Université Paris-Saclay

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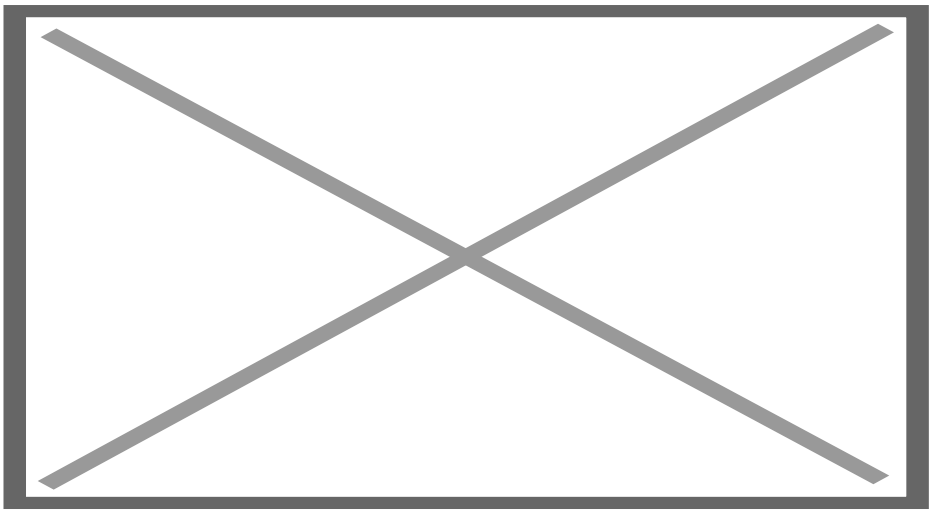
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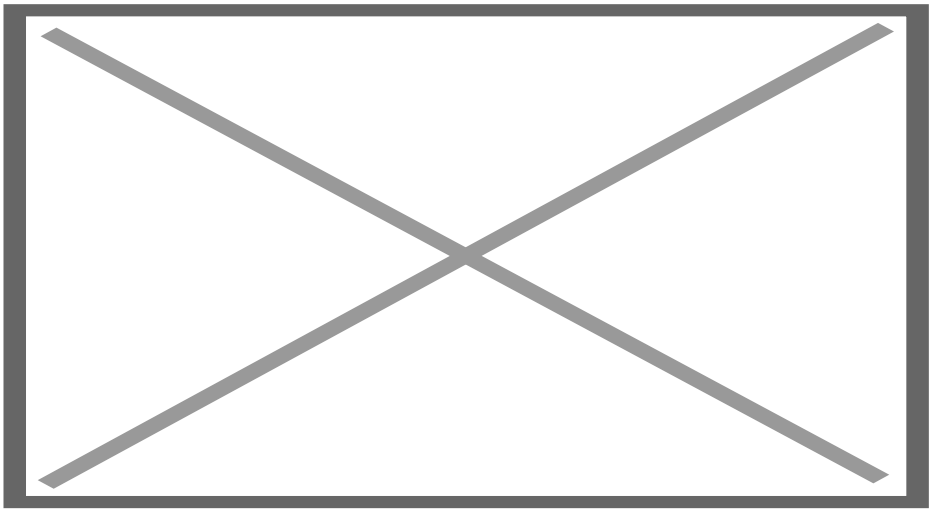
M2 Management de la Relation Client, Digital et Qualité (MRC)

