MASTER APPLIED ECONOMICS

MARKET RESEARCH

ENTRY REQUIREMENTS

For the M1: A Bachelor's degree in Economics-Management, a Bachelor's degree in Applied Mathematics and Social Sciences or an equivalent degree. Initial selection by application, then an interview during which the panel assesses the applicant's level of knowledge. For the M2: A validated M1 or students with a high school diploma plus 4 years of higher education with a good grasp of the concepts and methods of the chosen specialism + application + interview.

ACQUIRED SKILLS

- How to apply:
  "Applications" application + application + interview
- Course venue:
  UPEM, Descartes Campus, Bois de l'Etang Building, Hall B. Room 111
- Contacts:
  Academic coordinator: L'HORTY Yannick
  DMITRIJEVA Jekaterina
  Secretary: MONNIER Delphine
  Building: Bois de l'étang
  Office: B013
  Phone number: +33 1 60 95 70 69
  Fax: +33 C
  Email: delphine.monnier@u-pem.fr
- Calendar:
  Master's Year 2: Compulsory 4 - 6 month internship between April and September. Long internship possible in line with work/study programme.

YOUR FUTURE CAREER

The prospects are mainly professional, but a move into research is possible and catered for within the Honours, with specific lessons and participation in laboratory seminars. The pathway trains marketing research experts in the top management of major companies, consultancy firms and also in regional authority research departments.

BENEFITS OF THE PROGRAM

Three fundamental cross-curricular classes are taught in English (in particular Personnel Economics) and the use of English is encouraged with classes in each semester and endorsed by the TOEIC test at the end of the course. A great emphasis on innovative teaching methods and project-based training, either individually or in groups. Real-life case simulation through several individual survey projects conducted in each semester of the Master's degree, with support from professionals, which can be used for your CV. M2: Work/study programme only or compulsory 4 - 6 month internship or long internship in line with the work/study programme.

For further details:
Information, Career guidance and Professional integration Department
(SIO-IP): sio@u-pem.fr / +33 1 60 95 76 76

www.u-pem.fr/formations/607

Pour candidater: HTTPS://CANDIDATURES.U-PEM.FR/
STUDY PROGRAM

YEAR 1, SEMESTER 1.

Quantitative techniques and software (ECTS : 9) - General linear econometrics (ECTS : 3) - STATA (ECTS : 3) - Interview and survey techniques (ECTS : 3)

Fundamental cross-curricular instruction (ECTS : 6) - Labour economics (ECTS : 3) - Urban economics (ECTS : 3) - Consumer behaviour (ECTS : 3)

Implementation workshops (ECTS : 9) - Survey technique project (ECTS : 4.5) - Study and Research Work (ECTS : 4.5)

Professional training (ECTS : 6) - English (ECTS : 3) - Management and project management (ECTS : 3)

YEAR 1, SEMESTER 2.

Quantitative techniques and software (ECTS : 9) - Qualitative information processing method (ECTS : 3) - SAS (ECTS : 3) - Impact assessment method (ECTS : 3)

Subsidiary specialism - Market research pathway (ECTS : 6) - Strategies, brands and products (ECTS : 3) - Marketing policies (ECTS : 3)

Implementation workshop (ECTS : 9) - Impact assessment project (ECTS : 3) - Internship or Survey and Research Work thesis (ECTS : 6)

Professional training (ECTS : 6) - Employment law (ECTS : 3) - English (ECTS : 3)

YEAR 2, SEMESTER 3.

Quantitative techniques and software (ECTS : 6) - Theory and practice of surveys (ECTS : 3) - Data mining and scoring (ECTS : 3)

Fundamental cross-curricular instruction (ECTS : 6) - Personnel economics (ECTS : 3) - Game theory and corporate strategies (ECTS : 3)

Subsidiary specialism (ECTS : 6) - Marketing simulations (ECTS : 3) - Layout studies (ECTS : 3)

Implementation workshop (ECTS : 3) - Themed project (ECTS : 3)

Professional training (ECTS : 9) - Profession conferences (ECTS : 3) - Business law (ECTS : 3) - English (ECTS : 3)

YEAR 2, SEMESTER 4.

Quantitative techniques and software (ECTS : 3) - Panel data and geo-data (ECTS : 3)

Subsidiary specialism (ECTS : 6) - Marketing case studies (ECTS : 6)

Implementation workshops (ECTS : 15) - Professional thesis (ECTS : 15)

Professional training (ECTS : 6) - Profession conferences (ECTS : 3) - TOEIC preparation (ECTS : 3)