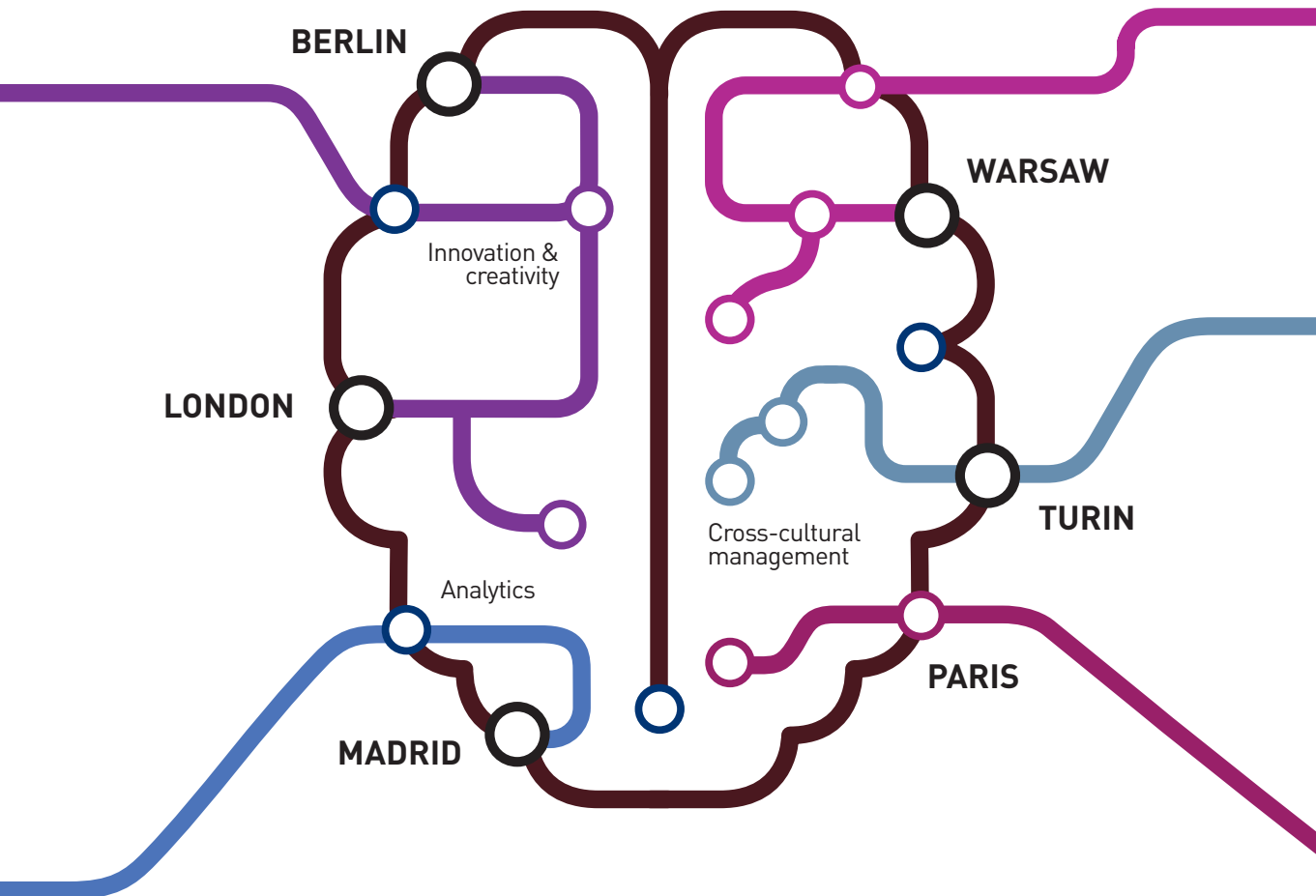




BUSINESS SCHOOL

EXECUTIVE MASTER IN MARKETING & CREATIVITY

2016-2018



affiliated to



EUROPEAN IDENTITY
GLOBAL PERSPECTIVE

The World's First Business School (est. 1819)

SIX CAMPUSES IN MAJOR EUROPEAN CITIES



BERLIN The Berlin campus is located near one of the historical centrepieces of Berlin, The Charlottenburg Castle. Located in baroque gardens, this monument overlooks the School's beautiful late-19th century building. Throughout the year, several events and conferences on the latest business issues take place in this dazzling city in the midst of Europe.