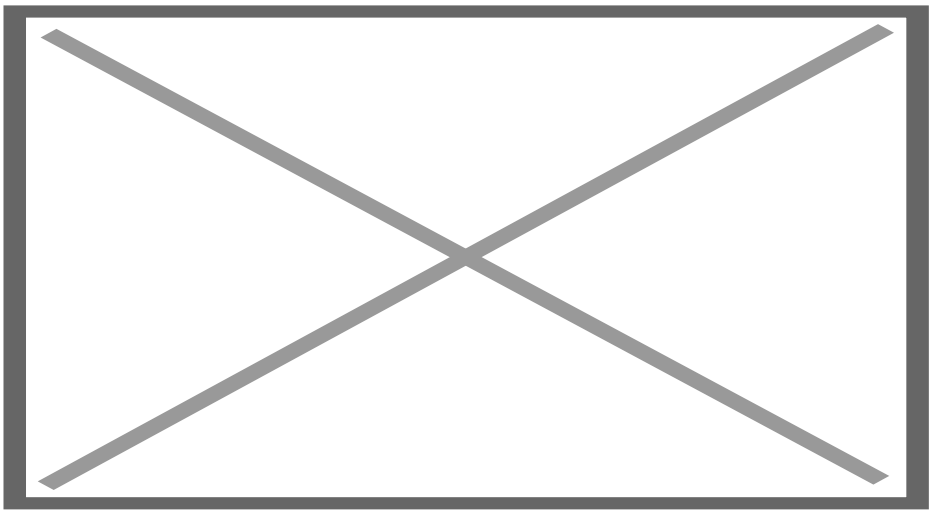
Master's degree
Specialisation Marketing
Enrolment type
Contrat de professionnalisation
Formation en apprentissage
Formation continue
Language(s) of instruction
French

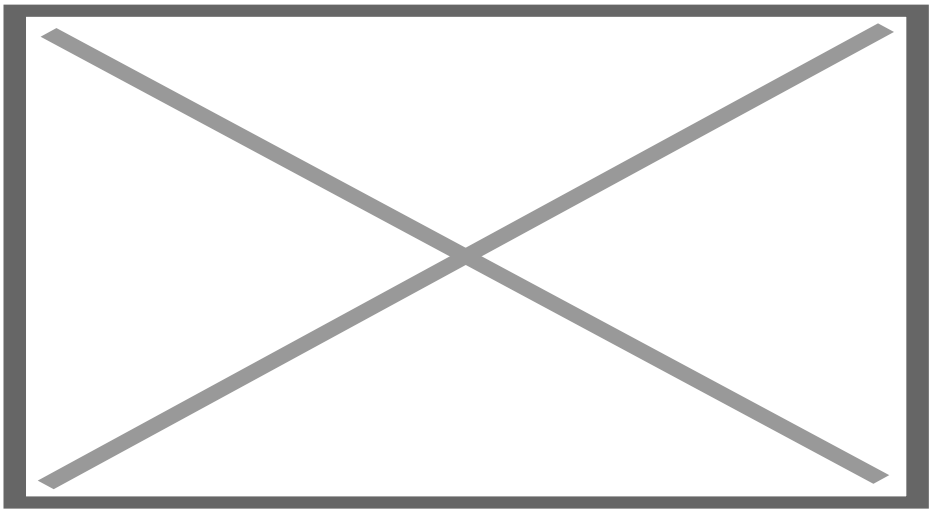
The program is organized on a work-study basis, allowing students to carry out operational assignments (in the fields of customer relations, marketing, sales management, quality, etc.) while acquiring academic and methodological knowledge.

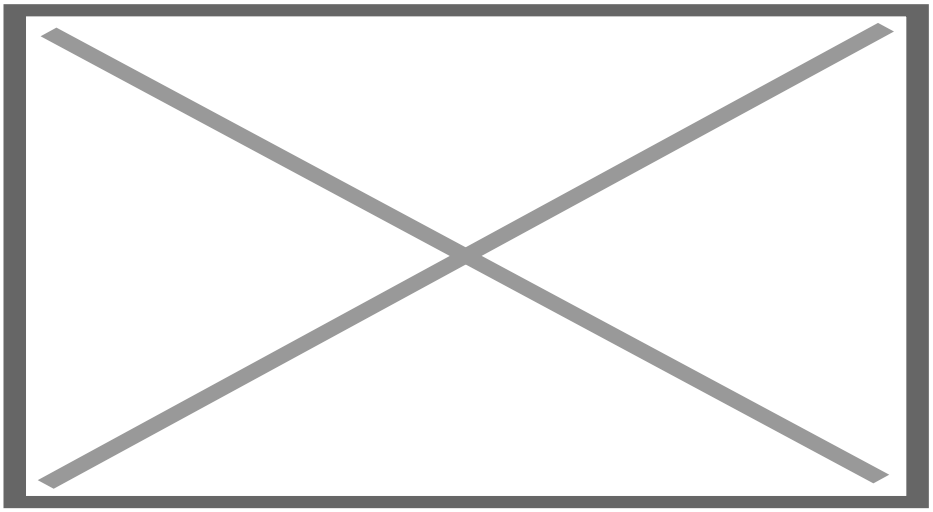
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Information

- Overview
- Application requirements
- Schedule

Présentation

Skills

- Master sales management approaches and techniques (diagnostics, developing a sales strategy, project management, team management, negotiation, etc.)
- Master marketing analysis techniques (managing a portfolio of offers, panel data analysis, qualitative data analysis, developing a marketing policy and plan, etc.)
- Master quality management and customer relationship management tools (CRM, auditing, certification, quality indicators, etc.).
- Raise awareness of technological developments and innovations in customer relationship management (digital, e-commerce, social media, AI, etc.).

