

tsm

EQUIS
ACCREDITED

The path ahead

MASTER

2024-2025

INTERNATIONAL MARKETING

OF INNOVATION

M1-M2 International Marketing of innovation

Acquire an internationally recognised double Master's degree and study in multicultural environments at a leading Chinese, Thai or German university



UNIVERSITÉ
TOULOUSE
CAPITOLE

EQUIS
ACCREDITED

TSM is a public school
in management,
EQUIS-accredited
since 2023



The path ahead

 RNCP
35907 MENTION
Marketing, vente TEACHING LANGUAGE
English CAMPUS
Toulouse, Asia, Europe CONDUCTED THROUGH
Full time programme CREDITS
120 ECTS NUMBER OF HOURS
632h (semestres 1, 2, 3 and 4) START DATES
September 2024 ACADEMIC PARTNERSHIP
With Partner Universities

Overview

Are you dreaming of an international career in Digital Marketing or Innovation in Asia or Europe? These double degrees in International Marketing of Innovation program at TSM are just for you!

The Master in International Marketing of Innovation is a full-time double degree over two years, entirely taught in English and designed for International and French university graduates. It is an excellent opportunity for students who wish to work in an international environment, increasingly influenced by the economic power of Asia or Germany. Students who enrol in this International Marketing programme complete the first semester in France at TSM. According to their chosen track, they spend the second and third semesters at a renowned Asian or German university.

For the Asian track, they can choose between the Hong Kong Metropolitan University, Tongji University in Shanghai or Assumption University in Bangkok.

For the German track, they study at The Catholic University of Eichstätt-Ingolstadt School of Management.

 EFMD
ACCREDITED | MASTER FRANCE
compétences
CERTIFICATION
enregistrée au RNCP DIPLOME
NATIONAL DE
MASTER
CONTRÔLÉ
PAR L'ÉTAT KATHOLISCHE UNIVERSITÄT
EICHSTÄTT-INGOLSTADT

3 reasons to apply

1

Choosing to differentiate yourself through international training

2

Integrate a current and innovative training

3

Having the opportunity to study abroad

Admission 2025



Application period

February 2025

Closing application

March 2025

Confirmation of admissions

June 2025

Applications platform : [eCandidatures](#)

28%

Admission rate

89%

Satisfaction rate*

Benefits of the programme

- A Double Degree with double skills
- A semester abroad at a renowned Asian or German partner university
- A two-step course: the first semester in France at TSM and the other semesters abroad
- Learn to work in English in 100% multicultural group consulting projects

Programme Objectives

- Design and manage innovation and new technology acceptance
- Include consumers in the process of open-innovation and co-creation
- Develop international digital marketing and eCRM strategies
- Manage digital and social media communication strategies
- Apply data mining techniques to Big Data
- Use key performance indicators (KPIs) to optimise decision-making and profits

Pre-requisites

Prerequisites for all candidates:

- Successful completion of 180 ECTS
- As this program is taught entirely in English, applicants must prove their English language proficiency :
 - An English language test for non-English speakers (C1 level required) ; see the list of the English language certificates accepted
 - Exception: passport holders from one country where English is the official language or one of the official languages are exempted from the English test.
- Examination of candidate's application and interview

*Admission rate: 2024-2025 / Satisfaction rate: 2023-2024



Find all the informations about this track by scanning the QR code!

IMPORTANT: Before applying for the Master IMI, please check the visa requirements for the destination countries, including Germany, China, Thailand, or Hong Kong, applicable to your country. Additionally, in the event of acceptance into the Master IMI, we recommend promptly contacting the Embassies of France and the countries involved in the dual degree.

Programme

SEMESTER 1 | September - February

📍 Toulouse, France

Toulouse School of Management

- International Strategic Marketing, Market Analyses & Planning
- Digital Marketing & Consumer Behavior in the Digital World
- Innovation Management (a. Customer Engagement, b. Technology Acceptance)
- CRM & Sustainable Marketing
- Business Research Methodology
- Missions/International Study Tour (Company project)
- Language/Comparison Asian/European Culture
- Career development | *ONLY FOR ASIAN TRACKS*

SEMESTER 2 & 3 | March - December

ASIAN TRACK

📍 Bangkok, Thailand

Assumption University Thailand

- Introduction to Quantitative Analysis
- Introduction to Management Information Systems
- Organizational Behaviour
- International Business Management
- International Marketing Management
- Managerial Accounting
- Managerial Economics
- Financial Management
- Operations Management
- Strategic Management

ASIAN TRACK

📍 Hong Kong

Hong Kong Metropolitan University

- Strategic Management or Strategy
- Applied Business Project
- Global Immersion Programme
- International Management Strategy
- International Marketing Strategy
- Strategic Issues for Management in the Asia Pacific Region

ASIAN TRACK

📍 Shanghai, China

Tongji University Shanghai

- First Foreign Language (Chinese)
- Business Negotiation in China
- Survey of China
- Strategic Management & Entrepreneurship
- Advanced Management
- Big data Analytics
- Managerial Economics in China
- Academic Norms
- Academic Lectures

GERMAN TRACK

📍 Ingolstadt, Germany

Universität Ingolstadt

- Innovation & Creativity in Individuals, Teams, Organisations
- Return on Service Design & Customer Experience
- Service Management
- Advanced Business Ethics
- BusinessLanguage (French/German)
- 6 Electives to choose from at KU

SEMESTER 4 | January - December

- Company Internship (6 months)
- Master Thesis



Toulouse School of Management is a public school of excellence in Management within Toulouse Capitole University. It has been awarded the EQUIS (European Quality Improvement System) international accreditation by the European Foundation for Management Development (EFMD). EQUIS is renowned as a leading certification for Business and Management schools and this recognition is a testament to our dedication to excellence.

TSM combines under a single brand:

→ **TSM Education**

A school that trains responsible, enterprising managers who are open to the world.

→ **TSM Research**

A research unit that contributes decisively to scientific research in management and to the reflection of managers.

→ **TSM Doctoral Programme**

A disciplinary doctoral school with international standards that prepares doctoral students for their future positions in the academic world or in political institutions, research organisations and private companies.

→ **TSM Alumni**

A network of more than 23,000 active graduates in France and around the world to meet the needs of companies engaged in global competition.

3 000

students

20

Bachelors & Masters degrees

15%

of international students

more than

100

Faculty members

90%

of graduates find work in the industry within 6 months of graduating

23 000

members in the graduate network



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#ToulouseSchoolofManagement