LONDON Located in West Hampstead in northwest London, this campus offers students state-of-the-art facilities in a traditional Victorian building. The bright city lights and the business community are only a short tube ride away, while the fashionable area of West Hampstead offers a broad cultural experience away from the hustle and bustle of inner-city life.



MADRID Found in a residential suburb just a few moments out of the city centre, the Madrid campus is an ideal place for students to focus their energy on the challenging demands of their programme. A short bus ride will bring students into the centre of Madrid and all that it has to offer.



PARIS The Paris campus is conveniently located in the centre of the city in the 11th arrondissement, a few steps away from Saint-Maur metro station. It was the first of ESCP Europe's six locations and hosts a large number of faculty members and students.



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, as well as a masterpiece of architecture and one of the favourite student cities in Italy.



WARSAW Our campus is based at Kozminski University, located in Warsaw's north-eastern district of Praga Północ. It is one of the city's most historic neighbourhoods, with the art community and tourists alike drawn by its charm, museums and beautiful outdoor spaces. Kozminski University prides itself on providing world-class academic, social and sporting facilities for students at its 3.4 hectare, city-centre campus.



In its 2015 European business school survey, the Financial Times ranked ESCP Europe 3rd in the UK and 13th in Europe.

These figures establish ESCP Europe as a key international, cross-border player with top positions in all six of our home countries.

A MESSAGE FROM THE DEAN

Prof. Frank Bournois

Dean
ESCP Europe
Business School



"Established in 1819, ESCP Europe is the oldest business school in the world. Its mission is to develop the next generation of transnational business leaders, preparing them to embrace the opportunities offered by cultural diversity.

With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's true European Identity enables the provision of a unique style of cross-cultural business education and a Global Perspective on international management issues.

Through a combination of innovative pedagogy, cross-campus programmes and a research-active faculty, ESCP Europe is an essential contributor to the development of the transnational management culture so essential in today's global business environment.

Our network of 100 partner universities extends the School's reach from European to worldwide. Triple-crown accredited (EQUIS, AMBA, AACSB), ESCP Europe welcomes 4,000 students and 5,000 executives from 90 different nations every year, offering them a wide range of general management and specialised programmes (Bachelor, Master, MBA, PhD and Executive Education).

The School's 45,000-strong alumni network counts members from 200 nationalities. Together with its long-standing relationships with national and multinational companies, this network allows ESCP Europe to provide unique career opportunities on an international scale.

The aspiration of ESCP Europe is the credo of Europe: to remain faithful to its humanistic values while at the same time anticipating the new ways of the world."

Prof. Frank Bournois, Dean of ESCP Europe

European Identity, Global Perspective
The World's First Business School (est. 1819)

1819 The World's First Business School is established by a group of economic scholars, businessmen and entrepreneurs in Paris. Even at its debut ESCP Europe had a Global Perspective, with one third of its students coming from international backgrounds.

1973 The concept of a multi-campus business school is born with the consecutive inaugurations of campuses in the United Kingdom and Germany

1988 Opening of the fourth campus in Madrid

2004 ESCP Europe enters Italy with its fifth campus in Turin

2015 The School establishes its sixth European campus via a strategic alliance with the Warsaw-based Kozminski University, the only business school in Central and Eastern Europe with triple accreditation (AMBA, EQUIS, AACSB).

ESCP EUROPE AT A GLANCE



European Identity, Global Perspective
The World's First Business School (est. 1819)

TRIPLE ACCREDITATION:

ESCP Europe is among the 1% of business schools worldwide to be triple-accredited



WHAT THE PROGRAMME DELIVERS AND HOW

EXECUTIVE MASTER IN MARKETING & CREATIVITY

Marketers today are having to evolve at an ever-faster pace. The whole landscape of marketing has been redrawn by the development of digital channels and social networking. Consumers keep facing 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 **Executive Master in Marketing & Creativity** targets four core themes: Creativity, Marketing, Management and Analytics. This programme 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 and guest seminars 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".



The EMMK programme is more than just innovative and creative: it has changed my way of thinking and working.
Bernard Jouandin,
Marketing and Communication Director at LR Etanco



What is the EMMK?

The Executive Master in Marketing & Creativity (EMMK) is designed to equip future leaders with a visionary approach to Creativity, Marketing, Management and Analytics. It offers all the elements of a high level executive master in marketing, combined with a unique approach which places creativity at its very core.

