Université Paris-Saclay
Share

Email destinataire :
Vous devez renseigner un email valide
Envoyer
Une erreur est survenue. Merci de réessayer ultérieurement
Le mail de partage a bien été envoyé.
Add to Compare

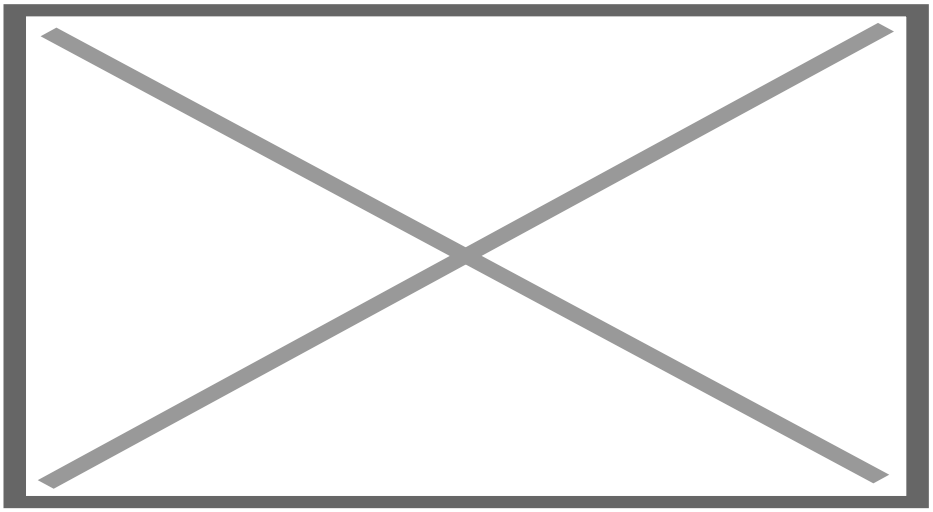
M2 Marketing and Health

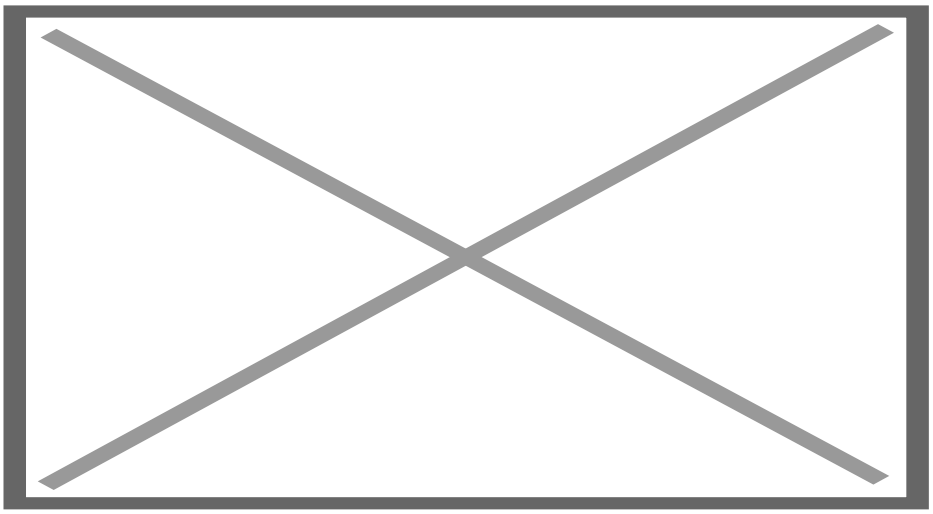
Master's degree
Specialisation Ingénierie de la santé
Enrolment type
Contrat de professionnalisation
Formation en apprentissage
Language(s) of instruction
English
French

