

Université Paris-Saclay

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M1 Management de la Relation Client, Qualité et Digitalisation (MRC)

Master's degree

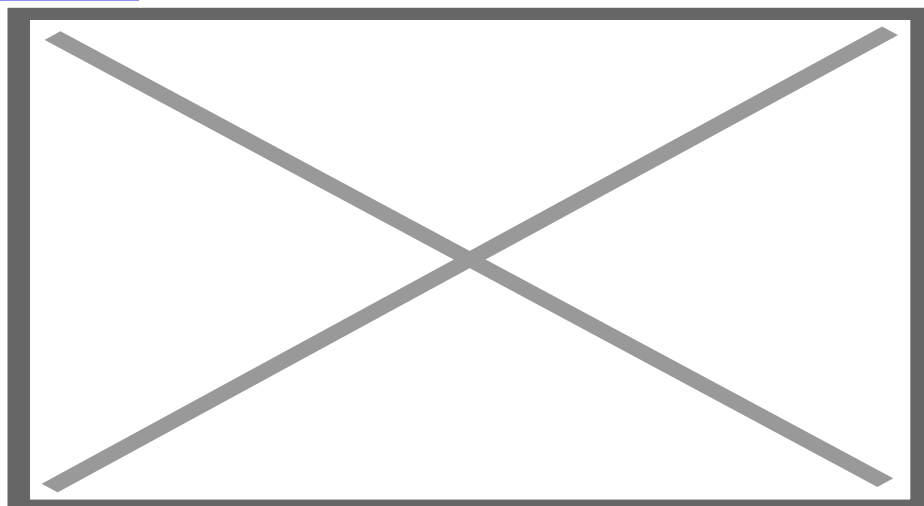
Specialisation Marketing

Language(s) of instruction

French

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Information

- [Overview](#)
- [Application requirements](#)
- [Schedule](#)

Présentation

Calendar

Start of programme (indicative date)

31/08/2026

End of programme (indicative date)

31/08/2027

Admission

Admission Route

Economics and Management

Capacity

Available Places

30

Période(s) de candidature

Inception Platform

From 15/01/2026 to 16/03/2026

MonMaster Platform

From February 17th to March 16th, 2026

To find out which platform you should apply through, please see the [Masters' applications and enrolment page](#).

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.

TOEIC.

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

Including proof of grades for the current year (semester 1).

Curriculum Vitae.

Additional supporting documents

IAE-Message Score.

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

Bloc 1 - Appréhender le contexte organisationnel

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE 1 - Management stratégique	3	Annualisé	15	5				
Charger le détail								
UE 2 - Management des organisations	3	Annualisé	15	5				
Charger le détail								
UE 3 - RSE, Développement durable et éco- innovation	3	Annualisé	15	5				
Charger le détail								
UE 4 - Management de projet	3	Annualisé	15	5				
Charger le détail								

Bloc 2 - Comprendre la fonction marketing

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE 5 - Marketing international	3	Annualisé	15	5				

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
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[Charger le détail](#)

[UE 6 -](#)

[Comportement](#)

[du](#)

[consommateur](#)

2

Annualisé 15

5

■

[Charger le détail](#)

[UE 7 - Etudes](#)

[et recherches](#)

[marketing](#)

2

Annualisé 15

5

■

[Charger le détail](#)

[UE 8 -](#)

[Distribution et](#)

[Achats](#)

3

Annualisé 15

5

■

[Charger le détail](#)

Bloc 3 - Intégrer l'innovation dans la réflexion managériale

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
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[UE 9 -](#)

[Management](#)

[de l'innovation](#)

3

Annualisé 15

5

■

[Charger le détail](#)

[UE 11 -](#)

[Marketing de](#)

[l'innovation](#)

3

Annualisé 15

5

■

[Charger le détail](#)

[UE 10 -](#)

[Transformation](#)

[digitale](#)

3

Annualisé 15

5

■

[Charger le détail](#)