What makes the EMMK different from other marketing programmes?

The EMMK is distinguished by its emphasis on Creativity and its benefits in the practice of Marketing at all levels. It is one-of-a-kind in recognising the equal contribution of innovation and analysis in delivering breakthrough marketing practice, and preparing participants to apply leadership in both.

Is the EMMK for me?

The EMMK is designed for those who want to further their career through the application of advanced marketing approaches. They may be established marketing professionals aiming to immerse themselves in the leading edge of the rapidly-evolving world of marketing, or newcomers to the discipline who wish to acquire state-of-the-art knowledge.

Why do people in marketing need this kind of programme?

The days when Marketing was seen as a set of 'craft skills' are long since gone. Marketing now exists in a complex, uncertain and competitive environment, requiring mastery across all its many disciplines, but also one which recognises its contribution to an organisation at every level.

How will the programme help my career?

In order to make progress in such a swiftly-developing field, Marketers need to demonstrate not only mastery of their topic but the insight and skills to drive through innovative, game-changing strategies in their organisations. The EMMK is designed to equip participants with the necessary knowledge, skill and attitudes to move into leadership positions in their chosen fields.

How is the EMMK structured?

The EMMK is a 18-month, part-time programme, divided into short 3-4 day modules which take place approximately every six weeks, with breaks over the summer and New Year.

In addition to these modules, there are course elements delivered via distance learning using the School's electronic teaching platform. Participants will devote a total of 10 days to this activity during the programme.

Participants also work in teams on an international consultancy project, which will require some additional work outside the taught modules.

Where will I study?

The majority of the modules take place at the ESCP Europe London campus, but the programme also includes a week-long module in Paris and a week-long module in Berlin or Turin. These cities are centres of creativity and marketing in diverse fields such as technology, start-ups, design, fashion, and luxury goods, automotive, finance and communication.



An open, trustful and encouraging environment was established from the start. Everyone can speak freely without being judged. This is excellent.

Margarete Rudzki,
Programme Manager, European Commission

Month	No. of Days	Location	Topics
October 2016	4	London	Core Marketing Skills Introduction to Creativity Marketing Brands & Brand Value
December 2016	4	London	Managing Creativity The Art & Science of Creativity Managing Trends & Talents
January 2017	4	London	Customer Intelligence Consumers & Consumer Value Understanding the Marketplace
March 2017	4	Berlin	Strategic Communications Integrated Marketing Communications Digital Marketing & Social Media
May 2017	4	London	Data-Driven Marketing Marketing Analytics Measure & Optimise for Performance
June 2017	4	Paris	Delivering Innovation Breakthrough Strategies, Analysis & Planning Entrepreneurship
September 2017	4	London	Operational Marketing Going to Market Shopper & Retail Marketing
November 2017	4	London	The Global Context Global Issues in Marketing Financial Skills for Marketers
February 2018	2	London	International Consultancy Project Presentations & Evaluation

*The schedule of modules is correct at the time of going to press but may be subject to change.

CREATIVITY



A definite focus on creativity and its value is what makes this programme stand out from the perspective of both candidates and prospective employers; creativity runs as a theme throughout all modules. Our unique Creativity Workshops help you develop and enhance your own creativity skills, while our Creativity Marketing in Practice seminars and case studies bring you face to face with best practice across a number of industries.

The Art and Science of Creativity

Marketers understand they need to apply a balance of inspirational thinking and logical analysis in order to solve the challenges before them. However, this creative aspect has often been neglected in the larger business environment.

This course introduces participants to these two approaches. Having developed their skills in each, students then move on to understanding how to combine them effectively in any given situation to get the best results. The course aims to provide practical skills and a creative management mindset, rather than simply a transfer of knowledge.

Creative Brand Analysis

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 or film makers), and participants will first develop a presentation of the brand in a creative manner through an image, a film and an object 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.

Capability Workshops

A series of workshops towards the end of the programme refresh and introduce the key skills and capabilities that participants will find useful as their career and responsibilities develop as a result of their Executive Master qualification. More senior positions require a new appreciation of the individual's role and responsibilities in the organisation. Workshops and coaching sessions cover topics such as Entrepreneurship, Intrapreneurship, Internal Networking, Communications Skills and Psychometric Testing.