Objectives

This training program aims to develop managers capable of handling operational and strategic issues related to customer relationship management and satisfaction. In a competitive environment marked by changes in business models and significant innovations in customer relationship management and customer behavior (digital consumption, multi-channel distribution, digitization of customer relationships, social networks, etc.), organizations need managers who are capable of mastering all facets of customer relations in order to offer innovative, high-quality products and services. The program aims to develop a comprehensive and cross-functional approach to customer relationship and satisfaction issues through academic knowledge and professional practices in three areas:

- General management (strategy, innovation, change management, project management, etc.) and international management;

- Marketing and customer relationship management (experiential marketing, digitization of customer relations, CRM, etc.);
- Quality management (certification, process improvement, quality monitoring, auditing, etc.). The program is organized on a work-study basis, allowing students to carry out an operational assignment (in the field of customer relations, marketing, commercial management, quality, etc.) while acquiring academic and methodological knowledge. At the end of this program, students should be able to:
- Master sales and operational management approaches and techniques (developing a diagnosis, developing a sales strategy, project management, team management, negotiation, etc.)
- Master marketing analysis techniques (managing a portfolio of offers, panel data analysis, qualitative data analysis, developing a marketing policy and plan, etc.)
- Master quality management and customer relationship management tools (CRM, quality audits, certification, implementation of processes and quality indicators, etc.)
- Raise awareness of technological developments and innovations in customer relationship management (digitalization, e-commerce, social networks, mobile devices, artificial intelligence, etc.). The program is aimed at students with a background in management (bachelor's degree in management, professional bachelor's degree, or equivalent qualification) or other disciplines (science, law, technology, linguistics, etc.). Students may enter the program directly at the Master 2 level if their career plans and previous studies are consistent with the program's objectives. The program is structured around an apprenticeship. Students enrolled in the program complete a 24-month assignment (if entering in M1) or a 12-month assignment (if entering directly in M2) in positions related to the program's objectives. Upon completion of the program, students will have sufficient knowledge and experience to hold positions of responsibility.

Calendar

Start of programme (indicative date)
14/09/2026
End of programme (indicative date)
28/09/2027
Admission

Capacity

Available Places

30

Target Audience and Entry Requirements

The program is open to students who meet the necessary prerequisites in management and business administration. As the program is work-study based, applicants must also have some initial work experience (in the form of an internship or work-study assignment) and the ability to juggle academic studies with a work-study assignment.

Période(s) de candidature

Inception Platform

From 30/01/2026 to 30/05/2026

Supporting documents

Compulsory supporting documents

Copy of identity document.

Supporting documents (TOEFL, TOEIC, certificate of a teacher ...) of a level of a foreign language.

Level B1 (or equivalent) in English, ideally in the form of a test score (TOEIC, Cambridge, TOEFL, IELTS, BULATS, London Test of English, etc.), or a certificate from your English teacher or the results of a placement test.

Motivation letter.

The cover letter must clearly present the candidate's professional project.

All transcripts of the years / semesters validated since the high school diploma at the date of application.

Including records for semester 1 of the current year (Master 1 or equivalent, possibly Master 2 or equivalent)

Curriculum Vitae.

Additional supporting documents

IAE-Message Score.

TOEIC.

VAP file (obligatory for all persons requesting a valuation of the assets to enter the diploma).

Document indicating the list of local M2 choices available here : https://urlz.fr/i3Lo.

Supporting documents :
- Residence permit stating the country of residence of the first country
- Or receipt of request stating the country of first asylum
- Or document from the UNHCR granting refugee status
- Or receipt of refugee status request delivered in France
- Or residence permit stating the refugee status delivered in France
- Or document stating subsidiary protection in France or abroad
- Or document stating temporary protection in France or abroad.

