Université Paris-Saclay

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

Master's degree

Specialisation Marketing

Enrolment type

Contrat de professionnalisation

Formation en apprentissage

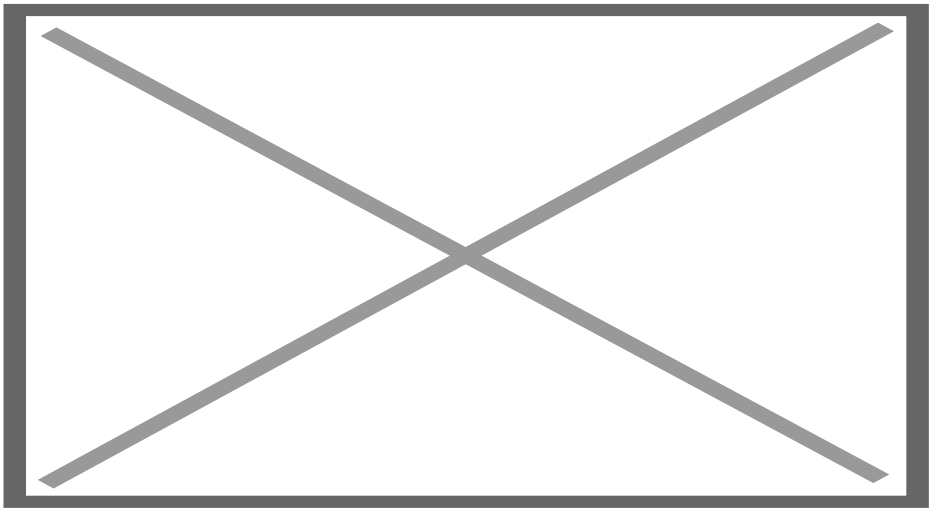
Formation continue

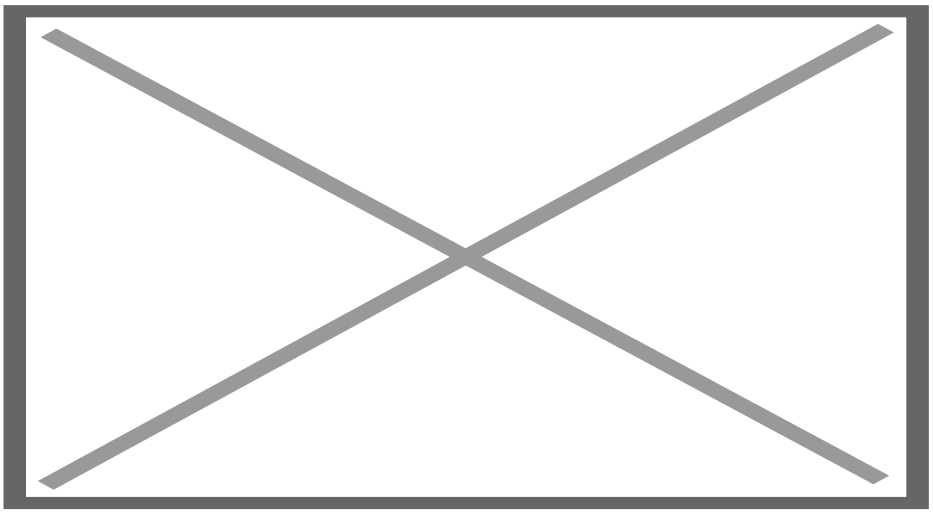
Language(s) of instruction

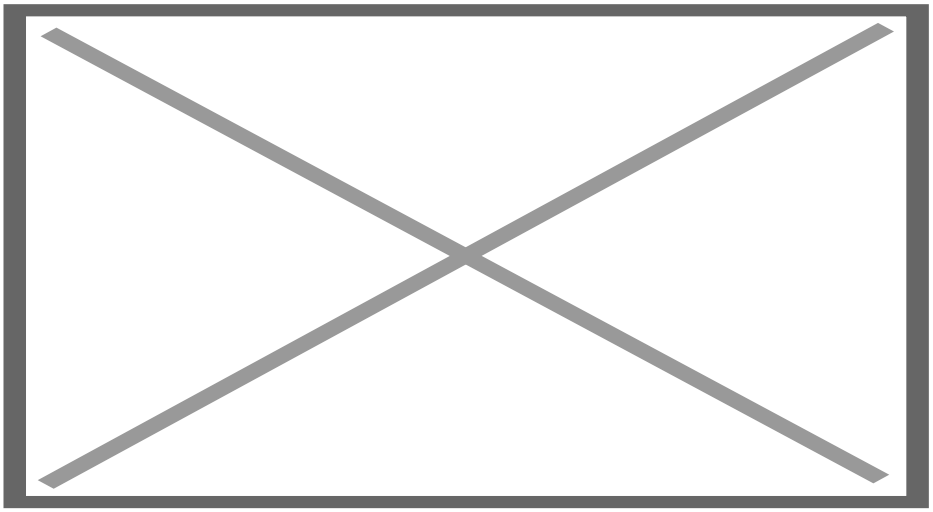
French

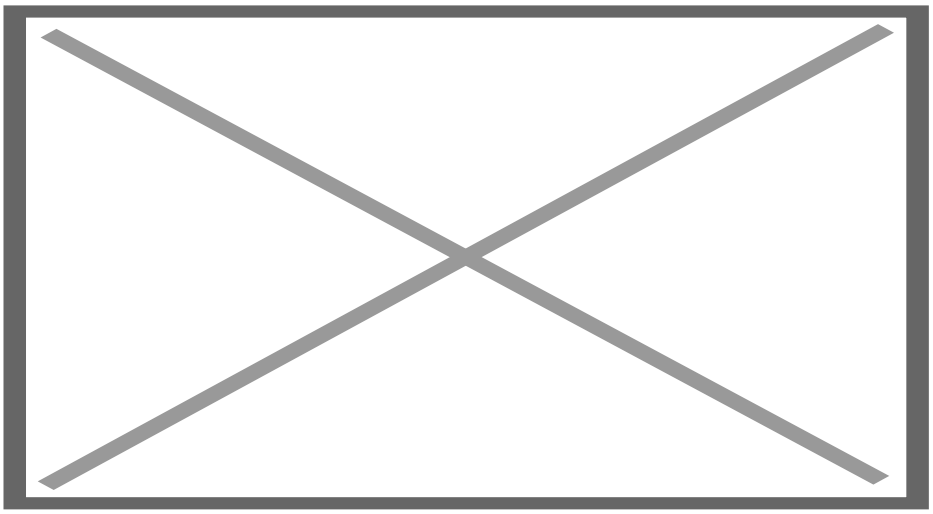
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Apply Now









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

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								

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				
Charger le détail								

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
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									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
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								

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
UE 14 - Méthodologie de mémoire	10	Annualisé	14	5					
Charger le détail									
UE 13 - Business English 2	2	Annualisé		20					
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
UE 12 - Business English 1	2	Annualisé	20						

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dista learn cou
UE 16 - Outils de traitement et d'analyse de données	2	Annualisé	15	5					

