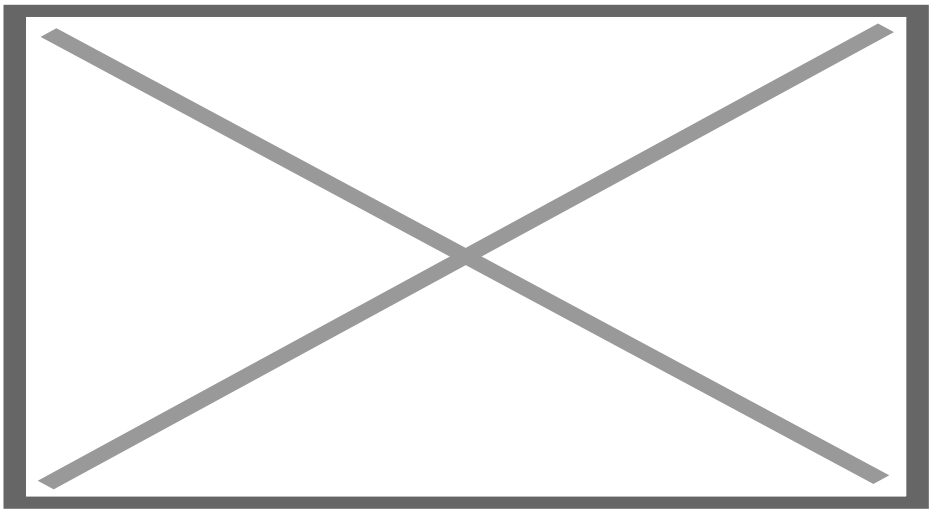
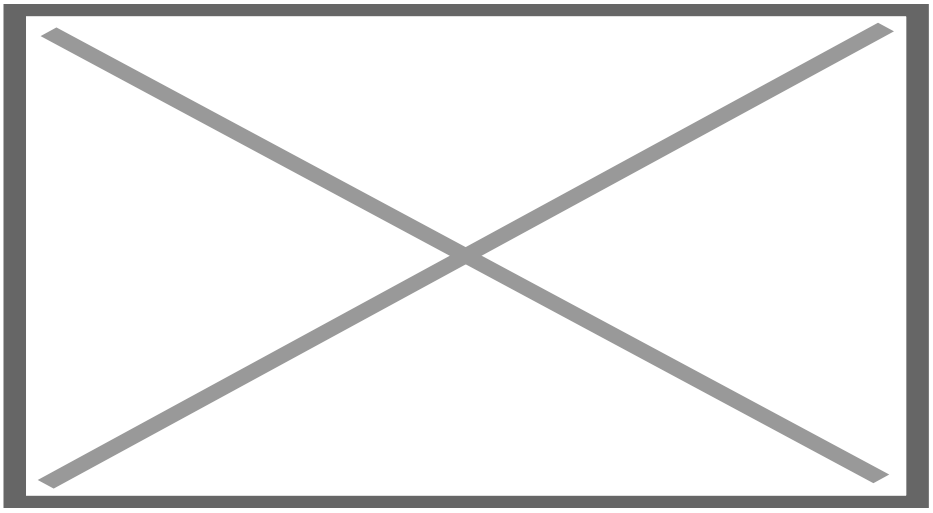
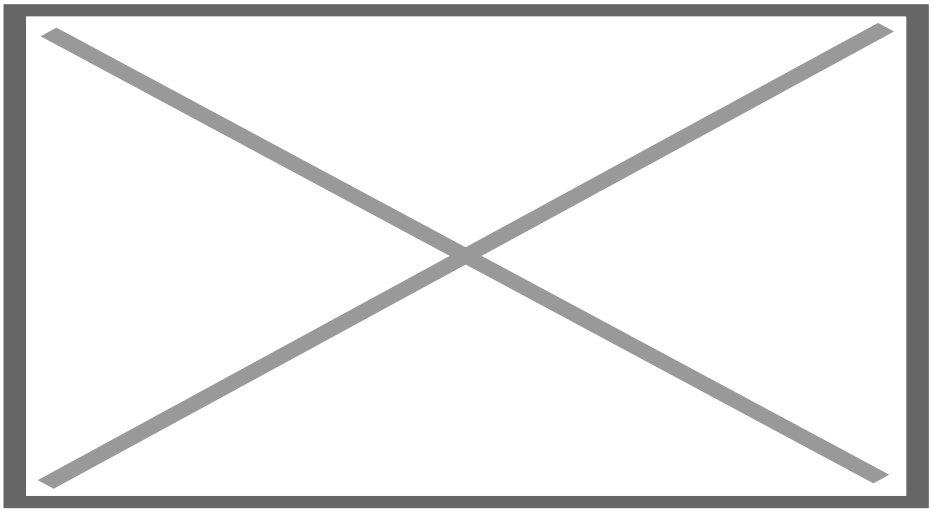
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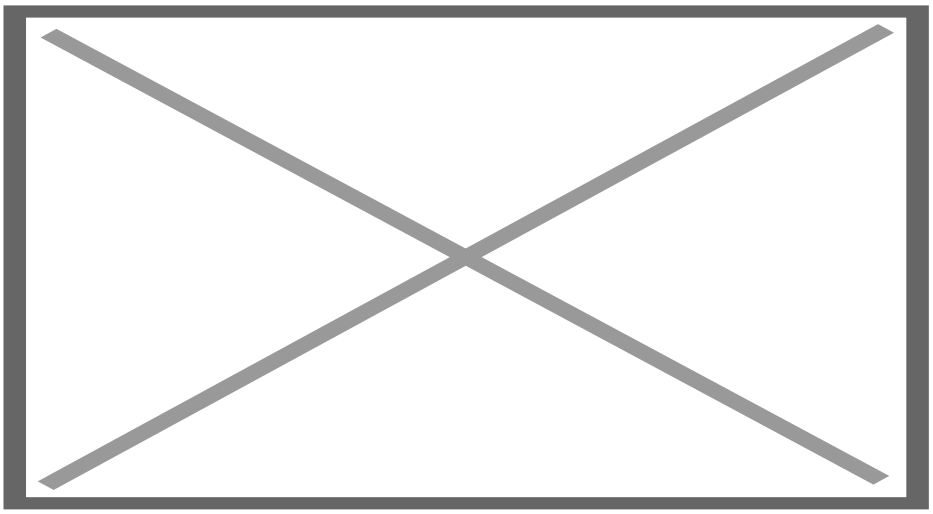
Email destinataire :
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Une erreur est survenue. Merci de réessayer ultérieurement
Le mail de partage a bien été envoyé.
Add to Compare

