



Enlighten. Lead. Change.

ESSEC
BUSINESS SCHOOL

MSc IN MARKETING MANAGEMENT AND DIGITAL



ESSEC BUSINESS SCHOOL



Vincenzo Vinzi
Dean and President
of ESSEC Business School

CREATED IN 1907, ESSEC BUSINESS SCHOOL IS A WORLD-SCHOOL WITH FRENCH ROOTS. ITS PURPOSE IS TO INFUSE TOMORROW'S LEADERSHIP WITH MEANING.

ESSEC is a **business school** with programs ranging from Bachelor to PhD, a wide range of Masters programs including our flagship **Master in Management** and **Global MBA** programs. ESSEC also offers executive education and custom training designed and developed on-demand for our partners from the private sector. ESSEC holds the “**Triple crown**” of accreditations for global business education: **EQUIS, AACSB** and **AMBA**.

At the core of the ESSEC learning experience is a combination of **excellence and distinctiveness**. ESSEC's **unique educational model** is based on education by experiences, that foster the acquisition of **cutting-edge knowledge** with the development of **know-how** and **life skills**. At ESSEC, we aim to **empower** students and give them the keys to imagine, create, lead and have a **positive impact** in the business world of tomorrow that will be more complex and changing ever more rapidly.

ESSEC is a world-school. Our International campuses in **Asia-Pacific** and **Africa** are **dual gateways** that allow students to really immerse themselves into **different cultures** worldwide and develop **genuine expertise** about business in those regions. They allow our school to build deeper alliances with academic, private and public partners in those regions that are growing at an accelerated pace and will be leaders of economic growth in tomorrow's world. ESSEC has built a network of alliances with **academic partners worldwide** so that its students' learning journey is truly an international one.

ESSEC is a school with **French roots** that trains **responsible leaders**. Being a responsible leader means being able to see beyond *business as usual*. Responsible leaders are able to value **long-term benefits** over short-term profits; they are able to blend corporate performance with **employees' well-being**. To prepare its students for the world of tomorrow, ESSEC's pedagogy seeks to awaken and develop **creative and critical thinking**, together with **the learning-by-doing** method. Responsible leaders are those who can see the broader picture.

ESSEC is a **full ecosystem** at the crossroad of rigorous and relevant research, innovation, business and society. At ESSEC, we believe in bringing research and companies into the classroom, we also believe that learning doesn't end with a degree: learning at ESSEC means becoming a **life-long learner** and joining a close-knit **community** of more than **71,000 alumni** all across the globe. ■

Key figures



4 — +1

campuses in
Cergy, Paris-La Défense,
Singapore and Rabat

augmented
digital
campus

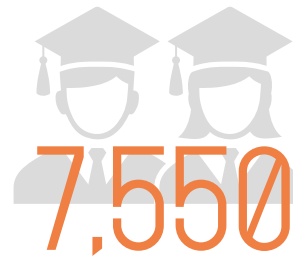
222 partner universities
in 49 countries

30 double degree programs
(24 international, 6 national)

154 permanent faculty of 36 nationalities
including 24 Emeriti professors

24 learning and research chairs

+ 1000 partner companies



students in full-time undergraduate
and graduate programs

38.32% — +100

international
students

nationalities
represented

82

PhD
students

+100

student
organizations



managers in executive education



EDITO

GEARING UP FOR THE BRAND NEW WORLD OF THE RISING ASIAN CONSUMERS

Our program, fully taught at ESSEC Asia-Pacific in Singapore, situates our students at the heart of the region. Asia sees one of the world's highest rates of digital adoption, and the whole of Asia-Pacific has become the largest digital retail market in the world. Empowered by digital technologies, marketers now find themselves facing consumers who are better informed, highly impatient, and more discerning. What it takes to engage such consumers involves providing the right information at the right time, all the time. A challenge in which digital marketing is well-poised to meet.

We also see a growing sophistication in the next generation of Asian consumers. These consumers don't just want the best product in the world, they want products tailored to their tastes and provide unique experiences. Part of this growing sophistication resulted in an increased appetite for luxury in Asia. The concept of luxury has also evolved. No longer is the definition of luxury linked to the more traditional idea of conspicuous consumption. Now luxury is replaced by an emphasis on quality, authenticity, and uniqueness. Luxury marketing has always been about experiences, a marketer trained in luxury marketing offers a unique competence in experience marketing. To gear up for this brand-new group of consumers, it is not surprising that the most sought-after skills in recent years for a marketer have to do with digital and experiential marketing.

