

SPORT INTERNATIONAL
SPORT & EVENT MANAGEMENT



MSC

START*

**U
UP**

A leading higher education programme dedicated to the sport industry



Degree

MASTER OF SCIENCE



Campus

MARSEILLE



Language

ENGLISH



Format

FULL TIME



Intake

SEPTEMBER

Created 20 years ago, the International Sport & Event Management programme is widely recognised by sport industry professionals as a leading reference in their field, both nationally and internationally.

The strength of the programme lies in its ability to train managers in line with the requirements of this highly specific and demanding market, owing to its unique expertise at the crossroads of event marketing and sport law.



CAREERS

CAREER OPPORTUNITIES

This high-level programme has trained more than 500 managers in 20 years, who now work for major companies and international sporting organisations holding senior positions such as:

Head of Partnership/Sponsorship, Business Manager, Brand Manager, Project Manager - Events, Guests Services Manager, Head of Sponsoring and Public Relations, Communication Manager, Head of Marketing/Merchandising/Ticketing, Head of Promotion for Sport Brands, Stadium Manager, Consultant in Sport Marketing, Hospitality Manager.



€35 000

average annual salary



90%

are hired within six months



500

strong alumni network
worldwide

SECTORS





- 23% Sport marketing agencies
- 16% Advertisers
- 15% Major sport events
- 13% Professional clubs
- 12% National and international federations
- 11% Sport goods manufacturers
- 6% Sport retailers
- 4% Government/public agencies

COMPANIES

Adidas, Allianz Riviera, AS Monaco, ASO, ATP World Tour, Fédération Française de Football, Fédération Française de Rugby, Fédération Française de Tennis, Fédération Française de Basket-Ball, Fédération Française de Hand-Ball, BNP Paribas, Generali, Groupe Orica, Havas Sports Entertainment, Keneo, La Fourmi, Ligue Nationale de Rugby, Olympique de Marseille, Olympique Lyonnais, Nike, PSG, RedBull, Rugby Club Toulonnais, Skoda, Sportlab Group, UEFA, Lagardère Sport, Electronic Arts, NBA, Paris 2024, CNOSF, Peugeot, Puma

CURRICULUM

Pathway course

 ACCESS	 DURATION	 CAMPUS	 FORMAT
Bachelor's degree - 3 years	2 academic semesters	Marseille, Bordeaux, Paris	Full time

SEMESTER 1

➤ Manager skills

- Introduction to business management (Fast Track for Non-Managers)
- Fundamental classes in management
- Project management
- Performance management
- Soft skills & personal development
- Management toolbox (crossknowledge)
- Distancial track of your choice
 - Human resources
 - Finance management
 - Complexity management
- Languages : English / French as a foreign language

➤ Expert skills

Marketing :

- Marketing / consumption
- Innovation
- Maker

SEMESTER 2

➤ Innovative entrepreneur skills

- Design thinking
- Entrepreneurship
- Business model innovation
- Innovation financing
- Management of innovative organisations


➤ Corporate Project


A 5 month consultancy assignment on a real and current business issue of a company. Corporate Projects enable participants to gain valuable hands-on experience of business conduct and strategy and deal with the practical complexities of decision making processes. Students are guided by their KEDGE tutor throughout the project. The assignment is done in groups of 4 to 5 students. A combination of collective and individual work. Final presentation in front of the corporate and KEDGE tutors.


➤ INTERNSHIP IN FRANCE OR ABROAD



Specialisation course

 ACCESS

 DURATION

 CAMPUS

 FORMAT

International Bachelor's degree - 4 years

3 academic semesters

Marseille

Full time

CURRICULUM

SEMESTER 1

- Commercial business strategies in sport organisation
- Commercial sponsorship and sport-related mass communication
- Fan experience & stadium management
- Sport career services
- Communication plan and cultural marketing applied to the sport industry
- Legal framework for sport competitions and their stakeholders*

SEMESTER 2

- Sportainment: business and digital management for & with fans
- Brand management in sport organisations
- Sport consulting
- Corporate social responsibility, digital marketing and sales management
- Economics and finance of professional team sports
- Contractual organisation of sport events*

**Courses also available in French*

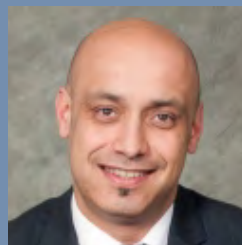
SEMESTER 3

STUDY TRIP

SPORT TALENT MANAGEMENT CERTIFICATE

PROFESSIONAL THESIS OR BUSINESS GAME

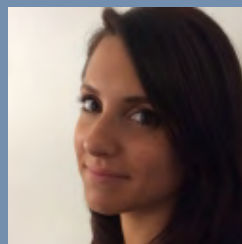
A SIX-MONTH INTERNSHIP IN FRANCE OR ABROAD



VINCENT CHAUDEL

Communication Director Europe & Africa and Marketing Director France WAVESTONE, Class 1999

"The history of the programme shows that our School did not choose to go for a Sport specialisation out of opportunism, but out of conviction. In over 20 years of existence, it attracted many internationally recognised sport industry insiders as guest-lecturers. Concerning the "business management" side of the curriculum, the steady progression of our School in the rankings proves the quality and dedication of our faculty."



