers to develop analytical skills which rely on a solid understanding of statistical principles and models. This module aims to provide students with the basic statistical rules and models which are applied to marketing problems. This process will be facilitated by spreadsheet-based software packages where the students will have an opportunity to build their own spreadsheet models with emphasis on appropriate application of methods and interpretation of output.



Research Methods for Professional Thesis

Understanding the process of market research is one thing, but executing such a project is a different matter. Building on the foundation of Understanding the Marketplace, this module provides hands-on tutorials to guide students through critical steps in effective marketing research planning, providing a comprehensive grounding in the basic principles and practices. This module aims to lay the groundwork for students to complete their independent research project for their thesis and beyond.



Specialisation Tracks

Specialisation 1 Entrepreneurship & Digital Transformation

The Entrepreneurship & Digital Transformation track is specifically designed to develop the skills and mindset needed to establish a new business or to lead digital change in a business. You will practice the initiation of an entrepreneurial firm and test your business ideas. Furthermore, you will develop the change management skills required for leading digital transformation projects. Data analytics is another core aspect of this track that will help further enhance your skills when it comes to working with data.

Entrepreneurship

Creating new businesses, capturing new markets, and enhancing organisational effectiveness occur through improving productivity or new products or services, or both. New discoveries, new technologies, competition, and globalisation compel both entrepreneurs and existing firms to foster innovation and agility. This course examines the theory and practice of how creativity can increase the likelihood of success of innovation in start-ups and existing firms. It explores successful frameworks, strategies, funding techniques, business models, risks, and barriers for introducing break-through products and services. Topics include opportunity discovery, business model innovation, design-driven innovation, creativity, digital technology, process improvement, performance measurement, and change management.



Omnichannel Management

This new course explores the question of how brands and retailers can implement effective strategies to create value with and for customers across different, often combined, channels of distribution. The course is built around a live project run in partnership with an omnichannel distribution company. You will enjoy the lively and highly educational experience through a combination of theoretical and practical approaches. You will begin by looking at the impact of omnichannel on consumers, and then focus on how to manage the fulfilment of omnichannel demand in a practical way, including how to measure omnichannel performance.



Leadership & Change Management

Rapid environmental change, increasing international competition, and technological advances have magnified expectations about leadership. There is little doubt that in the course of their careers, ESCP students will be called to lead and participate in organisational transformations nationally and internationally. This course goes beyond a theory-focus and includes practical concepts and concrete tools, helping students develop their leadership and management skills across a wide range of situations including the challenge of leading major organisational changes, trade-offs and ethical dilemmas.





Specialisation 2

Fashion & Luxury

The Fashion & Luxury specialisation track will provide you with the knowledge, skills and mindset required to deal with the latest marketing challenges in fashion and luxury businesses. Specifically, you will learn to discuss, analyse and reflect on the latest trends and breakthrough innovations in the sector, and build confidence in dealing with contemporary issues around omnichannel management and creative branding.

Trends & Innovation

In response to the highly dynamic and innovative marketing environment, this module is specifically designed to teach you to identify and critically evaluate the trans-disciplinary innovation strategies which can be adopted to both start and transform fashion and luxury businesses. The module facilitates the appraisal and iteration of generic trend, market disruption and innovation frameworks as applied to the contemporary creativity marketing ecosystem. There is a key focus on being customer-centric and creating and/or re-formatting strategies for business and service evolution through analysing and predicting consumer behaviour and through innovation with technology. This fosters a future-proof toolkit for sustainable marketing creativity, whilst optimising consumer experience.



Omnichannel Management

This new course explores the question of how brands and retailers can implement effective strategies to create value with and for customers across different, often combined, channels of distribution. The course is built around a live project run in partnership with an omnichannel distribution company. You will enjoy the lively and highly educational experience through a combination of theoretical and practical approaches. You will begin by looking at the impact of omnichannel on consumers, and then focus on how to manage the fulfilment of omnichannel demand in a practical way, including how to measure omnichannel performance.



Creative Branding

In order to deliver successful Creativity Marketing, it is necessary for practitioners to combine their creative and analytical talents to develop original and insightful ways to envisage their brands and the cultures that spring up around them. The objective of this module is to use a seminar format to work on cultural brands in both a creative and strategic way. A set of brands will be selected from a given cultural universe (for example, chefs, fashion designers and film makers) and you will first develop a presentation of the brand in a creative manner through an image, a film and an object which are judged to represent it best. The second stage of the module is more analytical and further develops the three fundamental levels of understanding a given brand - the underlying system of values, the narrative and the brand's codes.



