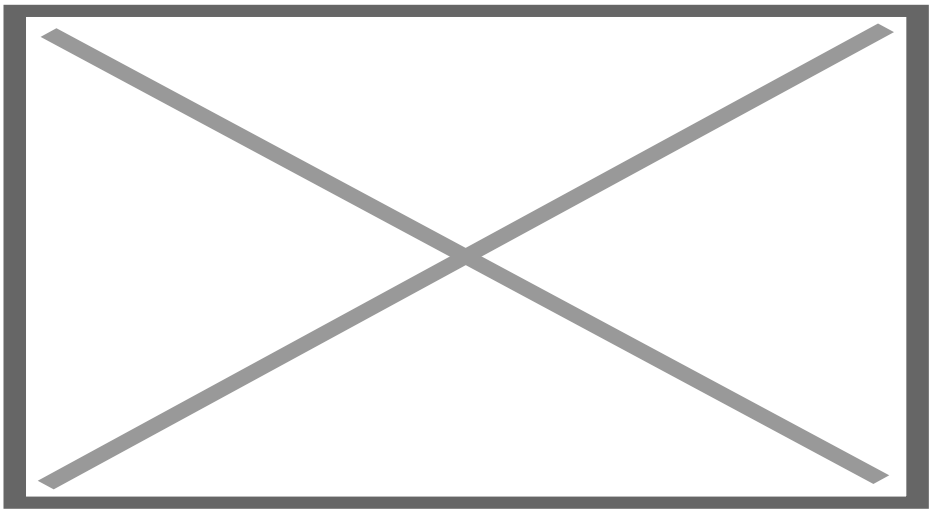
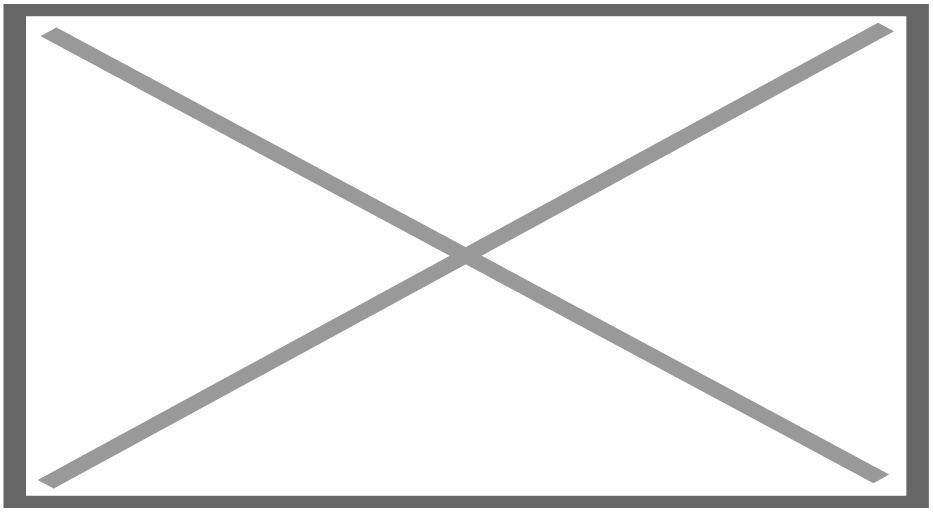
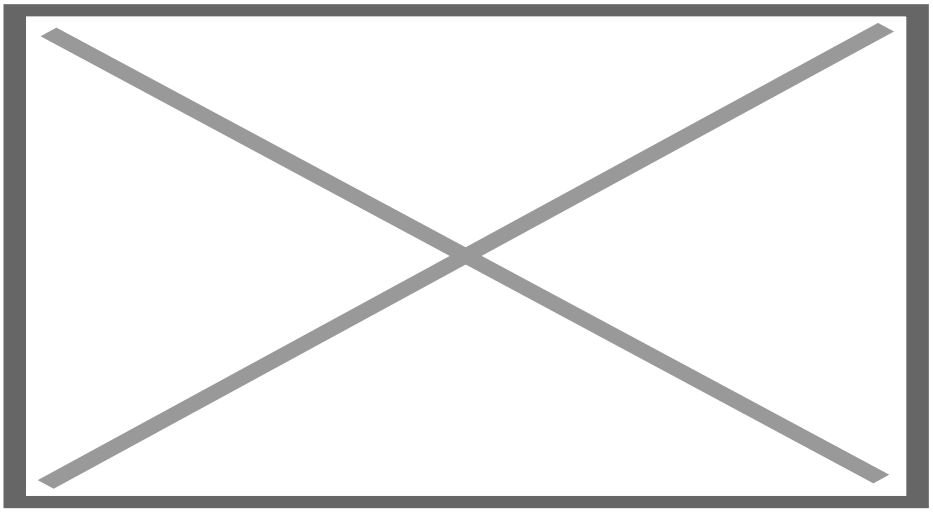
Université Paris-Saclay
Share

