

## Groupe SEB sponsors EDHEC Business School's MSc in Marketing Management

**November 2014** – EDHEC Business School and Groupe SEB signed a Corporate Programme Sponsorship agreement for the School's MSc in Marketing Management programme on 10 October on EDHEC's Lille campus. The partnership was inaugurated with a speech by Luc Gaudemard, Groupe SEB Senior Vice-President for Europe and an EDHEC graduate, to 100 students from around the world. After describing the key stages in his marketing career, Luc Gaudemard urged students to be curious, to call themselves into question and to cultivate their "hunger" to learn during their future careers.

By sponsoring the MSc in Marketing Management programme, Groupe SEB participates in the programme's content and tuition and joins two marketing heavyweights, Unilever and Carrefour, as a key partner for the programme.

The partnership is planned for a minimum three-year period and is based on the co-production of the Brand Portfolio Management course in conjunction with the professor in charge of the course. Groupe SEB will also help with case studies, career testimonials, and site visits, and will offer specific recruitment actions. The Corporate Programme Sponsorship mechanism brings sponsors into close contact with students and thus provides Groupe SEB with an original means of promoting its employer brand and identifying future talent.

EDHEC Business School is proud to have sealed this partnership with Groupe SEB, secure in the knowledge that this world leader in the home appliances field shares the School's objectives of innovation, entrepreneurial value creation and international development.

The expertise imparted by the trio of Corporate Programme Sponsors injects originality and impetus into a demanding training programme that is geared to the needs of the business world in accordance with the EDHEC for Business strategy.

[Watch the video here.](#)

### About EDHEC

- 5 campuses: Lille, Nice, Paris, London and Singapore
- 6 200 students and 10 000 participants in executive education, conferences and seminars organised in 28 economic capitals around the globe
- 20 degree programmes: Bachelor, Master in Management, Master of Science, MBA, PhD
- More than 25 000 graduates in 120 countries
- 142 permanent professors (49 percent international) and 810 visiting lecturers
- 13 research and teaching chairs
- €87m budget, 1/3 from corporate funding and 20% invested in research
- One of 60 business schools in the world with triple accreditation from EQUIS – AACSB – AMBA

EDHEC Business School aims to be recognised for high-quality research and education, and for innovative ideas and tools that impact business. This "EDHEC for Business" strategy is underpinned by excellent academic research, the results of which are systematically disseminated through EDHEC's academic programmes, and to the business world and society at large. For more information, please visit : [www.edhec.edu](http://www.edhec.edu)