The focus on creativity gives light to a whole new perspective of marketing, one which I can implement directly in my work.
Kasper Roger Larsen,
Digital Marketing Manager at Roche

Creative Industries Seminars

This series of sessions demonstrates Creativity Marketing in practice across a range of industries, both expected and unexpected. It is based upon the belief that while creativity cannot be taught as an exact science, it can be developed through exposure to a wide scope of successful creative endeavours.

Seminar sessions, led by professional experts, introduce participants to examples of 'creativity in action' across different fields through partner companies. Collaborators include leading creative organisations (from fields such as fashion, design, theatre, film, music, art and advertising), as well as businesses of all kinds where creativity has proven to be a key success factor.



ANALYTICS

As the role of analytics in Marketing increases and the availability of rich "Big Data" continues to explode, we see Analytics as an important pillar of the Executive Master in Marketing & Creativity. Innovative modules integrating state-of-the-art thinking for a creative approach to marketing analytics have recently been developed for the course. Albert Einstein famously said, "Not everything that can be counted counts, and not everything that counts can be counted." You will learn not just how to count, but what to count and how to gain advantage from what you count.



The challenge is not finding new answers to an existing problem, but asking new questions that unravel an unexpected problem.

Sam Ghiotti
Partner
Anthemis
Group

Understanding the Marketplace

Successful marketing relies on the identification and satisfaction of customers' needs. To determine these needs and implement a creative and efficient marketing strategy, marketers need to gain a deep understanding of the marketplace, its customers, and its competitors.

This course aims to equip participants with a critical mind-set, in addition to a toolbox of leading edge techniques, which can be used to undertake and evaluate the outcome of research resources. Participants will 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 the practice of marketing.

Creative Analytics

Thanks to huge technological advances, marketers have at their disposal unprecedented amounts of data about their customers and about their businesses in general, including so-called "Big Data," from which they can extract great competitive advantage and value. The problem for many lies in not knowing what to look for in the data, how to do so, and, later, how to integrate the results and insights into a decision-making process. Harnessing the value of the data to serve the marketing strategy requires a good understanding of analytics, but also a fair dose of marketing creativity. Creativity makes all the difference when it comes to communicating insights within the organisation through storytelling or visual techniques, and integrating them into the decision-making process. These issues and skills will be all explored in the Creative Analytics module.



"We are delighted to work with ESCP Europe and are always amazed with the quality of the students' work and conclusions."

Uber France



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, both consumer and B2B. Throughout the marketing modules, we adopt the perspective that value creation begins with, and is driven by, customer experience and benefits.

Introduction to Creativity Marketing

This course is designed to introduce the practice of Creativity Marketing and to integrate participants around a universal 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 new and innovative ways that Marketers are using emerging 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.

Consumers and Consumer Value

Based on the premise that value is defined by consumer experience, we investigate the behaviour of consumers as individuals, groups and communities. 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 fostered.

Digital Marketing and Social Media

The huge potential and challenges of digital marketing and social media are explored in detail in this module. Because we recognise the constantly evolving nature of digital marketing, our emphasis is on a thorough understanding of the strategic considerations and steps needed to build an effective online presence. The module is built around the different stages of the consumer journey to enable participants to evaluate where each online tool can be the most effective, and how to combine different tools for best results.



Branding and Brand Value

Consumers choose brands for a combination of rational or functional reasons, but also to fulfil symbolic or emotional needs. In this sense, this course mirrors the 'art + science' thrust of the overall programme. The course considers branding definitions and frameworks, brands as creators of value, brand architecture, brand extensions and brand names, branding of services and intangibles, brand valuation, brand identity and equity, and practical examples of global and pan-European branding. The course enhances participants' qualitative and judgement skills in evaluating an integrated branding communications strategy.

Integrated Marketing Communications

Understanding how to manage the various communication elements that combine to create brand value is an important skill for any marketing professional to develop. This course immerses participants in the techniques and tools of marketing communications, with particular emphasis on the contribution of creativity and the need to bind campaigns together in an integrated way using strong creative themes and 'long ideas'.

This course immerses students in the techniques and tools of marketing communications, with a thorough exploration of the various channels available including advertising, PR, sponsorship and relationship marketing - through both classical and digital channels. The strengths and applications of each are analysed and illustrated with examples of best practice.

Global Issues in Marketing

This course goes more deeply into two aspects of global marketing. Firstly, many brands that originated to serve very local markets (Paris bistros, Capital Radio, Real Madrid football club, etc.) have "gone global". The course will look at which markets to enter, which strategy and business model to use, and how much local adaptation is needed.