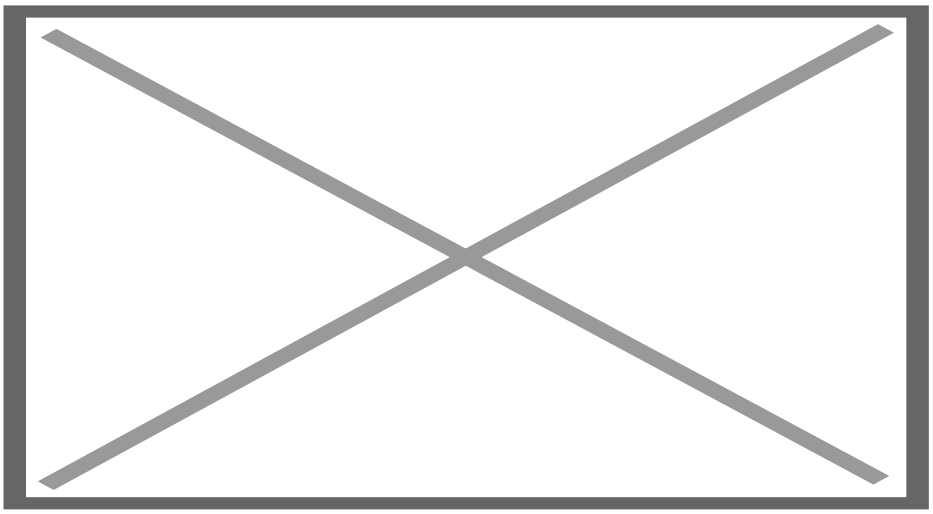
Email destinataire :
Vous devez renseigner un email valide
Envoyer
Une erreur est survenue. Merci de réessayer ultérieurement
Le mail de partage a bien été envoyé.
Add to Compare

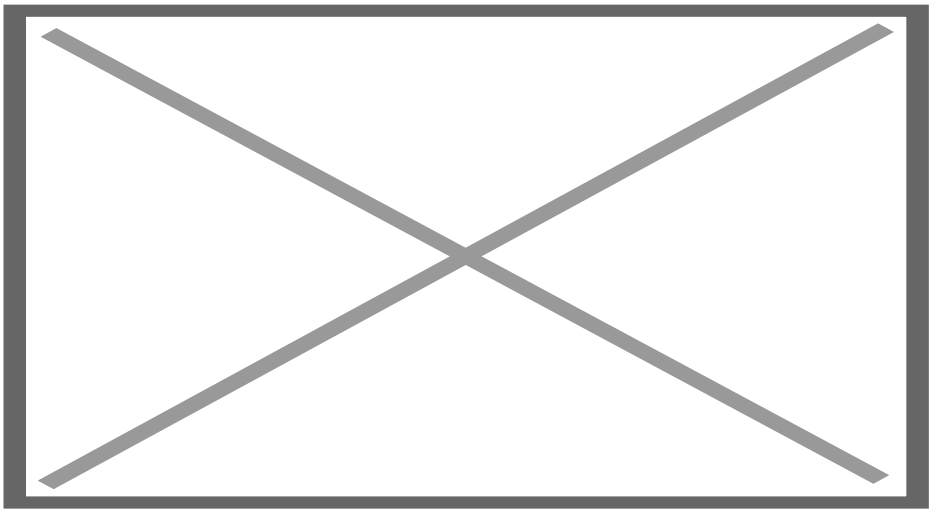
M2 Marketing de l'Innovation (MI)

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 Charger le détail	3	Annualisé 21						
Consommateur et société numérique Charger le détail	3	Annualisé 21						
Fondamentaux du marketing digital et IA Charger le détail	3	Annualisé 21						
Stratégie de marque et gestion de produits Charger le détail	3	Annualisé 21						
Innovation dans la distribution, e-retail et relation client 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
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.jm.universite-paris-saclay.fr/formation/master/marketing-vente/m2-marketing-de-linnovation-mi