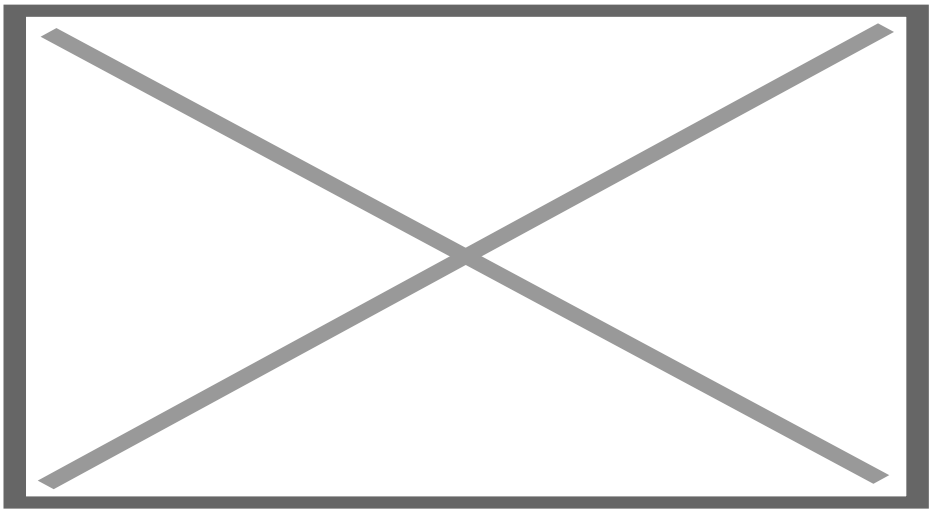
We offer a curriculum of excellence, entirely work-study-based, in a unique programme with a wide range of contributors from the healthcare sector. It prepares you for the challenges of healthcare marketing and management in a rapidly-changing sector. The competencies taught include marketing, communication, sales strategies, healthcare organisation, innovation, digital tools, project and crisis management, corporate strategy and finance.

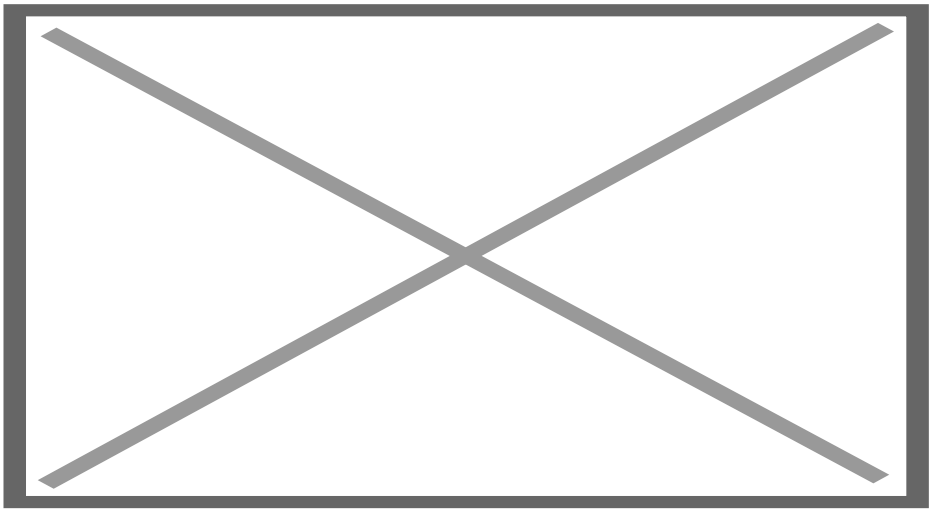
The originality of the MMS2 is the work-study-based curriculum, with 3 days a week in a company (Monday-Tuesday-Wednesday), and 2 days a week at the university (Thursday-Friday), thereby ensuring continuity in projects. The curriculum draws on the expertise of professionals and academics in the fields of medicine, law, languages, marketing and management. Thanks to a diligent teaching team as regards theoretical contributions, as well as concrete, practical learning through case studies and contributions from industry professionals, you will develop high-quality competencies that can be used immediately in the professional world. The MMS2 teaching team has a specific focus on inculcating an interest in ethical marketing and management, to ensure lasting, high-quality collaborations with your future contacts.

