

COUNCIL FOR STUDIES AND STUDENT LIFE
Meeting of May 13, 2025
DELIBERATION
N° CEVE-20245-20-TSM-M-025

On the curriculum and assessment of knowledge and skills for the Second Year Master's degree in Law, Economics and Management specialising in Marketing and Sales Master of Science in Marketing track

- In accordance with the Education Code,
- In accordance with decree no. 2022-1536 of 8 December 2022 creating the Toulouse Capitole University,
- In accordance with the statutes of the Toulouse Capitole University, in particular article 14.III,
- In accordance with the current examination charter,
- In accordance with the deliberation n°CEVE-2025-13-DEVE-001 of the CEVE on 25 March 2025 relating to the common system of studies and the general terms and conditions for the assessment of knowledge and skills in courses leading to the award of national diplomas and university diplomas,
- In accordance with the deliberation n°CEVE-2024-18 relating to the conditions for internships as part of the curriculum, on 25 June 2024,
- In accordance with the opinion of the Executive Committee of the Toulouse School of Management dated 10 April 2025.

The Council for Studies and Student Life, after deliberation, adopts the study regulations and the rules for the assessment of knowledge and skills for the second year Master's degree in Law, Economics and Management, specializing in Marketing and Sales, Master of Science in Marketing, for which Toulouse Capitole University has received state accreditation:

TITLE I - GENERAL PROVISIONS

ARTICLE 1 Training objective

The aim of the Master of Science in Marketing is to train students in marketing in and through research, and to prepare them for their future careers.

This Master's program is a top-class diploma that trains top-level researchers to become part of the international scientific community, as well as marketing professionals working for strategic marketing consultancies, companies and institutions in France and abroad.

By providing a multi-disciplinary culture within the framework of a coherent scientific project, this Master's program contributes to the coherence and international visibility of students.

The course is taught entirely in English.

ARTICLE 2 Organisation of training

The course is open to students in initial education. It includes lectures (CM).

The course is organised over two semesters, totaling 60 ECTS. The curriculum is organised into blocks of competencies comprising one or more courses. The syllabus for each course includes the necessary information to understand the objective, pedagogical organisation and assessment procedures for each course.

The Teaching Outline is appended to this document.

ARTICLE 3 Attendance

Attendance and participation in lessons of any kinds is compulsory and monitored. Proof of absence must be submitted to the Academic Affairs Service (Programme's Administrative Officer).

ARTICLE 4 Dissertation / Internship

Depending on their career choices, students are required to complete either a research dissertation or a professional internship of up to five months in a company, international organization, government agency, NGO or association. The internship project must be approved by the Programme Director.

Students may take part in a professional experience other than an internship. This experience must be covered by an educational agreement approved by the Programme Director. The following types of work experience may be substituted for the internship: Fixed-term or permanent contract, civic service, VIE (International Volunteer Service in a company) / VIA (International Volunteer Service in an Administration) / VTE (Territorial Volunteering in Companies), a formal business start-up project.

TITLE II - ASSESSMENT OF KNOWLEDGE AND SKILLS

ARTICLE 5 Examination Charter

All students are responsible for reading and respecting the University's current examination charter. Specific arrangements for students with a disability (temporary or permanent), which are compatible with the nature of the exams, may be made on the advice of the UT Capitole preventive medicine service.

ARTICLE 6 Initial session

Each block of skills is assessed by continuous assessment and/or final assessment. The grade awarded for continuous assessment and/or final assessment of a skills block is the result of one or more assignments, which may take the form of written, oral, project or group work.

ARTICLE 7 Validation and compensation

Courses (components of a skills block), skills blocks and semesters can be validated in the following ways:

A course is definitively acquired and can be credited as soon as the student has obtained an average of 10/20 or higher in this course.

A block of skills is definitively acquired as soon as the student has obtained an average of at least 10/20 in all the courses that make it up.

A semester is definitively acquired as soon as the student has validated all the skill blocks that make it up.

The "valorisation of research" skills block can only be validated if the grade obtained is equal to or higher than 10/20.

Internships require a written report or dissertation to be evaluated and presented orally in June.

The dissertation project gives rise to a written document that is assessed and defended orally in June.

A course can be acquired by compensation if the student has obtained an average of 10/20 or more in the skills block to which it belongs.

Skill blocks and semesters cannot be offset against each other.

ARTICLE 8 Exam Resit session

A resit session is organised, giving students the opportunity to validate the blocks of skills they did not pass during the two semesters.

Within a non-validated block of skills, students are authorized to resit the exam for courses in which they have not obtained a grade equal to or higher than 10/20 in the initial session.

The grade obtained in the resit session cancels and replaces the grade obtained in the initial session for the course.