Driven by a complex interplay of environmental consciousness, health concerns, ethical considerations, access to information, social influence, government policies, media coverage, and economic factors, consumers are placing more importance on sustainability in their purchase decisions. Our program equips students with the necessary appreciation and knowledge of sustainable marketing to navigate this evolving landscape successfully.

ESSEC Business School developed the MSc in Marketing Management and Digital at its Asia-Pacific campus in Singapore in 2017. With a special emphasis on digital, luxury, and sustainable marketing, we aim to equip our students with the skills set, knowledge, and experiences to thrive as a modern marketer. In 2023 and 2024, the program was ranked 2nd in the QS World University Rankings for the MSc in Marketing category. This attested to the quality of the program and her positive evaluations given by potential employers and the academic community.

We look forward to welcoming you to our program, where you will immerse yourself in the dynamic world of marketing.

Prof. Gautam Kiyawat
Academic Director,
Professor of Management Practice

CURRICULUM

BENEFIT FROM OUR ROBUST CURRICULUM

Through our courses, you will acquire marketing concepts and techniques, digital tools and know-how, managerial skills and professional practices. Our digital courses equip students with the knowledge and skill sets to analyze, reflect, implement and audit digital marketing policies to drive the managerial and digital transformation of companies. Our luxury courses help you understand how to operationally enhance the desirability of any premium or luxury brand to connect on a more emotional level with their clientele. The luxury business model taught can be applied to companies in any sector, multinational or a small business, in the luxury sector, or in any other sector that manages premium brands. The curriculum will enable you to succeed in the marketing trade and access management positions in marketing, digital marketing or luxury marketing in various industries.

Key facts

At ESSEC
Asia-Pacific
(Singapore)

1
year
program

Taught in
English

1
study trip

4-6
months
internship



Best Masters in Marketing Worldwide 2024 & 2025

BUILD A STRONG FOUNDATION IN MANAGEMENT, MARKETING AND DIGITAL

TERM 1

- Advertising that Works
- Applied Consumer and Market Research
- Consumer Based Marketing Thinking
- Costs Analysis
- Digital Marketing Strategy and Planning
- Entrepreneurial Thinking and Doing
- Financial Accounting for Managers
- PR and Reputation Management
- Relationship and Services Marketing
- Strategic Management and Organization
- Young Manager Foundation Series
- Mandarin / French Language Courses

Professional Conferences

TERM 2

- Digital Platform Test Drives
- Inbound and Content Marketing
- Innovations in the Luxury Industry
- Luxury Brand Management
- Luxury Sector Dives
- Retail Management in the Luxury Industry
- Socia Media Marketing Fundamentals

Digital Marketing Challenge | Study Trip

TERM 3 & 4

Internship

LEARN FROM OUR EXPERIENCED FACULTY AND INDUSTRY EXPERTS

Our professors are known for their academic excellence, global frame of mind and outstanding teaching methods.

Our professors from the Department of Marketing at ESSEC regularly conduct research on topics including business strategy, consumer behavior and marketing decision support. They have also been published in some of the most highly regarded academic journals, including the Journal of Marketing; Journal of Marketing Research; Marketing Science; and Journal of Consumer Research.

In addition to our full-time faculty, you can look forward to learning from our industry lecturers and practitioners, who bring with them a wealth of expertise, experience and networks.



PROGRAM CALENDAR



KEY STRENGTHS OF THE PROGRAM

INTERNATIONAL STUDY TRIP

1-week overseas* study trip
*Should travel restrictions apply, a local business week will be offered.