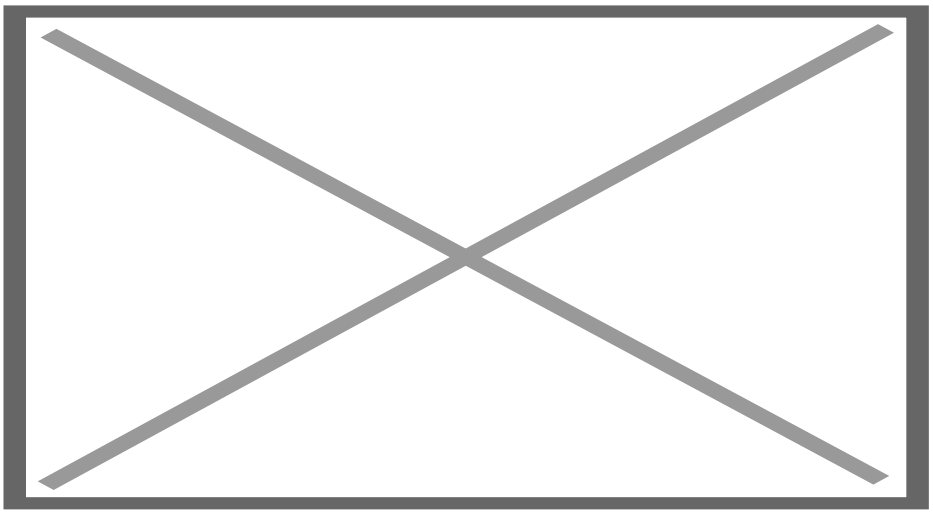
Télécharger la fiche détaillée
Apply Now











Information

- Overview
- Application requirements
- Schedule

Présentation

Skills

Block 1: Acquisition and use of the concepts of the discipline 1. Acquire fundamental management competencies; 2) Learn marketing tools and techniques; 3) Understand the scientific regulatory requirements of healthcare companies; 4) Learn sales techniques. Block 2: Positioning within a professional field 1. Build your career path; 2)Be able to express yourself in a foreign language.

Objectives

The aim of this curriculum is to enable students who already have a scientific, medical or pharmaceutical background to acquire solid competencies in management sciences, and more specifically in marketing, in order to master the specific aspects of the pharmaceutical sector. This curriculum allows students to master the methods, tools and concepts of marketing, sector strategy, market law, product and brand communications, applied to healthcare and healthcare products. The courses cover fundamental disciplinary knowledge in management, marketing tools and techniques, the regulatory and scientific requirements of healthcare companies, as well as sales and negotiation techniques and oral and written communication competencies.

Débouchés

Career prospects

Assistant managers, directors or heads of marketing, communications or sales strategy
Project Manager
Assistant Product Manager
Healthcare Product Manager

Further Study Opportunities

PhD
Head of project/mission

Admission

Capacity

Available Places

28

Target Audience and Entry Requirements

The prerequisites as regards diplomas is a 1st year Master's in Biology, 1st year Master's in Chemistry, 1st year Master's in Physical Sciences, other 1st year Master's in Science, 2nd year Master's in Science, or a French or foreign medical degree, or a French or foreign doctor of pharmacy degree.

Période(s) de candidature

Inception Platform

From 12/01/2026 to 13/07/2026

From 24/08/2026 to 15/09/2026

Supporting documents

Compulsory supporting documents

Motivation letter.

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

Curriculum Vitae.

Additional supporting documents

Diplomas of the medical course obtained.

Pharmacy or engineer transcripts.