In the resit session, the length and form of the assessments may differ from those of the

Appendix 1 - Teaching schedule
Master's degree in Marketing and Sales
Master of Science in Marketing track,
second year

	Teaching	ECTS Coeff.	Learning in the classroom			Assessment methods	
			Courses	TD	APS*	Initial session	Second session
Skill 1: Research methodology	Core courses	15	90	0			
	Learning and practice in research	2,5	15	0		CC (40%) - CT (60%)	Second session test - 100%
	Management science	2,5	15	0		CC (30%) - CT (70%)	Second session test - 100%
	Engaging with the scientific literature	2,5	15	0		CC (40%) - CT (60%)	Second session test - 100%
	Qualitative methods	2,5	15	0		CC (40%) - CT (60%)	Second session test - 100%
	Quantitative methods	2,5	15	0		CC (40%) - CT (60%)	Second session test - 100%
	Experimental methods	2,5	15	0		CC (40%) - CT (60%)	Second session test - 100%
Skill 2: Research question	Track specific research courses	15	90	0			
	Research process and design	2,5	15	0		CT (100%)	Second session test - 100%
	Advanced methods in marketing	5	30	0		CT (100%)	Second session test - 100%
	Perspectives in marketing	7,5	45	0		CT (100%)	Second session test - 100%
Skill 3: managerial implications	Track specific practitioner courses	15	90	0			
	Digital Marketing & Consumer Behavior in the Digital World	5	30	0		CT (100%)	Second session test - 100%
	Innovation Management b. Technology Acceptance	5	30	0		CT (100%)	Second session test - 100%
	CRM & Sustainable Marketing	5	30	0		CT (100%)	Second session test - 100%
Skill 4: promoting research	Research training seminars	15	30	0			
	Managing your PhD: getting started		3	0			
	Library resources		4,5	0			
	What are the good academic conferences?		1,5	0			
	How to present a research paper?		1,5	0			
	International job market		3	0			
	Zotero		6	0		CT (100%)	Second session test - 100%
	Alumni talk		7,5	0			
	The French cultural etiquette		3	0			
	Master thesis or Internship						
<i>Thesis or Internship supervision (APS)</i>					<i>Maximum charge 6h or 2h/student</i>		
TOTAL YEAR		60	300	0			

*APS: Specific pedagogical activities

Appendix 2 - Learning outside the classroom – First year of the Doctoral Program

Master of Science in Marketing second year

The European Commission established in the Bologna Process that ECTS credits (*European Credits Transfer System*) express the volume of learning based on defined learning outcomes and workload. Learning outcomes are what a person knows, understands and is able to do once the learning process has been completed. The workload is an estimate of the time a person needs to complete all the learning activities such as courses, seminars, projects, practical work, work placements, self-study required to acquire the learning outcomes, and examinations. A student's workload ranges from 1,500 to 1,800 hours per academic year. It should be noted that this represents a typical workload, and that the amount of time required to achieve the learning outcomes will vary for each student.

The ECTS system places the student at the center of the learning process. Student-centered learning is a process of qualitative transformation for students and other learners in a learning environment, aimed at enhancing their autonomy and critical capacity through an approach based on learning outcomes. This increased learner empowerment is based on innovative teaching methods and active learning, which must be guided by a quality approach. This appendix provides an indication of the volume of learning required for learners outside the classroom.

Initial training - Master's level	Learning in the classroom	Learning outside the classroom
Skill 1: Research methodology	90 hours	270 hours
Skill 2: Research question	90 hours	270 hours
Skill 3: Managerial implications	90 hours	180 hours
Skill 4: promoting research	30 hours	90 hours
Skill 4: Research paper	0 hours	350 hours
<i>Subtotal</i>	<i>300 hours</i>	<i>1160 hours</i>
<i>Total</i>	<i>1460 hours</i>	

initial session, and they may be either written or oral, either online or face-to-face.

ARTICLE 9 Absence from exams

Any absence from a continuous assessment or a final exam will be marked as ABI (unjustified absence) or ABJ (justified absence) equivalent to 0/20 in the initial session and in the resit session.

As part of the continuous assessment, one of the following arrangements will be made, but only if the absence is justified to the Academic Affairs Service:

- a replacement exam will be organised if the course is assessed on the basis of continuous assessment only
- the final grade for the course will be the final exam grade if the course is assessed by continuous assessment and final examination.

The reason for absence will be left to the discretion of the Programme Director.

If a student was unable to take all or part of the final exams, he or she will be allowed to take the exams in the resit session, subject to presentation of proof of absence within 10 calendar days of the final exams.

ARTICLE 10 Bonuses

The list of activities giving rise to semester bonuses and the arrangements for their valuation are the subject of a separate decision.

The bonus is valid only for the current academic year.

TITLE III - VALIDATION AND GRADUATION

ARTICLE 11 Examination Board

The Examination Board makes its final decision on the basis of all the results obtained by the students, in particular on the basis of the grades proposed by the examiners.

The examination Board is made up of teachers and/or professionals who have contributed to the teaching of the programme or who have been chosen for their expertise, as well as members of the Doctoral Programme Board. It is chaired by the Director of the Doctoral Programme.

ARTICLE 12 Repeating a year of study

The President authorises a student to repeat a year on the advice of the Examination Board. Only one repeat year may be authorised in the year following the student's first registration. Any student repeating a year retains the benefit of validated courses and skill blocks (grade equal to or higher than 10/20) and must repeat all non-validated course exams (CT and CC) in the non-validated skill blocks. Attendance at the CM and TD of the blocks of skills to be retaken is compulsory.

ARTICLE 13 Grades and Honors

Completion of the semester or 60 ECTS entitles the student to one of the following grades and/or academic honors:

- PASSABLE from 10/20
- FAIR from 12/20
- GOOD from 14/20
- VERY GOOD from 16/20

This final grade, and any academic honors, can be calculated by applying bonus points.

Toulouse, May 13, 2025

**The President of the Student Life and
Studies Council**



Hugues KENFACK

PJ: appendices