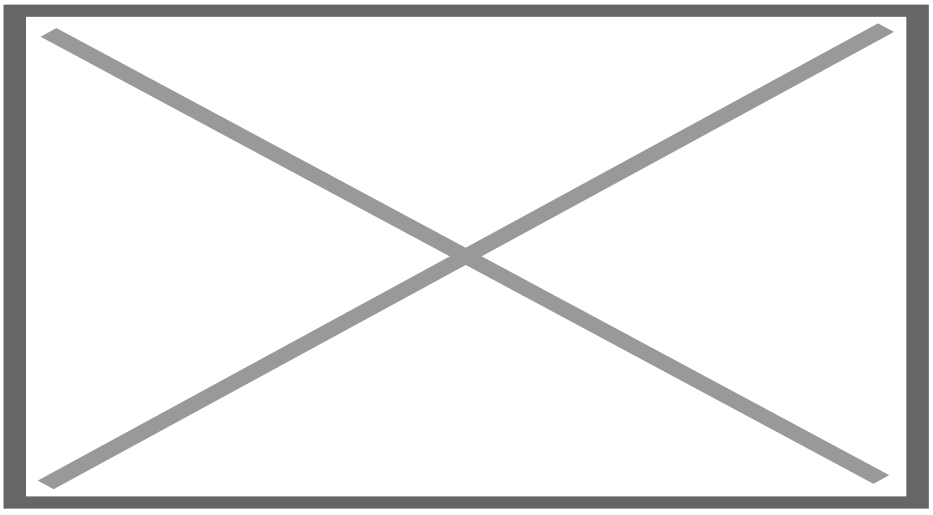
# M2 Marketing de l'Innovation (MI)