Company Consultancy Project

The Company Consultancy Project (CCP) is a key and integrated element of the programme, designed to provide students with a collaborative learning experience and demonstrate, in a real-world application, the concepts and tools studied in class.

Students form multinational teams to carry out a six-week, in-depth analysis of a marketing situation or issue faced by a company. In particular, teams are expected to apply creative approaches to solve complex marketing problems. This gives students the valuable opportunity to work at a professional level with a third-party company or start-up introduced by the School from amongst its diverse range of Corporate Partners. A professor from ESCP Europe supervises the project to offer relevant advice and to ensure that the academic requirements are met.

The CCP results in a series of recommendations that the company can implement to meet the strategic challenge at hand. The company sponsor receives a comprehensive written report and the conclusions of the project are presented to an academic jury.



Previous topics for CCP projects

- What form should e-commerce take to enhance a retail concept for a major luxury shopping mall?
- Build a community of young philanthropists for opera and ballet
- Deliver one game-changing beauty tech product/project that combines smart design and data to solve deep consumer needs and create big market potential
- Develop a B2C strategy for a vegetable supplier company working with star restaurants
- What is a special offer and discount alternative? Come up with an innovative sales promotion strategy or a new business model that will enable a fashion brand to pursue sustainable growth while reducing its discounts.
- Give a pilot idea of a new programme for a major GMCG company aiming at developing better food consumption behaviours





Professional Thesis

The Professional Thesis is a further opportunity for MSc in Marketing & Creativity students to enhance the learning and skills gained from the programme, and to deepen both knowledge and understanding of their chosen field of marketing or business.

As part of their individual Professional Placement (internship/full-time job), each student selects a research topic of particular interest for analysis. Recommendations are prepared using clear, logical argumentation and drawing upon original desk research, interviews, or a case study carried out during their assignment.

Each thesis project is supervised and guided by a member of Faculty or expert in the relevant field. Students are encouraged to pick a topic of personal interest or one highly relevant to their career plan, stepping outside of the day-to-day work they are performing in their internship and thinking about how the issue relates to broader concepts and to other sectors and types of companies.

At the end of the programme, a written thesis is submitted. A *viva voce* oral examination is also held at which the research is presented to and assessed by an academic jury.

The Professional Thesis represents 17 of the total of 90 ECTS credits earned over this academic year.

During this time, students will also participate in a mandatory Research Seminar held by an ESCP professor. This seminar represents 3 ECTS credits.

SOME PREVIOUS PROFESSIONAL THESIS TOPICS INCLUDE:

- Digital Marketing in the beauty industry in times of Adblockers
- Co-Creation and Influence marketing within the FMCG industry
- The disruption of online corporate banking by the arrival of Fintech companies
- The importance of digital practices in employer branding for attracting and retaining talent
- Is digital killing creativity and uniqueness for luxury brands?
- The Disruption of Digitalisation: How the artwork industry is innovating in order to survive, considering the impact of social media

Professional Experience

At the heart of the MSc in Marketing & Creativity programme is the required minimum four-month professional experience, during which students work in a management training role within a client company.

Students begin their search in Semester 2, developing job-seeking skills with the professional support of specialists in the Careers Service and the Alumni Association. Exposure to real-life business culture both challenges and strengthens the skills and knowledge acquired in the MSc in Marketing & Creativity curriculum, and solidifies the student's profile as a successful international marketer.

While carrying out their work placements, students also develop a professional thesis based on original research, on a topic of their choice and normally related to their chosen category.



Companies where our students complete their professional placements



Fashion, Luxury & Cosmetics

ASOS, Cartier, Chanel, Coty, Cristian Dior, Estee Lauder, Givenchy, Guerlain, L'Occitane, L'Oréal, Louis Vuitton, Nike, Richemont, Galeries Lafayette.



Advertising, Branding & Communications

Atletico International Advertising, DDB, Havas, Ogilvy & Mather, Saatchi & Saatchi, Universal McCann, Young & Rubicam Group, JCDcaux, Publicis.



Technology & Internet

Amazon, Apple, eBay, Google, IBM, Microsoft, Nintendo, Orange, Salesforce, Samsung, Ubisoft, Vodafone.



Consulting

Accenture, Deloitte, Kantar, KPMG, Landor, Prophet.



