

Specialized degree in international trade

Eligibility: 3-year Bachelor's degree min.

Location: Lyon (France) and international destinations

em
lyon
business
school

MSc in International Marketing & Business Development



18 months including a 4-6 month internship
(120 ECTS)



Taught in English



Full-time (720h)



Our students learn to understand the dynamics of global markets, consumer behaviors on an international scale, and to adapt marketing and business development strategies according to cultural specificities and choosing responsible actions. Courses allow them to design and implement effective marketing on a global scale and strengthen business development skills, with an emphasis on identifying and creating growth opportunities for companies in foreign markets.

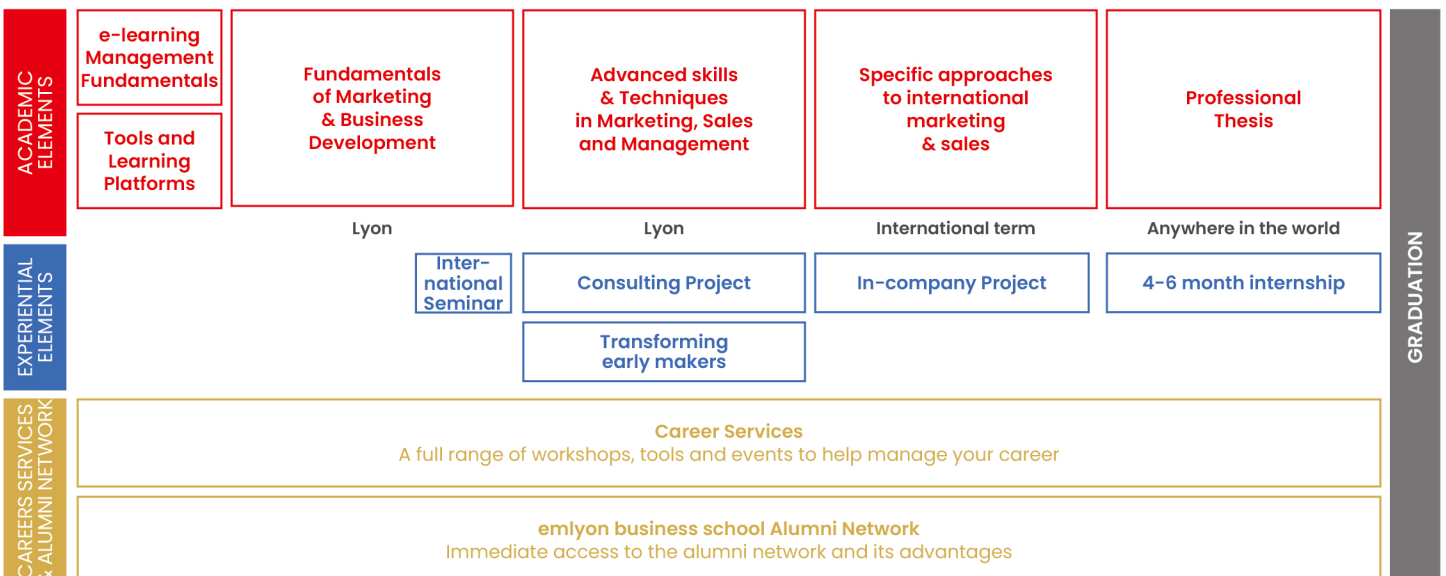


Roland Claverie
Associate Dean – MSc Programs

The 18-month «international marketing and business development» program provides you with dual expertise in marketing and sales, a highly sought-after skill set by international recruiters. This Master of Science program allows you to engage with experienced academics and skilled professionals in Lyon and during the international seminars in Europe, and the three months abroad on international campuses, enhancing your understanding of global marketing strategies and business development practices.

Program Overview

SEPTEMBER — DECEMBER JANUARY — MARCH APRIL — JULY — DECEMBER



Targeted jobs

- Marketing manager
- Marketing strategist
- Marketing director
- Partnership manager
- Business developer
- Product manager/owner
- Category manager
- International sales developer
- Country manager
- Key account manager

Careers in marketing management and business development offer numerous opportunities, with careers characterized by diversity, continuous change, and the flexibility to work across various industries and company types.

Main sectors

- Luxury
- Agri-food
- Pharma & cosmetics
- Digital

Rankings

#2 business school in France for employability

Global Employability Ranking & Survey 2024 (Times Higher Education)

#8 best Master's in Marketing in the world

QS Business Master's Rankings 2025

#10 best business school in Europe

Financial Times - European Business School Ranking 2023

Class profile



Entry level

- A 3-year Bachelor's degree or equivalent
- A 4-year Bachelor's degree or Master's degree or equivalent

You can find the complete list of eligibility requirements for our Master's programs on our website.

Tuition and fees - September 2025 intake

€28,750

The tuition fees indicated above are valid for 2025-2026 academic year.

Including:

- Tuition fees
- Enrollment and administrative fees
- Travel and lodging expenses relative to the International Seminar when relevant
- Career Center services during your program and for 3 years after graduation
- Several hours of individual career coaching during your program
- Lifelong membership of **emlyon** business school alumni network

Visit masters.em-lyon.com/en for details of the admission process, assessment methods and our scholarship policy.



Contacts

Asia: asia@em-lyon.com

Visit the website



You are temporarily or permanently disabled?

Please contact our teams at handicap@em-lyon.com to study how you can integrate the program.

You will find the welcome guide and all the information on how we welcome and support our students and participants with disabilities at em-lyon.com/en