Secondly, many marketing programmes pay insufficient attention to sustainable development, "Marketing, as if the world matters". We look at how economic prosperity, environmental quality, social equity and ethics need to be reconciled by marketers in order to "meet current customer needs without compromising the ability of future generations to meet their own needs" (Bruntland Report).

Retail and Shopper Marketing

The retail experience has become increasingly complex in a digital context and serves as an important point of differentiation for brands. As a crucial Touchpoint in the customer journey, it is also an opportunity to gather valuable customer data and gain significant insights. In this module we recognise that the retail environment is often shaped by many players across the value chain, including manufacturers, distributors and other intermediaries as well as the retail brands themselves. The module offers a hands-on glimpse into the complexity and opportunities that constitute retailing and provides participants with a thorough understanding of its importance for brands.



The opportunities in marketing today and in the future are for those who can effortlessly combine a mix of analytical skills with creative instinct and judgement, and that is precisely what this programme is designed to develop.

Peter Stephenson-Wright
Programme Director
EMMK



The strongest aspect of the EMMK is the range of speakers and professors and their equally vast areas of expertise. The exposure to knowledge is key: everything from online platforms to brands, research, psychology and data.

Kudzayi Ngwerume,
Creative Marketing & Strategy Consultant





Leveraging the full benefit of creative thinking in the practice of marketing requires a perceptive understanding of what makes creativity and creative thinkers different. The management modules offered will help you to develop a full range of valuable management skills and practices, delivering performance and results as well as how to identify and harness the creative talent in an organisation.



Our creativity approach to marketing is built on a very solid academic foundation and draws from the insights of highly seasoned marketing executives across sectors. You acquire state of the art conceptual thinking and the cumulative experience of outstanding practitioners.

Dr. Marie Taillard
Academic Director
EMMK

Breakthrough Strategies, Business Analysis & Planning

The course addresses the key question of how creative problem-solving and business planning can contribute to competitive advantage. Building upon the basic foundations of business strategy, it explores innovative architectural models and breakthrough strategies, such as so-called 'blue ocean' strategies, value innovation through multiple business models, and collaborative business networks.

The module provides a systematic approach to business planning, with participants working in teams to apply the acquired skills to the development and presentation of a business plan. In doing so, participants learn to make informed decisions about managing business models and defining breakthrough solutions for a company, and address marketing performance measurement, metrics and return on marketing investment.

Going to Market

At the heart of every brand lies a product or service that delivers customer value. Effective approaches are needed to manage those products and services in ways which faithfully deliver the full promise of the brand and its values.

This course will demonstrate how to apply creative as well as analytical decision-making to the task of taking a product to market; from the day-to-day management and control of product offerings to the cross-functional mind-set required to integrate marketing with production, operations, finance and sales. Participants will gain valuable insights into the creative, strategic, financial and knowledge-seeking skills required to maximise brand value through aligned and imaginative product delivery.

Managing Trends and Talents

Successful marketers need to unlock the hidden value that can be brought to business by mastering not only the quantifiable, but also the intangible and intuitive. This is an often underutilised source of competitive advantage in a marketplace marked by proliferation; real success comes from marrying insightful creativity, flawless analysis and effective implementation.

This module covers the skills required to spot the most appropriate trends and deal with the uncertainty of change; how to drive major transformation in a marketing organisation; and how to engage and focus the skills of creative people.

Entrepreneurship

Our entrepreneurship module addresses our participants' passion for developing entrepreneurial opportunities. We begin by exploring the entrepreneurial mindset and understanding how to generate great ideas for business ventures. We then move on to a practical step-by-step approach to developing the business model and translating it into a sellable and actionable business plan with opportunities for growth. Along the way, we address human resource, legal and financial issues and discuss capital structure.

Throughout the module, guest experts contribute by sharing their own entrepreneurial experience and supporting participants in the development of a business plan. The module is taught by a serial entrepreneur who shares his own personal experience, provides advice and support to budding entrepreneurs, and presents a rare insider perspective into the exciting and challenging world of entrepreneurship.