Media, Design & Publishing

Conde Nast, Hearst, Lagardere, NBCUniversal, Paris Opera House, Sofar Sounds, Warner Music.



FMCG

Bacardi, Bosch, Coca Cola, Colgate - Palmolive, Henkel, PepsiCo, Pernod Ricard, Reckitt Benckiser, Tchibo, Unilever.



Automotive & Transportation

Allianz, BMW Group, Lufthansa, Nissan Motor Corporation, Peugeot Citroen, Renault, Tesla Motors, Uber, Volkswagen Group.



Health & Pharmaceuticals

Johnson & Johnson, Pfizer.



Tourism & Hospitality

Carlson Wagonlit Travel, Hilton, Hotel Cafe Royal.



Finance

American Express, BNP Paribas, HSBC.

Careers Service

Securing a job or internship after university is becoming ever more competitive. Recruitment processes are constantly evolving, focusing less on technical knowledge and increasingly on assessing the applicant's ability to work in a team, their analytical thinking, organisational skills or leadership potential.

In addition to this, applicants are increasingly required to demonstrate 'soft skills' - gained through previous work experience, extra-curricular activities and achievements - alongside academic credentials.

It is essential that students have the opportunity to practice recruitment processes in anticipation of the real thing. Throughout their time with the School, students receive the support of our specialised Careers team, which offers a full range of services and careers-focused events.



CAREERS EVENTS

- Company Presentations / Skills Sessions
- Company HQ Visits



INTERNSHIPS AND JOBS

- Connection with the School's partner companies
- Internship/job vacancy database
- Recruitment events & job fairs
- Outreach to new organisations in a variety of sectors



CAREERS ADVICE

- 30-minute tutorial slots to discuss: CV, Cover letters, Application Forms, Careers Search Strategy, Career Choice Direction
- 60-minute slots for: Mock Interviews, Case Study Practice
- 90-minute slots for: MBTI and/or NEO Personality Questionnaire Feedback, Coaching Sessions on Personal & Professional Development.



Career progression

Alumni industries

46%

Fashion, Luxury & Cosmetics

10%

Food & Beverage

10%

Advertising, Marketing & Communications

10%

Consulting

7%

IT & Technology

6%

Consumer Goods

3%

Nonprofit

3%

Automotive

4%

Other

What job titles can you expect?

- Account Executive / Manager / Director
- Assistant Brand Manager / Director
- Associate Consultant / Director
- Brand Manager / Executive / Strategist
- Business Development Executive / Manager / Head of
- Communications Consultant / Manager
- Consultant / Senior Consultant
- Digital Marketing Executive / Manager
- E-Commerce Manager
- Head of Marketing / Communications / Digital and Innovation
- Marketing Communications Executive / Manager
- Marketing Coordinator / Executive / Manager
- Product Manager
- Sales Consultant / Executive / Manager
- Project Manager
- Social Media Manager
- Strategy Consultant / Manager / Director
- Among many other exciting titles

9%

of graduates have started their own businesses



Top 3

graduate job titles:



Marketing Manager



Brand Manager



Project Manager

40%

salary progression within 6 months after graduation*

100%

are employed within 6 months of graduation*

85%

changed their job function or industry*

€ 55,900

average worldwide starting salary upon graduation*

*(Based on Class of 2022)



Some of the employers include:



Advertising & Communication

Publicis, Havas, Young & Rubicam, JCDecaux, Criteo, Landor & Fitch, McCann, BBDO, MediaCom, Interbrand



Fashion & Luxury

Cartier, LVMH, Cristian Dior, Bulgari, TAG Heuer, Gucci, Yves Saint Laurent, Nike, ASOS, Ralph Lauren, Galeries Lafayette, Farfetch, Shiseido, Zalando, Prada Group, Lacoste, NET-A-PORTER



Cosmetics

L'Oréal, Estee Lauder, Chanel, Christian Dior, Clarins Group, Elemis, Yves Rocher



Consumer Goods

Henkel, Reckitt Benckiser, Unilever, Colgate - Palmolive, LEGO, Hello Fresh



Health & Pharmaceuticals

Pfizer, Johnson & Johnson, Boehringer Ingelheim, Biogen



Media, Design & Publishing

Hearst, NBCUniversal, Conde Nast, Sofar Sounds



Technology & Internet

Apple, Amazon, eBay, Google, Microsoft, IBM, Samsung, Salesforce, Revolut, Meta, TikTok, Vodafone, LinkedIn, SmartPixels



Consulting

Accenture, KPMG, Kantar, Ogilvy Consulting, McKinsey & Company, mc2i Groupe



Food & Beverage

Bacardi, Ferrero, Barilla Group, Pernod Ricard, Coca Cola.