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

Programme

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis le c
UE 01 - Stratégie et enjeux stratégiques sectoriels Charger le détail	2	Annualisé 16							
UE 02 - Management de projet et Management de carrière Charger le détail	2	Annualisé 27							

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis le c
UE 03- Management de l'innovation	2	Annualisé 21							
Charger le détail									
UE 04- Gestion financière et budgétaire	2	Annualisé 35							
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directe study/prac class
UE 05 - Marketing fondamental et stratégique	2	Annualisé 42						
Charger le détail								
UE 06 - Marketingspécifique de l'industrie Pharma	2	Annualisé 42						
Charger le détail								
UE 07 - Etudes de marché	2	Annualisé 21						
Charger le détail								
UE 08 - Gestion de la marque et Communication produits	2	Annualisé 21						
Charger le détail								
UE 09 - Marketing opérationnel, approche produits, et gestion de crise	2	Annualisé 27		15				
Charger le détail								
UE 10 - Communication digitale	2	Annualisé 21						
Charger le détail								

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dista lear cou
UE 11 - Droit des marchés de la santé	2	Annualisé 31							
Charger le détail									
UE 12 - Evaluation continue des produits de santé	2	Annualisé 35							
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE 13 - Communication et prise de parole en public	2	Annualisé 21						
Charger le détail								
UE 14 - Techniques de vente et de négociation	2	Annualisé 30						
Charger le détail								
UE 15 Anglais	2	Annualisé		35				
Charger le détail								

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dista lear cou
UE 16 - Expérience en Entreprise	15	Annualisé							
Charger le détail									
UE 17 Mémoire de recherche	15	Annualisé 10							
Charger le détail									

Teaching Location(s)

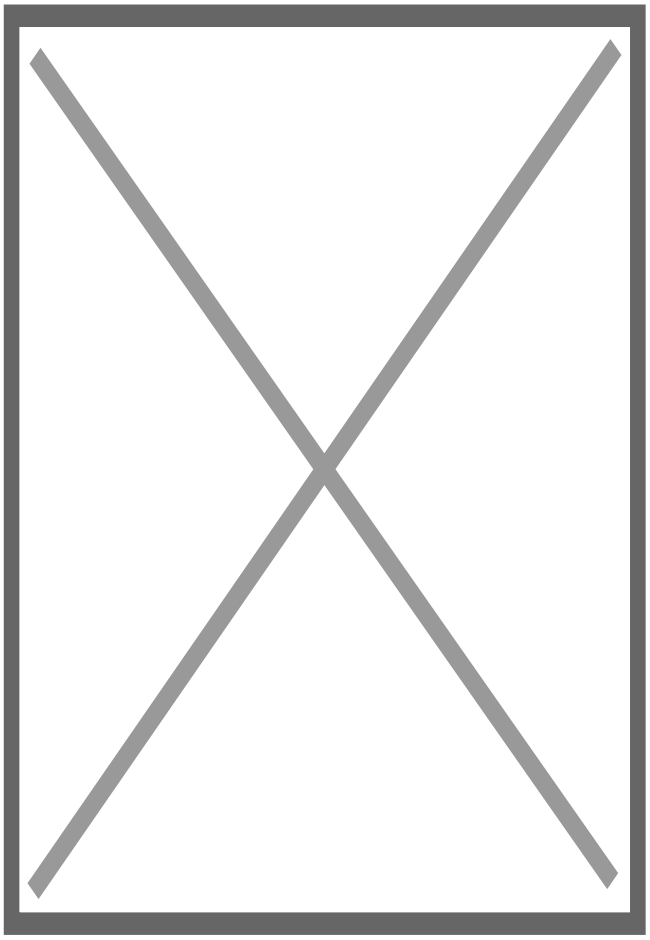
MONTIGNY LE BRETONNEUX

Academic Partner(s)

CFA AFI 24

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

- **Laetitia LE PRADO**

  Gestionnaire

http://www.universite-paris-saclay.fr/formation/master/ingenierie-de-la-sante/m2-marketing-et-sante