

MSc IN

IMMERSIVE DESIGN MANAGEMENT



Format: Apprenticeship/
alternance

Teaching language: English

Intake: September

Campus: Paris

Duration: 1 or 2 years

Degrees awarded: Master
of Science + Grade de Master
Diplôme Supérieur en
Management du Marketing Digital
Level 7 RNCP Title No. 36678

MASTER YEAR 1 (M1)*

- > Introduction to Programming
- > Statistics and Data Analysis
- > Introduction to Research Methods
- > New Technologies in Services Marketing
- > Managing Diversity: an International Perspective
- > Change Management in a Digital and Sustainable World
- > Search Engine Optimisation (theory and workshop)
- > Marketing Strategy
- > Open Strategy for an Uncertain World
- > Omni-Channel Consumer Behaviour
- > Trade Marketing
- > Integrated Online and Offline Communication (strategy level)
- > Applied Design Thinking (UX web design)
- > B2B Marketing

LANGUAGES

- > French language and culture for non-fluent French speakers
- > Initiation to Spanish/Italian/Chinese/Arabic for fluent French speakers

PROFESSIONAL EXPERIENCE

- > Apprenticeship/alternance contract (in France or abroad)

MASTER YEAR 2 (M2)*

- > Introduction to Game and Level Design
- > Immersive Design Project Realisation: VR/3D/UX/UI
- > Applied Marketing Research
- > Extended Reality
- > Unframed Leadership Seminar
- > Corporate Social Responsibility in Marketing
- > Sustainability for Immersive Design
- > Immersive Design Project Conception: Scenario and Story Board
- > Digital Marketing and Branding
- > Marketing of Innovation
- > Learning Expedition
- > Project Management in the Metaverse
- > Sales and Metaverse

RESEARCH

- > Graduating Project

PROFESSIONAL EXPERIENCE

- > Apprenticeship/alternance contract (in France or abroad)

* Courses subject to change



RENNES
SCHOOL
OF BUSINESS

UNFRAMED THINKING



Unlock your career potential with our Master of Science in Immersive Design Management, where you will master the art of blending physical and virtual sales, marketing and immersive experiences. Prepare to lead in the metaverse with advanced project management skills tailored for this new frontier. Our hands-on, project-centric approach ensures you gain real-world experience, while our industry-relevant curriculum covers all aspects of project management, technology, and immersive design. Benefit from the expert mentorship of Artefacto, a leader in the field, and transform your potential into a successful career in the dynamic and rapidly evolving world of immersive design.

Join a community with over 100 nationalities, in a programme taught by international professors and industry experts!

CAREER OPPORTUNITIES

- Brand Manager
- Trade Marketer
- International Sales Developer
- Operational Marketing Manager
- International Digital Project Manager
- Marketing and Communication Manager
- XR Project Manager
- Digital Transformation Project Manager
- Gamified Internal Solutions Project Coordinator
- ...

ADMISSION

ADMISSION CRITERIA

ACADEMIC BACKGROUND

2-YEAR MSc (M1):

- 3-year bachelor's degree

1-YEAR MSc (M2):

- 4-year bachelor's degree or 3-year bachelor's degree with minimum 3 years of professional experience*

*VAPP process required

ENGLISH REQUIREMENT

- TOEIC score of **785**, IELTS score of **6.0**, TOEFL score of **80**, Cambridge **B2**, or completion of the last **two years** of education in English.

NB: An official test with a minimum score of TOEIC>800, TOEFL>80 or IELTS>6.5 is required for graduation

FRENCH REQUIREMENT

- **B2**: DALF, DELF, TCF or TEF

ADMISSION PROCESS

1. Apply Online

<https://apply.rennes-sb.com>

Submit scanned copies in English of your CV, a letter of recommendation and transcripts encompassing all years of your prior degree.

2. Online Interview

Eligible candidates will be invited to an online interview featuring pre-recorded questions.

CONTACT US

inquiries@rennes-sb.com

SCAN QR CODE



FOR MORE INFORMATION
ON THE PROGRAMME



rennes-sb.com



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