Master's degree
Specialisations Marketing | Innovation, Enterprise and Society
Enrolment type
Formation en apprentissage
Language(s) of instruction
French
Télécharger la fiche détaillée
Apply Now







# Information

- Overview
- Application requirements
- Schedule

Présentation

# Débouchés

## Career prospects

### Assistant Product Manager
### Assistant marketing
### Assistant chef de publicité
### Research officer
### Marketing / Communication Officer
### Product Manager

Admission

## Capacity

### Available Places

20

## Période(s) de candidature

Inception Platform

From 02/03/2026 to 07/04/2026

## Supporting documents

### Compulsory supporting documents

Motivation letter.

Mini dissertation.

Describe an innovation launched in 2025 that has particularly impressed you, and justify your choice (maximum of 3 pages)

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

Curriculum Vitae.

## Additional supporting documents

Certificate of English level.

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

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 |
|---|---|---|---|---|---|---|---|---|
| Innovation dans les organisations<br>Charger le détail | 3 | Annualisé 21 | | | | | | |
| Consommateur et société numérique<br>Charger le détail | 3 | Annualisé 21 | | | | | | |
| Fondamentaux du marketing digital et IA<br>Charger le détail | 3 | Annualisé 21 | | | | | | |
| Stratégie de marque et gestion de produits<br>Charger le détail | 3 | Annualisé 21 | | | | | | |
| Innovation dans la distribution, e-retail et relation client<br>Charger le détail | 3 | Annualisé 21 | | | | | | |

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class |
|---|---|---|---|---|---|---|---|---|
| Stratégie de contenu, créativité et communication en ligne | 3 | Annualisé | 21 | | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class |
|---|---|---|---|---|---|---|---|---|
| Propriété industrielle | 3 | Annualisé | 21 | | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class |
|---|---|---|---|---|---|---|---|---|
| Eco-conception et responsabilités du marketing | 3 | Annualisé | 21 | | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class |
|---|---|---|---|---|---|---|---|---|
| Techniques de créativité et design thinking | 3 | Annualisé | 21 | | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class |
|---|---|---|---|---|---|---|---|---|
| Lancement de nouveaux produits et gestion de crise | 3 | Annualisé | 21 | | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class |
|---|---|---|---|---|---|---|---|---|
| Développement personnel | 3 | Annualisé | 21 | | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class |
|---|---|---|---|---|---|---|---|---|
| Méthodologie de mémoire | 5 | Annualisé | 21 | | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class |
|---|---|---|---|---|---|---|---|---|
| TOEIC | 2 | Annualisé | 21 | | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class |
|---|---|---|---|---|---|---|---|---|
| UE libre | 2 | Annualisé 21 | | | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | d |
|---|---|---|---|---|---|---|---|---|---|
| Méthodologie qualitative | 3 | Annualisé 21 | | | | | | | |

Charger le détail

| Data Science | 3 | Annualisé 21 | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | dis lea c |
|---|---|---|---|---|---|---|---|---|---|
| Grand Oral | 5 | Annualisé 21 | | | | | | | |

Charger le détail

| Observatoire Innovation responsable | 3 | Annualisé 28 | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|

Charger le détail

| Challenge Innovation | 4 | Annualisé 35 | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|

Charger le détail

# Teaching Location(s)

FONTENAY AUX ROSES

# Contact

- **Florence DURIEUX**
- **Lydiane NABEC**

http://www.universite-paris-saclay.fr/formation/master/marketing-vente/m2-marketing-de-linnovation-mi