CHARLOTTE VEYRON

Head of Marketing at AS Monaco, Class 2011

"As a Marketing Manager, my job consists in developing the commercial strategy of the club. I supervise the Marketing Activations department for each partner in order to provide added and personalized value to their investment. Managing the partners of AS Monaco means being proactive, optimizing each association of image, demonstrating creativity and telling a real story to everyone. The MSc Sport was the shortest program I followed during my graduate studies but it is certainly the most interesting and the most complete of all. I met many professionals of the sector, got in touch with students who are now my contacts on different projects ... This MSc paved me the way to the sport business and allowed me to join the small club of the sport marketing business' key players."

Programme highlights

DUAL ACADEMIC AND PROFESSIONAL EXPERTISE

- Teachers-researchers who are experts in the professional sport industry
- Recognised industry professionals enabling students to acquire differentiating and sought-after knowledge and skills on the job market.

FOCUS ON EXPERIENTIAL LEARNING

- Workshop and professional conferences recognised in the sport business industry
- Access to and support from the stakeholder network (ATP, WTA, UEFA, Sportfive, Vinci Stadium, OM, Orica, RCT, MHR, CNM, NBA, UhlSport, Generali, BNP Paribas, PSG, Sporsora...).

PERSONALISED COACHING

Professional sport is a highly relational environment and requires support and coaching from industry insiders. That is why all our students benefit from personalised coaching with senior executives from the Sport Carrière company, who help them fine-tune their professional project and build their personal network.

CSR-DRIVEN

- The curriculum covers cause-related marketing and responsible events strategy
- Themed courses and tours (e.g.: visit of the Allianz Riviera in Nice, the first French eco-stadium, Fondations sportives workshops).

FACULTY

Lionel Maltese: Senior Lecturer Aix Marseille University, Associate Professor KEDGE Business School, Business Strategy & Marketing Consultant ATP/WTA Events, OM, PSG, BNP Paribas, member of the Executive Committee of the French tennis Federation – Roland Garros in charge of economic development

Fabrice Rizzo: Professor Aix Marseille University-Co-Director of the Sport Law Centre, Associate Professor KEDGE Business School, Consultant

Jean-Michel Marmayou: Senior Lecturer Aix Marseille University-Co-Director of the Sport Law Centre, Associate Professor KEDGE Business School, Consultant

Jean-Philippe Danglade: Professor KEDGE Business School, Head of Pedagogy MSc Marketing, MSc Sport

Frank Pons: Professor KEDGE Business School, Laval University - Canada

Marc Mazodier: Associate professor of marketing Zayed University, Abu Dhabi, UAE, affiliate professor of sports marketing KEDGE BS

Thierry Lorey: Associate professor of marketing KEDGE BS

Admission and funding

ONLINE APPLICATION

Please apply online on join.kedge.edu
We will get back to you within 15 working days

MANDATORY DOCUMENTS

- Academic records & CV
- Scanned copy of your passport
- Highest degree certification
- Certificate of achievement or transcript of your current studies
- Level of English required for admission to specialisation course: TOEIC 780 / IELTS 6 / IBT 85 (Applicants with at least one year of study or professional experience in an English-speaking country are exempt). Providing a score of English is not mandatory to apply for the MSc pathway course.
- €120 of application fee to pay online

SKYPE INTERVIEW

Accessible to eligible candidates only, the motivational interview is conducted via Skype for 30 minutes with a representative of the program. As a job interview, it aims to understand the candidate's motivations, their knowledge of the program and to judge the adequacy between their professional project and the program topics.

IMPORTANT: we recommend that you apply as soon as possible to ensure that you are able to apply for your visa on time.



ACCESS

International
Bachelor's
degree - 4
years



Specialisation course

€15 000 - 3 academic semesters



DEGREE

Master of
Science

Bachelor's
degree - 3
years



Pathway course

€8 500 - 2 academic
semesters



Specialisation
course

€15 000 - 3 academic
semesters



Master of
Science

SCHOLARSHIPS

At KEDGE, we strongly believe that students shouldn't abandon their education projects because of funding problems. This is why we have launched a financial support plan aimed specifically at helping international students :

- Students applying before the 28 February 2019 will automatically be granted an Early Bird discount of 10%.
- We also offer a range of cumulative scholarships based on the candidate's academic level in order to support the high-profile candidates: Achievement scholarship (15%) and Academic Excellence (20%).



KEDGE KEY FIGURES

- **12,500** students (of whom 23% are international)
- **60,000** alumni
- **7 campuses:** Bordeaux, Marseille, Paris, Toulon, Suzhou, Shanghai and Dakar
- **291** international partners (60% with at least AACSB, EQUIS or AMBA accreditation)
- **183** permanent teaching staff, of whom 44% are international
- **1st** French Management Research School [L'Etudiant 2017]

START U UP*

*(Become an expert and enhance your employability)

CONTACTS

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KEDGE Business School is one of only 1% of Business Schools in the world to hold the Triple Crown.