WORLDWIDE RECOGNITION

Ranked 2nd worldwide in QS Masters in Marketing 2024 & 2025

CAREER OUTCOME

Our graduates secure jobs in Asia and Europe with an annual gross salary of more than USD 70,000 (6 months after graduation)

KEY STRENGTHS

LUXURY SECTOR DIVES

In-depth insights into six key sectors of the luxury industry
Led by senior executives from brands such as Dior, L'Oréal, and Ferrari

DIGITAL & LUXURY MARKETING

Dual focus on digital marketing and luxury brand management

HIGHLY INTERNATIONAL COHORT

A truly diverse cohort made up of students from 14 different nationalities

INDUSTRY & COMPANY CONNECTIONS

Innovative partnerships with top companies to shape and deliver student-led projects to solve digital marketing challenges

EXPERIENCE THE DYNAMISM OF MARKETING

At ESSEC Business School, we help you make the most of your full-time studies. Immerse yourself in the dynamic world of marketing and share your experiences with a multicultural cohort of students through group work, real-life case studies, problem-solving, application exercises, group projects, simulations, and e-learning. Showcase your marketing prowess through these activities:

Study Trip

We offer our students a dynamic and holistic learning experience that goes beyond the classroom. Subject to prevailing travel conditions, students may undergo a one-week overseas study trip to visit some of the world's most renowned companies to gain an understanding of their brand heritage, market strategies, target markets and audience. Representing a wide range of industries and sectors such as luxury retail, automobile, textiles and consulting, the participating companies provide our students with privileged access to their marketing operations, product development and launches.

Companies that participated in our study trips:

- Bain & Company
- Chanel
- Ford Motor Company
- Louis Vuitton
- Superunion
- Balenciaga
- Coca Cola
- Gucci
- Remy Cointreau
- Capgemini
- Dormeuil
- Ipsos
- Richemont
- Cartier
- Farfetch
- L'Oréal
- Shanghai Tang

Young Manager Foundation Series

Building Early Career Foundations

The Young Manager Foundation Series equips students with essential skills for early career success. Key topics include:

- Crafting attention-grabbing resumes
- Developing leadership as a young manager
- Mastering effective business communication
- Enhancing workplace negotiation techniques

Marketing with Generative AI

Gain practical insights from industry professionals on leveraging generative AI to streamline marketing processes. This module demonstrates how Gen AI enhances idea generation and accelerates campaign development without replacing human creativity.

How Brands Grow

A comprehensive module that explores proven marketing strategies for business growth, it is delivered by subject matter experts from top organizations such as **Unilever, Pulsar Group, and L'Oréal**.

Digital Platform Test Drives

These hands-on sessions provide practical experience with leading digital platforms. In collaboration with industry professionals, these intensive workshops bring key marketing concepts to life in real-world environments. Platforms covered include:

- Pinterest
- Instagram
- X (formerly Twitter)
- TikTok
- Google
- Snapchat
- Instagram
- LinkedIn
- YouTube

Through these sessions, students gain a deep understanding of platform-specific marketing strategies.



With the evolution of the luxury industry, the concept of luxury brand management has become increasingly relevant for many different industry sectors.

Participants in this program will also learn about branding practices in the luxury industry. This includes how to enhance and reinforce luxury brand uniqueness, how to differentiate from the competition with the concept of DNA and codes, how to deliver a luxury experience to the client and more generally, how to innovate and disrupt in the luxury industry.

Prof. Sonja Prokopec

Professor,
Marketing Department
Associate Dean of Faculty,
ESSEC Asia-Pacific
Luxury sector lead, MMD

CLASS PROFILE

THIS COULD BE YOU NEXT YEAR

Average work experience:

1
Year

Cohort diversity:

14
Nationalities

Cohort size:

100

71%

Found their first job within
three months of graduation*

70,000 USD

Average gross annual salary

* Based on employment survey of 2023 graduates





BEYOND THE CURRICULUM

Luxury Sector Dives

A new addition to the MMD program, the Luxury Sector Dives offer in-depth insights into six key sectors of the luxury industry. Each session, led by senior executives, follows a structured format, providing a detailed view of luxury brand strategies. Key sectors include:

- Wine & Spirits
- Fashion & Leather Goods
- Skin Care & Cosmetics
- Watches & Jewelry
- Automotive
- Hospitality

Industry leaders from brands such as **Dior, L'Oréal, Ritz-Carlton, Ferrari, Macallan, and Van Cleef & Arpels** contribute to these sessions, offering unparalleled exposure to luxury marketing best practices.

Digital Marketing Challenge (DMC)

Enriching the program through academia-industry collaborations, our students take part in projects that blend theory with practice by working on real-world cases commissioned by our corporate clients. ESSEC curates a yearly list of partners to ensure a diverse scope for students to work on. Our corporate partners include renowned companies the likes of Decathlon, Giorgio Armani Beauty, Johnson & Johnson, Lancôme, Richemont and Roger Dubuis.