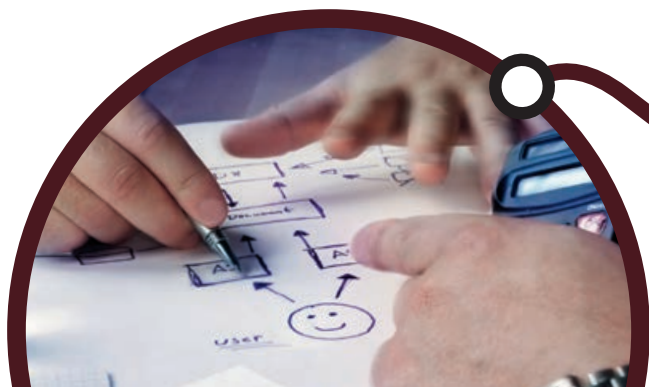
Financial Skills for Marketers

This module provides essential elements of finance and accounting needed by proficient marketing managers, including the mysteries of using spreadsheets for analysis. It is specifically designed for participants with less qualitative experience. It covers fundamental financial principles, as well as dealing with the financial management of intangible assets most often encountered in creative fields such as intellectual property, brand value and reputation.



At ESCP Europe I knew that I would be working with professionals from the business community, and that for me was a real bonus. I felt connected from the start.

Niek Ploegman,
Research Lecturer, Hogeschool Rotterdam





Apply analysis and creative thinking to a real-case marketing problem

The International Consultancy Project (ICP) is an integrated part of the learning dynamic of the Executive Master in Marketing & Creativity, and is a successful feature of ESCP Europe's Executive Master programmes.

The ICP is designed to provide participants with a collaborative, multi-disciplinary and intercultural work experience on a real-life strategic challenge, and to put into practice the concepts and theory acquired during the Master programme, in particular the application of creative approaches to solve complex marketing problems.

The project can be carried out on behalf of a participant's existing employer, or for a third-party company or start-up introduced by the School from amongst its diverse range of Corporate Partners.

Teams of participants are expected to perform an in-depth analysis of a marketing situation or an issue faced by a company and to make recommendations for actions that can realistically be implemented by the firm. Groups will also work with an ESCP Europe professor for relevant advice and to ensure the academic requirements are met.

This 8- to 10-month team project will allow participants to use and consolidate their understanding of the concepts and tools presented during the programme.

The company sponsor receives a comprehensive written report and the conclusions of the project are presented to an academic jury.



"Our team was as diverse as it could get for its size: three people, three nationalities, three different fields. As it happened, there was little time for thinking about differences. The knowledge and recognition we gained for our efforts, both from academics and from our sponsor, meant the hard work was well worth our time."

ESCP Europe Executive programme graduate

A few ideas for an ICP:

- **Propose** new short & long-term business and marketing opportunities for a multi-national arts organisation
- **Develop** recommendations to support the growth of a disruptive digital service provider and build a user community around it
- **Design and implement** a coherent branding strategy for a leading-edge youth co-creation organisation
- **Create a start-up** business opportunity from first concept through validation, funding, execution and marketing plan
- **Use analysis of consumer** "jobs to be done" to propose a long-term re-orientation of a company's strategy and implementation
- **Develop an innovative, sustainable market strategy** for an established company wishing to enter emerging markets



Our Mission

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.

This is why ESCP Europe launched its **Creativity Marketing Centre**.

The mission of the Creativity Marketing Centre (CMC) is to be a hub for thought-leadership and knowledge exchange on the role of creativity 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 thinking and marketing.

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
- The MSc and Executive Master in Marketing & Creativity at ESCP Europe

About the Creativity Marketing Centre

The Centre engages in both academic and applied research on creativity and marketing, and in sharing this research with other groups and organisations interested in similar issues. The Centre's website offers a platform on which to publish research and to share ideas, theory and practices on creative approaches to marketing. Informal, timely and interactive exchange is encouraged through the blog which brings together the diverse voices of marketing academics, researchers in related disciplines and students, as well as those of marketers, consultants and other practitioners. We seek to promote an active debate around a fresh approach to marketing.

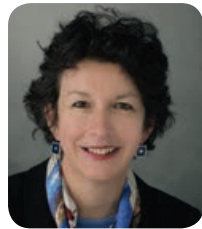
In addition to our current academic research, our ongoing projects include consultancy assignments for corporate and charity partners, Executive Education programmes and best practice case studies, all highlighting the important role of creativity in marketing strategy and practice. Our regular events offer opportunities for interested academics and practitioners to exchange views on current issues in marketing, such as the evolution of marketing as a function and an academic discipline, the role of creativity in the marketing organisation, how to foster it, how to include the balance between creativity and analysis, and more.