Automotive & Transportation

BMW Group, Uber, Nissan, Tesla, Porsche



Other

American Express, BNP Paribas, Sotheby's, Schneider Electric, AXA

Student Life & Associations

A strong sense of school spirit and community is a defining characteristic of ESCP. Involvement in extra-curricular activities and student associations is strongly encouraged; we consider it an essential part of personal well-being and professional development.

Student life on each of the campuses is shaped by the initiatives and activities offered by some 50 clubs and associations which organise networking, artistic and cultural events, political discussions, sports tournaments, social events, humanitarian activities, etc.

Student Union

Elected by the students, the Student Union plays an important role in the interface between the student body and the administration on the different campuses. It provides a discussion forum and proposes ideas on a wide range of topics concerning student life. The Student Union also organises social events which encourage networking amongst different year groups and nationalities.

Call On' U

A cross-campus organisation which prepares its yearly participation at the NMUN in New York City. Around 4,000 students from top universities worldwide embody diplomats and represent their country in various UN committees such as the Security Council or UNICEF. Members gain a unique experience in the spirit of European and international diplomatic relations.

Sports Clubs & Activities

Sports activities have a long tradition at ESCP, and the Paris campus alone offers around 30 different disciplines. The Turin campus organises the annual Regatta and Ski Event, bringing together both students and alumni.



The ESCP Entrepreneurship Festival

Twice a year, ESCP Business School and the Smart-Up society honours Jean-Baptiste Say, ESCP's co-founder. The vision is to unite students, entrepreneurs, investors and potential customers, allowing them to exchange ideas and learn from each other. The event is a unique opportunity for students to present their innovative ideas to potential stakeholders and gain first-hand feedback and support for project development.

The London Campus Annual Gala

In the spring, the students, staff, faculty, alumni and friends of ESCP come together in London to celebrate the School's achievements over the past 12 months. The Annual Gala takes place at a different high profile location each year, with guests enjoying a champagne reception followed by a three-course meal, music provided by talented ESCP students, a charity prize draw, and a party that carries on all night. The Annual Gala is the highlight of the London campus' social calendar. We look forward to celebrating ESCP with you at the next one!

The ESCP Ski Event

The ESCP Ski Event is an annual event organised by an international team of students, where networking, sport and fun merge together in a unique atmosphere. Students from all six ESCP campuses attend the event, together with alumni and representatives from top international companies. The structure, concept and objective of the event is similar to that of the Regatta: to enhance networking between students, companies and alumni, and to deliver to firms the opportunity of recruiting students from one of the best business schools in the world. The ESCP Ski Event represents a unique opportunity to fully exploit the potential of an international school, and to foster both fun and education. We believe that the ESCP spirit combined with passion for sport makes this event unforgettable.

The ESCP Regatta

The ESCP Regatta symbolises what ESCP is all about. Once a year, students from all six campuses, as well as members of staff, faculty and alumni, gather in Italy for a weekend at sea. The event is a unique opportunity to fully exploit the potential of a multi-campus school and to strengthen and broaden the group spirit key to the ESCP community. The ESCP Regatta has become a landmark in the School's sporting, networking and social calendar. Working in teams to take first place, the event allows for excellent group bonding and the continued development of



Admissions & Practical Information



Admission Requirements



- Bachelor or Master degree in any discipline:
 - Candidates with less than 240 ECTS (less than four years of full-time study at a higher education level) will be required to attend an additional online semester from July to September.
- A minimum of 18 months of work experience (including internships), preferably in areas related to marketing, communications, sales or creative industries.
 - Candidates considering a career change to marketing and with a compelling case for how they would benefit from and contribute to the programme are also welcome to apply.
- Two references (submitted via our online application system): one academic or professional, and one from a current or previous employer.
- Motivation Letter
- Creative Essay (500 words)
- Fluency in English. For non-native English speakers, we require the following minimum scores:
 - TOEFL IBT: 100
 - IELTS Academic: 7
 - TOEIC: 800
 - Cambridge English C1/C2 (CAE/CPE): 185
 - Exemptions may be granted if you have studied fully in English for three or more years

Candidates who choose to enter the specialisation on the UK Graduate Immigration Route will be required to take a SELT-approved English proficiency test (e.g. IELTS for UKVI, PTE Academic UKVI, etc.)