Our Partner Companies:



Engaging in the Digital Marketing Challenge (DMC) was a truly insightful experience for our company. The DMC provided us with the opportunity to work with a team of talented students who approached our business challenges with fresh perspectives. Collaborating with a top business school in digital marketing added significant value to the project. We were impressed by their dedication to turn insights into strategic recommendations.

Leopold Mathieu
*EV Logistics Global Business
 Development Manager at
 DHL*



A GLOBAL NETWORK FOR SUCCESS

We pride ourselves on offering an extensive range of academic and executive programs to those looking to pursue an extraordinary learning experience that enhances their talent and leadership skills, and develops them as truly high-level managers.

As a research-driven institution committed to an ambitious development of alliances with leading universities, we strive to expose our students to the latest technologies and cutting-edge knowledge across all disciplines.

Hallmarked by a profound humanistic tradition, ESSEC has succeeded in making the link between business and society a major subject of research. This is also one of the fundamental components of our philosophy in training responsible managers. In doing so, we affirm the necessity of placing innovation, knowledge and the creation of value at the service of the wider community.

Strategically headquartered in Singapore since 2005, our operations in the Asia-Pacific region present the perfect foothold for ESSEC to be part of Asia's vibrant growth and the unique opportunity to bring our expertise to this dynamic region.

Our business school offers innovative academic and executive programs with Asian insights and perspectives, leveraging a world-class faculty based in Singapore and France, and a regional network of high-level academic and corporate partnerships. With the support of Singapore's government agencies, ESSEC Asia-Pacific has built a five-story, 6,500 m² campus on 5,430 m² of land on Nepal Hill in One-North Business Park. By supporting our students throughout their learning journey, we open them up to new and unthought-of opportunities for a brighter and better future.

Join our 69,000 graduates worldwide in creating your path towards a successful career!

OUR ALUMNI



Nicolas Bos
CEO
Richemont Group



Nicolas Hieronimus
CEO
L'Oréal



Chris Chong
LVMH Group Executive Vice
President, SSEA and Oceania
LVMH



Elise Gonet-Pon
Managing Director
L'ECOLE France Europe
School of Jewelry Arts
supported by
Van Cleef & Arpels



Pierre Denis
Partner
Olma Luxury
Holdings



Emmanuelle Quentin
Vice President, Urology
Critical Care and Surgery
BD

BY SUPPORTING OUR STUDENTS THROUGHOUT THEIR LEARNING JOURNEY, WE OPEN THEM UP TO NEW AND UNTHOUGHT-OF OPPORTUNITIES FOR A BRIGHTER AND BETTER FUTURE.

HELPING YOU GET STARTED

CAREER SERVICES SUPPORT

As a program participant, you will benefit from a wide range of tools and resources developed in partnership with Career Services, partner companies and ESSEC alumni.

This include career coaching and workshops to fully prepare you for entry into the professional world. You can also look forward to sharing sessions conducted by experienced professionals.

ESSEC Business School provides ongoing career guidance and support to students and graduates in order to help them find and pursue their dream career:

CAREER GET-TOGETHERS AND PROFESSIONAL TALKS

Organized by the Career Services team, events such as career round tables, get-togethers and professional talks provide you with the opportunity to connect with and learn from experienced professionals.

Past speakers include:

- Agnes Goh - Vice President Talent Acquisition, SAPMENA, **L'Oréal**
- Agathe Colom - Wavespace Consultant, **EY**
- Alexandra Vial - Field Marketing Manager, ASEAN Pacific, **Philips Healthcare**
- Arnaud Desjardins - Apps Product Activation Specialist, Go-To-Market, APAC, **Google**
- Emilie Couton - Vice President Digital Marketing Asia Pacific, **Accor Hotels**
- Fanny Ponsot - Managing Partner, **Chic Singapore**
- Gary Low - Vice President, Social Media, **UOB**
- Mayra Hurtado - Asia Marketing Director, **Adidas**
- Mark Chen - HR Director APAC, **Ambiq**
- Mollie Rogers Jean De Dieu - General Manager, **LongChamps Singapore & Malaysia**
- Nicolas Bos - CEO, **Richemont Group**
- Philipp Gockel - Global Snr Manager Customer Delivery Experience, **Schneider Electric**
- Shawn Tan - Senior Competitive Science & Insights Manager, **Danone**
- Triston Francis - Head of People, Cross-Border Business, **Glints**
- Vivek Khladelwal - Head of Digital Marketing Strategy & Insights, **Autodesk**