Find out more about the CMC:
www.creativitymarketing.org

THE FACULTY

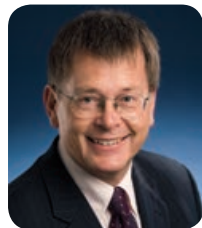


130 professors make up the ESCP Europe full-time faculty. The School also has more than 80 affiliate faculty members, and each year welcomes more than 40 visiting professors from leading universities around the world. The multicultural and international dimensions of the School's programmes are consistently recognised by national and global rankings, in which ESCP Europe is regularly placed in top positions.



Marie Taillard
Academic Director
EMMK

Dr. Taillard has an MBA from Columbia Business School and a PhD from the University of London. She specialises 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. She also conducts research in change management. Dr. Taillard is French and American. Her extensive professional background is in travel marketing, for American Express, Club Med, Accor Hotels and others. As a professor since 2007, she teaches in several postgraduate and executive programmes. She launched the MSc in Marketing & Creativity, is the Director of the Creativity Marketing Centre, and is an elected member of the School's Teaching Committee.



Peter Stephenson-Wright
Programme Director
EMMK

Affiliate Professor at ESCP Europe and EMMK Programme Director, Peter Stephenson-Wright has previously held management positions at several leading international communications agencies including Ogilvy, Y&R, Grey and Saatchi & Saatchi in London, Paris, Barcelona and Frankfurt. His extensive client experience includes Sony, Procter & Gamble, AB InBev and the European Parliament, as well as many of the largest global automotive brands. His professional interests include the application of creativity in a business environment, and the development of new techniques for integrating messages across channels and borders.



Jerome Couturier

Jerome Couturier is a professor of strategy and management at ESCP Europe, based in London. He lectures in Business Strategy, International Management, Business Transformation and Innovation to EMBA, Masters and various Executive programmes. Jerome is also a visiting professor at ESA in Beirut. His research concentrates on enterprise and business transformation, sustainability of competitive advantage, international development strategies, strategy execution, and more generally on growth strategies. He is a published author and also advises multinational organisations in various industries including healthcare, telecoms and media, automotive, and commodities. Prior to joining ESCP Europe and starting 3H Partners, Jerome worked with McKinsey and A.T. Kearney. Jerome holds a PhD in physics from Ecole Normale Supérieure, an MBA from Insead.



Boris Durisin

Boris Durisin is an Associate Professor at ESCP Europe Paris campus and a Visiting Professor at Bocconi University. He received his PhD in management from the University of St. Gallen (Dr. oec. HSG), and his MSc from CEMS-MIM and the University of St. Gallen (HSG). He has also been a lecturer at the École Polytechnique Fédérale de Lausanne (EPFL), Switzerland, and a visiting scholar at the Sloan School of Management at MIT (Massachusetts Institute of Technology) as well as at the Salomon Center, Stern School of Business, New York University. Boris has received several awards. He lectures, collaborates with, and consults Fortune 500 clients and companies on the market launch of new products and truly innovative technologies.



Chris Halliburton

Chris Halliburton is Professor of International Marketing and former UK Director of ESCP Europe Business School. Educated at Durham University, LSE and London Business School, he has also lectured at LBS and Cass Business School. He is the author of numerous publications on branding and international marketing. He is a Fellow of the Marketing Society and has over twenty-five years' experience of marketing consultancy for PwC, Unilever, Caterpillar, Xerox, IBM, BT, Capgemini, Alliance Boots and many others, including working at Board level. His overseas experience includes work in Europe, Africa, the Americas and the Far East.



Frank Jacob

Professor Jacob earned his doctorate in 1994 with a dissertation on product customisation in the industrial sector and continued his academic career with a Habilitation (post-doctoral qualification to supervise research). He completed his Habilitation in 2001 with research on industrial business relationships. In the academic year 1997/1998 he reinforced his international orientation as a visiting professor at the University of Western Sydney in Australia. Professor Jacob has held the position of professor of Marketing at ESCP Europe Berlin campus since January 2002. He has extensive teaching experience in marketing at both undergraduate and postgraduate level. He is also involved in continuing education and consulting.



