

## **New EDHEC MSc in Marketing Analytics will prepare students for the vanguard careers of tomorrow**

### **FOR IMMEDIATE RELEASE**

**Paris, 8 March 2022** – In an era of unprecedented global change, the key to successful corporate strategy and decision-making is a strong understanding of consumer behaviour and data analytics. In July, EDHEC Business School will launch a cutting-edge Master of Science in Marketing Analytics to prepare students to use data to empower their teams and fuel corporate strategy.

This 18-month programme is taught entirely in English and includes foundation courses, core modules, and electives designed to give students the expertise in marketing analytics necessary to respond to strategic questions at the core of their industries. In addition, they will acquire coding and data visualisation skills to master the most advanced software and data platforms such as Python, Tableau, and Google Analytics.

Students will also develop much sought-after professional skills and knowledge, including consumer behaviour and customer experience analysis, complex quantitative data interpretation and modelling, and strategic decision-making.

### **A new degree in line with Big Data trends**

“Faced with rapid digital and consumer evolutions, businesses need managers who can make sense of an ever-growing volume of consumer data and use it to make strategic marketing decisions,” says Michelle Sisto, Director of the Grande Ecole Programme and Associate Dean of Graduate Studies at EDHEC Business School. “This new programme equips students with highly sought-after and targeted skills in quantitative analysis and consumer knowledge.”

This MSc programme is for students who aspire to careers with a strong emphasis on analytics, such as *Marketing Analyst*, *CRM Manager*, and *Behavioral Analyst*. Students will also be well equipped for vanguard careers such as *Machine and People Ethics Manager*, *Neuro A/B Tester*, and *Algorithm Bias Auditor*.

### **An Overview of the EDHEC MSc in Marketing Analytics**

**Next Entry Date:** July 2022

**Location:** Remote (July-August) – Lille Campus (September-May)

**Duration:** 18 months (12 months of classes and 4-6 months business internship)

**Curriculum Overview** (Taught 100% in English):

- Foundation classes, specialisation modules, and electives
- Master’s research project
- Learning expedition
- EDHEC Career Booster (personalised career counselling, mock interviews, thematic workshops, and over 120 other events each year)

**Main fields covered:**

- Data analysis
- Consumer behaviour
- Digital marketing
- Psychology, consumer analysis

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**About EDHEC**

EDHEC is an international business school with more than 110 nationalities represented on campuses in Lille, Nice, Paris and Singapore. With 50,000 alumni in 130 countries and learning partnerships with 290 institutions worldwide, EDHEC educates the leaders of tomorrow: men and women who are determined to solve the most pressing economic, social, technological, and environmental challenges of our time.

EDHEC's unique research model is rooted in public service: to society, to business, and to higher education. A hub of excellence, innovation and diversity, EDHEC's mission is to educate future generations in a world in constant transformation.

The School has developed a unique model founded on research of real practical use to society, companies and students. EDHEC is a centre of excellence, innovation, experience and diversity, focused on impacting future generations in a fast-transforming world. The School exists to make a positive impact on the world.

**EDHEC by the numbers:**

- 8,600 students in undergraduate and graduate 175 professors and researchers, 11 research centres
- 5 campuses and a digital platform devoted to 100%-online certificate and degree programmes: EDHEC Online
- 2021: Grand opening of the Jean Arnault Campus in Roubaix—a joint-venture between LVMH, EDHEC, and the Institut des Vocations pour l'Emploi (LIVE)—that is dedicated to entrepreneurship, innovation, and inclusion. EDHEC is a major partner of Station F in Paris, the world's largest campus for start-up creation and innovation.
- 23 undergraduate and graduate programmes: Bachelors (BBA and BSc), Masters in Management, Masters of Science (MSc), MBA (Full-time and Executive MBA), PhD (Finance)
- A multitude of continuing education options for managers, business leaders and entrepreneurs offered through EDHEC Executive Education (certificates and degree programmes)