

Master in

INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT



Dubai
Campus



September
January
Intake



Blended
excellence:
face-to-face
and digital



1 year
4 months
internship



Bachelor's degree
IELTS 6.0

PROGRAMME HIGHLIGHTS

- 100% English-Taught Program delivered in a diverse and multicultural learning environment that fosters global perspectives and intercultural collaboration.
- Study in Dubai, a dynamic international business hub, and benefit from direct industry engagement through company visits, business challenges, guest lectures, and professional networking opportunities.
- Learn from Industry Experts with extensive professional experience in marketing, sales, purchasing and procurement, international affairs, intercultural management, and digital marketing.
- Expand Your Professional Network through business events, industry seminars, company visits, and corporate networking opportunities that connect students with leading organizations and professionals.
- Experiential Learning Approach combining academic excellence with real-world business challenges, case studies, and industry engagement to enhance employability and career readiness.
- Accredited by the UAE Ministry of Higher Education and Scientific Research through the Commission for Academic Accreditation (CAA), ensuring recognized academic quality and credibility

EM NORMANDIE HIGHLIGHTS

- Triple-Crown Accredited Business School with prestigious international accreditations, including EQUIS, AACSB, and AMBA, reflecting excellence in business education worldwide.
- Global Presence Across Six Campuses in Caen, Le Havre, Paris, Dubai, Dublin, and Oxford, offering students an international learning environment and mobility opportunities.
- Access to insights from 800+ Industry Experts and Guest Speakers who bring real-world perspectives into the classroom.
- Learn from a distinguished faculty of 135+ Academic committed to academic excellence and student success.
- Benefit from a network of 5,000+ Partner Companies, providing valuable opportunities for internships, projects, networking, and career development.
- Join a vibrant global community of 30,000+ Alumni across industries and countries, creating lifelong professional connections and opportunities.



IN FRANCE
TOP 3
Management
Interculturel

3rd in ranking

INTERNATIONAL
TOP 100
International
Management

58th in ranking



The Master's in International Marketing and Business Development is designed to provide expertise in International Business as well as Marketing methods and techniques. The programme is tailored towards helping you develop your future international career and prepares you to manage and lead international business projects.

Discover the Master in International Marketing and Business Development, a transformative program designed to equip professionals with a comprehensive understanding of global business and marketing strategies.

Through a dynamic and industry-focused curriculum, students develop expertise in market research, business planning, negotiation, consumer behaviour, brand management, and digital marketing strategies. Structured around skill blocks, the IMBD program fosters versatility, enabling students to adapt and thrive in diverse business environments while gaining valuable intercultural insights essential for success in the global marketplace.

With a strong emphasis on practical application, the program seamlessly bridges theory and real-world practice, offering students hands-on experience through projects and industry collaborations. By engaging with professionals and working on real business challenges, students develop critical skills to navigate the complexities of international marketing and business management. Join us in this enriching journey and take the next step toward a thriving global career.

Career Opportunities

Employment market overview:

The UAE's thriving economy and Dubai's position as a global business hub provide outstanding career opportunities for graduates of the Master in International Marketing and Business Development. Graduates are well prepared to pursue careers in international marketing, business development, brand management, market research, and strategic growth across multinational corporations and leading regional organizations.

Examples of positions:

Product Manager, Category Manager, International Brand Manager, International Sales Manager, International Project Manager, International Marketing Consultant, Export/Import Manager, Zone Manager, Business Analyst, Subsidiary Manager, Marketing Manager, Digital Marketer.

Employment data for 2022, 2023 and 2024 graduates (based on the 2025 employability survey):

- 75% net employment rate
- 75% in executive employment
- 50% work internationally
- 50% of students in employment found a job before graduating
- 100% of graduates in employment found a job within 6 months

Examples of companies where our graduates work:

Mondelez International, Kantar Media, Procter&Gamble, Thalès, Vivendi, Accor, Cisco international, Hènaff, Lactalis, Bouygues, Havas Media.

PROGRAMME

- Marketing Management
- International Operations Management
- Cross-Cultural Management
- International Business Negotiation
- International Market Research
- International Human Resource Management
- E-Commerce, Webmarketing and Mobile Marketing
- New Trends in Marketing
- International Business Development
- Thesis
- Brand and Services Marketing
- International Development in Practice
- International Finance
- Business Challenge
- Research methodology
- Personal and Professional Branding
 - Career Path (Job Search/ Career Connect)
 - Professional Experience (Internship)
 - Practice Workshop

SCHOOL FOR LIFE

Join the School and instantly become a lifetime member of the EM Normandie Alumni Association.



During the Program

Business Case Challenge

Work on real-world business scenarios and develop strategic solutions to industry challenges.

4-Month Professional Internship

Gain valuable industry experience and build professional networks through a supervised internship placement.

Professional Thesis

Conduct applied research on a contemporary industry issue, demonstrating analytical, problem-solving, and strategic thinking skills.

Admission Criteria

Candidates must hold a recognized Bachelor's degree in Business or related field. Other majors may be accepted subject to conditions.

English proficiency: IELTS 6.0 or equivalent

Selection is based on a profile review and an interview.

Tuition fees: AED 118,000 for the full programme

Early Bird Scholarships: Up to 30% (35400AED) waiver on total tuition fees.

One-time fees

- Admission Fee: AED 1,500
- Registration Fee: AED 1,200
- Graduation Fee: AED 2,000
- Alumni lifetime Membership: AED 2,000

AED 2,000

Please note that VAT is not included for the above-mentioned fees.

More information: em-normandie.ae

Apply online at <https://em-normandie.ae/submit-application/>

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