



DIPLÔME

Master Droit, économie et gestion mention marketing, vente parcours Executive Master in International Management and Business Transformation à Athènes

Code : MR11805A



Niveau d'entrée : Bac + 3, Bac + 4

Niveau de sortie : Bac + 5

ECTS : 120

Déployabilité

Package : Formation pouvant se suivre en s'inscrivant à un "package" (groupe d'enseignements indissociables)

Objectifs pédagogiques

This specialization is built around three core objectives:

Marketing objective: enabling participants to:

- Understand the key building blocks of corporate strategy, the segmentation required, and the development of a high-impact responsible marketing plan.
- Design an action plan that integrates ESG and leverages the full potential of communication and distribution channels—both in the physical world and across digital touchpoints using A.I. and automation tools.

Sales objective: preparing participants to:

- Define and execute the actions required to sell products and services (market research, sustainable product design, pricing, communication, distribution) in full alignment with the company's ESG strategy.
- Negotiate, sell, and build long-term relationships with profitable customer segments using digital sales methods and/or complex sales approaches.
- Select and use A.I. and other digital tools required to manage and optimize sales and marketing performance.

Management objective: enabling participants to:

- Master and apply end-to-end processes that mobilize resources across an organization and its ecosystem to deliver value for key stakeholders.
- Motivate the teams to integrate CSR and responsible marketing principles in their day-to-day practices
- Understand and deploy the principles and tools commercial & marketing managers need to lead effectively—on-site or remotely.

Compétences et débouchés

By the end of the program, students will be able to:

- Translate corporate strategy into a responsible marketing strategy (offer, product, brand).
- Conduct market analysis and competitive intelligence monitoring.
- Analyze panel and market intelligence data to support decision-making.
- Embed digital across strategy and day-to-day operations.
- Implement an integrated communication strategy: internal and external.
- Launch and scale a product/service offering.
- Transform CSR and the value proposition into a competitive advantage
- Define the sales strategy and build a sales action plan.
- Design and lead promotional strategy and activation.
- Build and manage complementary, cross-functional, or intercultural teams.
- Analyze data and operationalize insights.
- Build and track budgets.
- Develop/analyze performance dashboards.
- Manage an operating account (P&L).
- Identify digital uses and assess how their evolution impacts the relevant fields.
- Use advanced digital tools autonomously for one or more roles or research areas in the field.
- Mobilize highly specialized, cutting-edge knowledge as the basis for original thinking.
- Develop a critical understanding of knowledge within a field and/or at the interface of multiple fields.
- Solve problems to develop new knowledge and procedures, integrating insights across domains.
- Deliver innovative contributions in high-level exchanges and in international contexts.
- Conduct reflective, evidence-based analysis that accounts for challenges, issues, and the complexity of a request or situation—proposing tailored and/or innovative solutions in line with sustainability regulatory developments.
- Identify, select, and critically analyze specialized resources to document a topic and synthesize findings for business use.
- Communicate for training or knowledge transfer—verbally and in writing—in English or Greek.
- Manage complex, unpredictable professional or academic contexts requiring new responsible strategic approaches.
- Take responsibility to contribute to professional knowledge and practices and/or review a team's strategic performance.
- Lead projects (design, steering, team coordination, delivery, management, evaluation, dissemination) mobilizing multidisciplinary skills in a collaborative setting.
- Respect principles of ESG, ethics, professional conduct, and environmental responsibility.

Méthodes pédagogiques

Les enseignements théoriques, couplés à des mises en application en travaux dirigés et travaux pratiques sur matériels et logiciels métiers permettront une professionnalisation rapide. L'espace numérique de formation du Cnam (Moodle) permet à chaque enseignant de rendre accessible des ressources spécifiques à ses enseignements. Des modalités plus détaillées seront communiquées au début de chaque cours.

Prérequis et conditions d'accès

To enter the MR11802A Master's program (Year 2), applicants must hold at least a Bac+4 level qualification in management or another discipline aligned with the program.

Applicants are selected based on their application file (degree, CV, cover letter) and an interview with the Program Director. A VAE (Validation of Prior Experience) pathway may be considered for candidates who do not hold the required diploma

MENTIONS OFFICIELLES

Code RNCP

42353

Date d'enregistrement au RNCP

30/05/2025

Date de l'échéance de l'enregistrement au RNCP

31/08/2030

Informations complémentaires

Type de diplôme

[Master](#)

Code du parcours

MR11805

Modules d'enseignement

M2

- | | |
|---|---|
| → Agile Management & Project Leadership | → Innovation Strategy & Change Management |
| → AI for Business Leaders & Decision Support Systems | → Market Intelligence & Business Analytics |
| → Augmented B2B Marketing (A.I. & Automation) | → New consumer behaviour and experience management |
| → Design Thinking & Creative Problem Solving | → New Management trends & Business Transformation |
| → Digital Branding & Reputation Management | → Responsible marketing |
| → Digital Transformation & Emerging Technologies for Managers | → Strategic Marketing & new business models |
| → E-business platforms & supply chain | → Thesis methodology & professional practice |
| → ESG Strategy & Sustainable Business Models | |

Blocs de compétences

Un bloc de compétences est constitué d'un ensemble d'Unités qui répond aux besoins en formation de l'intitulé du bloc.

Les unités ci-dessus sont réparties dans les Blocs de compétences ci-dessous.

Chaque bloc de compétences peut être validé séparément.

Information non disponible, pour plus d'information veuillez [contacter le Cnam](#)