Programme

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
EU 3 - Change and transformation changes	2	Annualized	20					
Charger le détail								
EU 2 - Innovation and design thinking	2	Annualized	20					
Charger le détail								
Strategy and corporate social responsibility	2	Annualized	20					
Charger le détail								

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dist lea co
EU 6 - Marketing and social media	2	Annualized	20						
Charger le détail									
EU 5 - Digital marketing	2	Annualized	20						
Charger le détail									
EU 4 : Marketing Strategy of service sector	2	Annualized	20						
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d l
E-commerce	1	Annualized	14						
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
Distribution and digitization	2	Annualized	20						

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
Multi-channel and cross-channel business development	2	Annualized	20						

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
International Business Development	2	Annualized	20						

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
Business and Negotiation	2	Annualized	20						

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di
Managing customer reltionship quality	2	Annualized	20						

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di
Operational excellence	1	Annualized	14						

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
Customer experience management	2	Annualized	20						

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
Customer satisfaction management and customer loyalty management	1	Annualized	14						
Charger le détail									
Web analytics, Business Intelligence and Big Data	2	Annualized	20						
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
International and intercultural management	5	Annualized	20						
Charger le détail									
Business English - 2	2	Annualized		20					
Charger le détail									
Business English - 1	2	Annualized		20					
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practica class
Apprenticeship and professional thesis	14	Annualisé		10				
Charger le détail								
Research in management	2	Annualized	14					
Charger le détail								

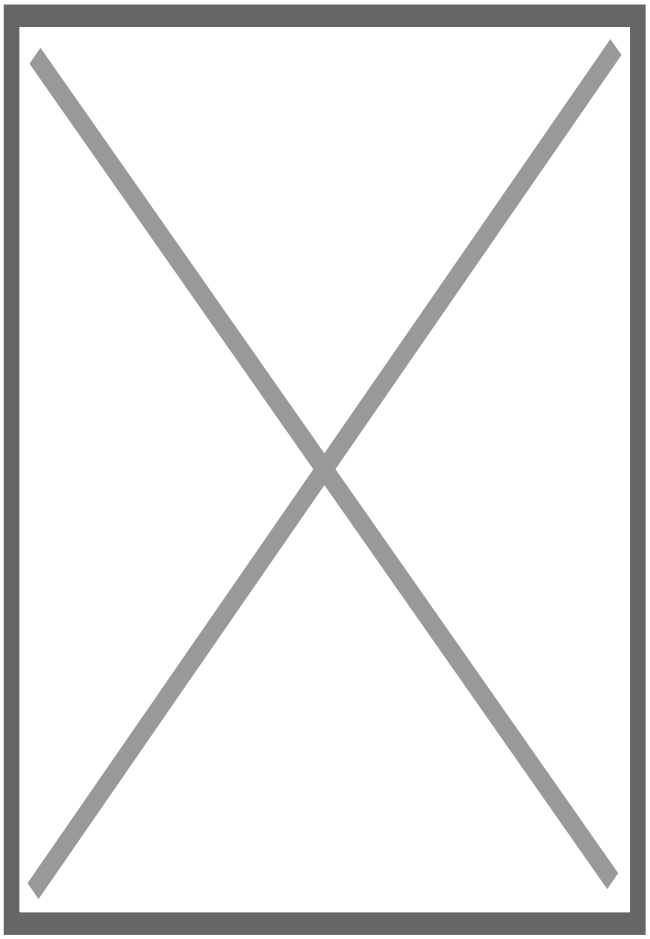
Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Project management - 2	2	Annualized	14					
Charger le détail								
Project management - 1	4	Annualized	20					
Charger le détail								

Teaching Location(s)

GUYANCOURT

Training campus

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Saint-Quentin-en-Yvelines

Saint-Quentin-en-Yvelines
Bus 5103, 5150, 5198, 7807
RER C Saint-Quentin-en-Yvelines
Voir
Student restaurant (CROUS)
Student residence
Library

Contact

- **Mourad ATTARÇA**

http://www.universite-paris-saclay.fr/formation/master/marketing-vente/m2-management-de-la-relation-client-qualite-et-digitalisation-mrc