Charger le détail

UE 15 - Méthodes d'analyse de données marketing	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 le
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

UE 18 - Management de la 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 le c
UE 17 - Stratégie et Gestion Commerciale	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	distan learni cours
UE libre 1 ISM-IAE	3	Annualisé	21						

Charger le détail

UE libre 2 ISM-IAE	3	Annualisé	21						

Charger le détail

UE libre 3 ISM-IAE	3	Annualisé	21						

Charger le détail

UE libre 4 ISM-IAE	3	Annualisé	21						

Charger le détail

UE libre 5 ISM-IAE	3	Annualisé	21						

Charger le détail

UE libre 6 ISM-IAE	3	Annualisé	21						

Charger le détail

UE libre 7 ISM-IAE	3	Annualisé	21						

Charger le détail

UE libre 8 ISM-IAE	3	Annualisé	21						

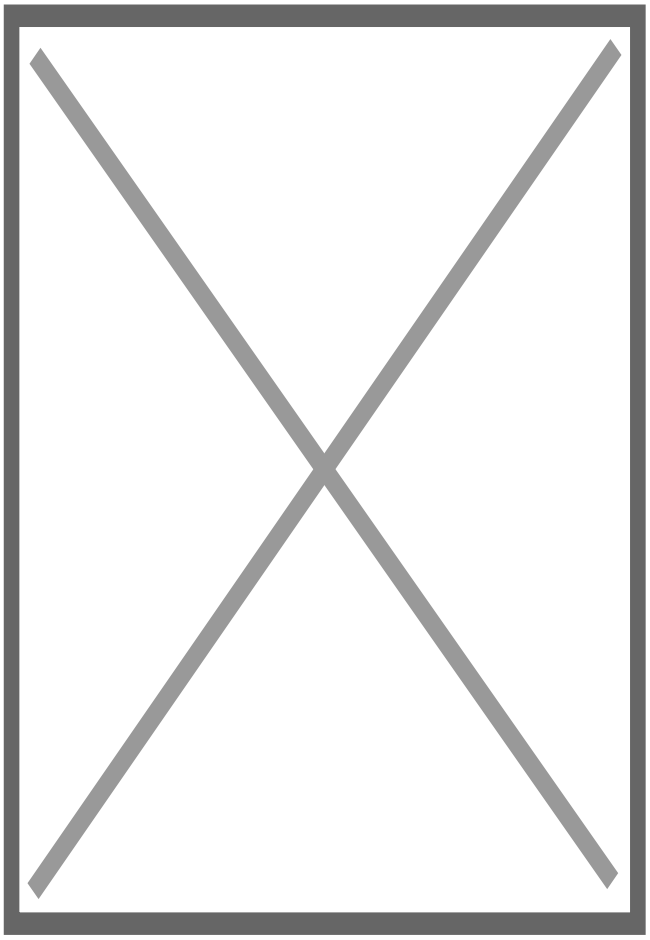
Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learni cours
Charger le détail									
UE libre 9 ISM-IAE	3	Annualisé 21							
Charger le détail									
UE libre 10 ISM-IAE	3	Annualisé 21							
Charger le détail									

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.jm.universite-paris-saclay.fr/formation/master/marketing-vente/m1-management-de-la-relation-client-qualite-et-digitalisation-mrc