Bloc 4 - Développer des compétences transversales

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
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[UE 14 -](#)

[Méthodologie](#)

[de mémoire](#)

10

Annualisé 14

5

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[Charger le détail](#)

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di
UE 20 - Outils et démarches CRM	2	Annualisé	15	5					
Charger le détail									
UE 19 - Démarches et outils qualité	2	Annualisé	15	5					
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di
UE 18 - Management de la qualité	2	Annualisé	15	5					c

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UE 17 - Stratégie et Gestion Commerciale	2	Annualisé	15	5					
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Bloc 7 - Ouverture, UE libre de choix

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learning cour
UE libre 1 ISM-IAE	3	Annualisé	21						

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UE libre 2 ISM-IAE	3	Annualisé	21						
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UE libre 3 ISM-IAE	3	Annualisé	21						
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[Charger le détail](#)

UE libre 4 ISM-IAE	3	Annualisé	21						
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[Charger le détail](#)

UE libre 5 ISM-IAE	3	Annualisé	21						
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[Charger le détail](#)

UE libre 6 ISM-IAE	3	Annualisé	21						
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[Charger le détail](#)

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning course
UE libre 7 ISM-IAE	3	Annualisé	21						
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[Charger le détail](#)

[UE libre](#)

[8 ISM-IAE](#) 3 Annualisé 21

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[Charger le détail](#)

[UE libre](#)

[9 ISM-IAE](#) 3 Annualisé 21

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[Charger le détail](#)

[UE libre](#)

[10 ISM-IAE](#) 3 Annualisé 21

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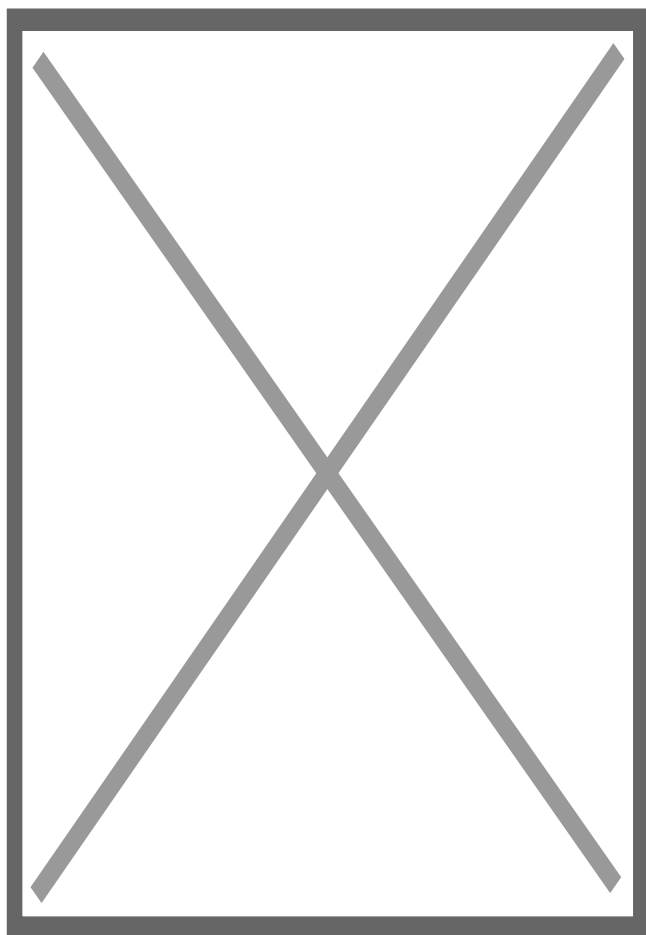
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Teaching Location(s)

GUYANCOURT

Training campus

Javascript est requis pour visualiser cette carte.



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**
- **Younès El Manzani**

<http://www.universite-paris-saclay.fr/formation/master/marketing-vente/m1-management-de-la-relation-client-qualite-et-digitalisation-mrc>