Admission Deadlines

Admission sessions operate with rolling deadlines between **January** and **October** for the **January 2025** intake.

If you hold less than 240 ECTS, your final application deadline will be **early May**.

Please visit escp.eu/mmk#Admissions for deadlines.

If you require any further information on this specialisation or have any questions regarding your application, please contact:

Admission Procedure

Step 1

Apply online

The following supporting documents must be submitted with the online application:

- A recent CV
- Two references and photocopy of your passport / ID
- Motivation Letter
- Copies of your degree certificate and transcripts
- Creative Essay
- English language proficiency test results (if applicable)

Step 2

Interview day

Candidates whose applications have been successful will be invited to attend the second stage of the process, comprising a 30-minute personal interview. The interview day is normally set within two weeks of the application deadline.

Step 3

Final decision

The Admission Committee will review your application in full, make a final decision and notify you of the result within two weeks following your interview.

Admissions Contact

Antonia Marseglia
Recruitment Executive
+44 (0)20 7443 8893
msc.mmk@escp.eu



Scholarships

The MSc in Marketing & Creativity team recognises the important role the master is playing in preparing the next generation of responsible, strategic and critically-thinking marketing professionals.

With this in mind, we offer a variety of scholarships to support our students' journey to becoming tomorrow's creative marketers. As a student enrolled on the MSc in Marketing & Creativity, you may benefit from the following scholarship opportunities:

Access Opportunity Scholarship

Value: Up to **£4,000**

Eligibility criteria: The scholarship is open to all enrolled, self-funding applicants for the January 2024 intake of the MSc in Marketing & Creativity.

How to apply: Once offered a place to study the MMK, you should submit an application form (see our website) outlining your current financial situation and how obtaining our Access Opportunity Scholarship will help you in your intended career path.



Global Citizen Talent Scholarship

Value: **£2,500**

Eligibility criteria: These scholarships are merit-based and are awarded at the end of each admissions round, therefore all applicants are automatically considered for this category upon submitting their application.

The awards are based on the overall outcome of the candidate's application, including initial profile assessment (educational background, academic results, work experience, international experience, motivation and potential for a unique contribution to the classroom), as well as their performance during the interview.



Fees & Costs

Tuition Fees

Tuition fees* for January 2025 intake are set at **£25,700****

*Travel and living costs are not covered by the fees.

** Master of Science (MSc): £15,000 + specialisation: £10,700

Candidates entering the programme with less than 240 ECTS will also be required to attend an **additional online semester**, July to September, with a supplement fee of **£2,750**.

Application Fee

There is an application fee of €130 for all applicants. Please note that the application fee is non-refundable. Tuition fees may be subject to change. Please check our website for up-to-date information:

escp.eu/mmk#FeesFinancials

More information on payment methods can be found in the online application or by contacting our admissions team.

Cost of Living

In order to evaluate local expenses, one should take into account the cost of living in each city where the programme takes place. The cost of living is approximately €1,500 per month in Paris and about £1,650 per month in London. Please note that this is just a guideline and may fluctuate.



ESCP Alumni

ESCP Alumni is an international and rich network of 80,000 members worldwide. ESCP Alumni supports its members by boosting their career, developing their network and promoting the ESCP brand. We offer you professional services in several languages, as well as physical and digital links to stay connected and share your experience and expertise. ESCP Alumni have access to 55,000 job opportunities per year.

Each month we host a variety of networking and career events all around the world, aimed at bringing together our community.

✉ For further information:
info@escpalumni.org
+33 (0)1 43 57 24 03
escpalumni.org

ESCP Foundation

Launched by the alumni in 2005, the ESCP Foundation became a public utility foundation by a decree.

The Foundation's aim is to support the ambitions and the academic excellence of ESCP through four initiatives:

- Diversity and international appeal
- High-level research
- Teaching innovation
- Influence of ESCP worldwide

✉ For further information:
Antonella Guerra
aguerra@escp.eu
+33(0)143232072
foundation.escp.eu





Build an influential global community

As ESCP candidate, you will join the ESCP Community. This community, designed for former and current participants of ESCP Business School will enable you to:

- Stay in touch with your peers
- Develop your network across the world
- Keep up to date with your School's latest news
- Attend events designed especially for executives
- Update your professional skills



Master of Science (MSc) Marketing & Creativity*



CEFDG

*This specialisation is part of the French Master degree (DEAMIE)

ESCP benefits from the best international accreditations.
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