JOBS & CAREERS

As a graduate from the MSc in Marketing Management and Digital program, a fulfilling career in multiple industries await you. Here are some of the opportunities that our graduates have secured:



TOP 4 JOB SECTORS



POSITIONS HELD BY OUR GRADUATES

COMPANIES	FUNCTIONS	COMPANIES	FUNCTIONS
Accenture	Management Consultancy	L'Oréal Italy	Brand Management
Amazon	Marketing	Parfums Christian Dior	International Business Development
ByteDance	User Growth Marketing Strategy	Piaget Singapore	Marketing and Communications
Chanel (Asia Pacific)	Digital Marketing and CRM	Porsche (China)	CRM
Club Med	Regional Marketing	Razer	E-sports Marketing
EY	Advisory	Richemont Luxury Singapore	Luxury Brand Management
Ferrari	Digital Marketing	Shopee	e-Commerce
Grab	Market Research and Analysis	Superunion	Strategy
HP (Hewlett-Packard)	Commercial Marketing	Tencent	Brand Management
Ipsos	Consultancy	Unilever	Product Management
LVMH Cosmetics & Fragrances	Digital Marketing and e-Commerce	Zalora	Social Media and Public Relations

ESSEC BUSINESS SCHOOL, ASIA-PACIFIC

ASIAN INSIGHTS AND GLOBAL PERSPECTIVES

In the past decade, there has been a significant growth in the number of students seeking higher education. This increasing demand, much of which derives from Asia's developing economies and greater student mobility around the globe, means that educational opportunities are changing in both scope and location. Singapore's dynamic economy and its position as a digital business, innovation and education hub allows ESSEC to respond to the burgeoning demand for management education in Asia.

The majority of our programs have a strong pan-Asian core with an international perspective. We believe that our learning approach encourages our students to look at the world differently. Our focus is on developing innovative thinking and entrepreneurial skills, which are in high demand around the world.

At ESSEC, we meet the needs of our students by leveraging the expertise of our world-class faculty and delivering a unique learning experience that helps develop the ethos and dexterity required to navigate a constantly evolving, globalized work environment.



Establishing ESSEC's Asia-Pacific campus in Singapore is testament to our growing success and commitment to this region. Recognized for the quality and influence of its faculty research, ESSEC is a leading contributor to business education in Singapore, Asia, and beyond. We have 222 partnerships with the world's best universities and a network of 71,000 alumni to enable our students obtain exceptional learning experiences and develop into leaders capable of taking on global business challenges.

Prof. Aarti Ramaswami
*Executive Vice President and
Dean of Pre-Experience
Programs*

HOW TO APPLY

WE ARE LOOKING FOR PARTICIPANTS WITH:

- A Bachelor's degree from a recognized institution
- Strong interest and motivation to excel in the fields of marketing

Regardless of their field of training and education, selected students are required to possess strong academic results, high potential, a very strong motivation and a career ambition that is relevant and appropriate to their full-time studies and/or their previous professional experience.

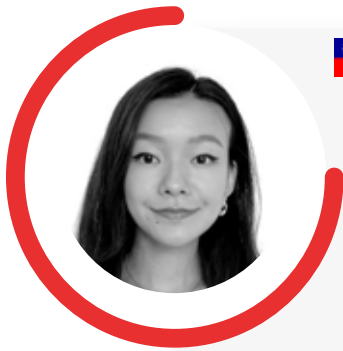
ADMISSION PROCESS

The process aims to appraise the capacities and the personality of the applicant, to identify his/her values, reasoning, career ambition, and to understand his/her motivations for applying to the program.

THE FOLLOWING DOCUMENTS ARE REQUIRED FOR YOUR APPLICATION:

- Completed online application, including submission of transcripts and required documents.
- English language test scores: TOEFL, TOEIC or IELTS, if the language of instruction for your Bachelor's degree is not in English.
- GMAT is not mandatory, however, a competitive GMAT score will improve your chance to be admitted in the program.