Hsin-Hsuan Meg Lee

Hsin-Hsuan Meg Lee is an Assistant Professor at ESCP Europe's London campus. Before joining the School in 2015, she worked as a marketing lecturer at Amsterdam Business School and Amsterdam University of Applied Sciences. She obtained her doctoral degree from Amsterdam Business School, holds a Master of Science in Marketing from the University of Strathclyde, UK, and also a Master of Science in Applied Animal Behaviour and Animal Welfare from the University of Edinburgh, UK. Hsin-Hsuan is an expert on issues related to online communication, with her research focusing on analysing social media content and uncovering useful information and patterns from online data.



BECOMING PART OF A DYNAMIC GLOBAL COMMUNITY

The ESCP Europe Alumni Association

The purpose of the ESCP Europe Alumni Association is to unite and organise this community. With 600 delegate alumni representatives and 13 full-time staff, it assists students throughout their studies and into their first job. The Alumni Association then provides resources to graduates for life-long professional and personal development.

The Association offers the following services:

- Career development workshops (interviews, resume writing, etc.)
- Over 30,000 job offers each year
- A directory available online and in paper form
- Groups organised by geographic area, professional sector, etc.
- Professional interest groups which organise events and conferences on industry-specific issues.

Our alumni work in various business areas and sectors, but also in public administration and other organisations.

Boasting 45,000 graduates in more than 150 countries, the alumni network plays an important role in promoting the School, whilst also maintaining a commitment to building ties and a sense of community amongst all ESCP Europe graduates.

Careers Advice

Throughout their time with the School, participants also receive the support of our specialised Careers Office, which is available to individually advise participants in areas such as CV writing, job search techniques, interviewing skills and career management.



*Would I recommend this programme to other people?
Yes. I don't have to add anything to that: it's a simple yes!*

Niek Ploegman,
Research Lecturer, Hogeschool Rotterdam

Admission Requirements

- Master degree in any discipline (candidates with Bachelor degrees will be considered on an individual basis).
- A minimum of five years of relevant professional experience.
- Two letters of recommendation (submitted via our online application system): one academic or professional, and one from a current or previous employer.
- Fluency in English. For non-native English speakers, we require one of the following minimum scores: TOEFL: 100; IELTS: band 7. Non-native English speakers who have previously studied or worked for more than two years in an English-speaking country are exempt, but will be assessed by the selection committee during the admission interview.

Admission Procedure

Interview sessions operate with rolling deadlines between August and July.

Step 1

Apply online

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

- A recent CV
- Two reference letters (submitted via the online application system)
- Copies of all diplomas and degree awards, with full grade transcripts

Step 2

Interview

Candidates whose application has been successful will be invited to attend the second stage of the process, comprised of a 45-minute personal interview. During this, the candidate must convince the selection committee of his/her abilities and motivation.

Step 3

Final decision

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

Fees and Scholarships

Tuition fees are set at £22,000 for the 2016-18 academic year. The same fees apply to both EU and non-EU citizens.

All candidates are required to pay a non-refundable application fee of £150. Applications are considered complete and submitted only when this fee has been paid.

Partial scholarships are available on the basis of financial need and/or merit. Please visit website for more information:

www.escpeurope.eu/emmk/scholarships



For more information, please contact:

Crochenka McCarthy
Email: cmccarthy@escpeurope.eu
Telephone: +44 (0)20 7443 8823
www.escpeurope.eu/emmk

EXECUTIVE MASTER IN MARKETING & CREATIVITY

BERLIN

Heubnerweg 8 – 10
14059 Berlin, Deutschland
T: + 49 30 32007 0
info.de@escpeurope.eu



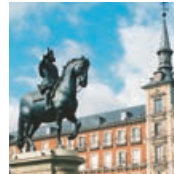
LONDON

527 Finchley Road
London NW3 7BG, United Kingdom
T: + 44 20 7443 8800
info.uk@escpeurope.eu



MADRID

Arroyofresno 1
28 035 Madrid, España
T: + 34 91 386 25 11
solicitudes@escpeurope.eu



PARIS

79, av. de la République
75543 Paris Cedex 11, France
T: + 33 1 49 23 20 00



TURIN

Corso Unione Sovietica, 218 bis
10134 Torino, Italia
T: + 39 011 670 58 94
info.it@escpeurope.eu



WARSAW

c/o Kozminski University
International Relation Office
57/59 Jagiellońska St., 03-301 Warsaw, Poland
T: + 48 22 519 22 89
info.pl@escpeurope.eu