MEET OUR ALUMNI



Jin-Lin YANG

2018
Shou Yi Industrial Co.
Marketing and Communications

2018
MMD

2021-Present
Opella
Business Intelligence Analyst

• Industry: Retail Health and Personal Care Products

A few things I really enjoyed about the MMD program were in-company projects, networking opportunities as well as the international trip to Hong Kong where we visited companies such as Bain & Company, Richemont, Chanel, Cartier, Hong Kong Stock Exchange, etc. The most valuable thing that I learned would be the collaboration with companies on real-life projects, which helped me secure my current job.



Rémi LAVEILLE

2017
Info Cubic Japan
Digital Marketing Consultant

2018
MMD

2020-Present
Stellantis
Brand Marketing, Manager

• Industry: Motor Vehicle Manufacturing

The program was a unique opportunity for me to leverage what we learned in class and apply it directly through hands-on projects with international firms. Working on real business problems related to Singapore and Asian markets was surely an efficient way to not only put in perspective my problem-solving skills, but also confront existing concepts with different local consumer behaviors. Most of my takeaways still prove useful till today as a working professional in Tokyo.



Filippo MONTALDO

2018
ESCP Business School
Bachelor in Science, Management

2020
MMD

2021-Present
Lactalis Group
Retail Sales & Marketing Manager

• Industry: Dairy Product Manufacturing

The MMD program is a great way to immerse yourself in a very international environment. What I like the most is the interaction with students, professors, and professionals from across the world. Nowadays, you need to be good at everything but great at something, and ESSEC gives me the opportunity to work on different projects and apply the knowledge learnt, which equipped me for real world challenges.



Kaiqi SUN

2019
Shanghai Disney Resort
Marketing Intern

2020
MMD

2023
Campari Group
Sales and Marketing Executive, Private Client

• Industry: Beverage Manufacturing

The ESSEC MMD program equips me with deep insights into the luxury sector with a combination of the current trend of digitalization and e-commerce. Students are able to work with leading companies in the industry. It is a good match for students who plan to have their future careers in marketing management or consulting.



Marine TROUILLEZ

2020
MoveMate
User Acquisition Intern



2021-Present
L'Oréal
Category Management Analyst
• Industry: Personal Care Product Manufacturing

Even with a degree major in marketing, I believe that this program gave me an edge by offering a complete overview on the digital side of marketing, which is of utmost relevance nowadays. The MMD program equipped me with the right set of tools to enter the professional world and jumpstart my career. With numerous opportunities to work closely with companies (such as Decathlon, Dior, etc.), it hones my skills to overcome business obstacles and further develops my cross-cultural awareness in an international setting.



Nikita GUNDALA

2019
Associate Consultant
Archetype



2024-Present
Content Marketing Executive
Pulsar
• Industry: Technology, Information and Internet

One of the key highlights of the DMC was being mentored by senior leaders from top organizations. We gained valuable insights on how to simplify complex ideas and back them up with solid evidence. The DMC experience became a significant talking point during job interviews, allowing me to effectively showcase both my skills and practical experience.



Yue Ning NG

2020
Plano Pte Ltd
Marketing & Content Executive



2021-Present
L'Oréal
Junior Product Manager | Travel Retail APAC
• Industry: Personal Care Product Manufacturing

The MMD program exposes you to the best practices in digital marketing. Home to some of the most knowledgeable faculty, the learning that you get from the program is unparalleled. Coupled with the diversity of students and the wonderful array of industrial projects to choose from, you'll be faced with unlimited learning opportunities to broaden your horizons and deepen your marketing know-how.



Antoine HABAY

2022
American Express
Product Marketing Assistant



2023-Present
Louis Vuitton
Regional Client Relations & Experience Executive
• Industry: Retail Luxury Goods and Jewelry

Pursuing the MMD seemed like the next step of my education because the program encompasses my strong interests for digital and luxury. Moreover, the curriculum meets my expectations thanks to the diverse background of students, the academic excellence of professors, the international study trip, the boot camp and the digital marketing challenge. Lastly, studying in Singapore gives me opportunity to broaden my intellectual and professional horizons, thanks to its unique multicultural environment and employment opportunities.



ESSEC

BUSINESS SCHOOL

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