

MSc Wine & Gastronomy



« Cultivating food and beverage managers who come to the table with marketing savoir-faire! »

NATHALIE SPIELMANN, HEAD OF PROGRAMME



DEVELOPING ESSENTIAL SKILLS



Rooted in Champagne, in the heart of one of the most gastronomic countries in the world – an incomparable learning ecosystem, and only 45 minutes away from Paris, this vanguard Master of Science programme offers an insider look at the marketing and management dilemmas faced by food, wine, spirits, and hospitality professionals.

5 GOOD REASONS TO CHOOSE THE PROGRAMME

- 1 Learn to deal with market challenges specific to the food and beverage industries
- 2 Gain a 360-degree overview and multidimensional perspective of the dynamics of food and drink marketing that incorporates producers, marketers, entrepreneurs, and territorial actors
- 3 Benefit from premium academic content anchored with professional workshops and become an expert in bridging theory, practice and culture
- 4 Understand the dynamics surrounding the consumption, marketing and management of food, wine, spirits and beverages
- 5 Learn to combine modern-day issues (such as technology, Internet, climate change, globalisation), with heritage to adapt and associate tradition to innovation

PROGRAMME LAY-OUT

This premium programme imparts high-level deepened academic content anchored with professional ateliers in order to better understand, anticipate and respond to marketplace disruptions.

INTERNATIONAL PRE-MASTER

2-YEAR MSc OPTION

(If you hold a 3-year Bachelor's degree)

OCTOBER ↔ DECEMBER

- ▶ Geopolitics and International Relations
- ▶ Digital Literacy
- ▶ Cost Accounting
- ▶ Economics
- ▶ Entrepreneurship
- ▶ Capstone Project
- ▶ Shape your Career
- ▶ Languages

JANUARY ↔ APRIL

- ▶ Statistics and Data Analysis
- ▶ Marketing Management
- ▶ Fundamentals of Finance
- ▶ Organisational Behaviour & Management
- ▶ International Corporate Strategy
- ▶ Innovation Management
- ▶ Capstone Project
- ▶ Languages

Internship: 4 months

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COURSES

OCTOBER ↔ DECEMBER

- ▶ Cross-cultural, International Marketing
- ▶ Food culture, anthropology and sociology
- ▶ Insights for Business
- ▶ Cost Analysis
- ▶ Organizational behavior & team management
- ▶ Circular Economy: food economics, agribusiness and sustainability
- ▶ Consumer Behavior: sensory and experiential marketing
- ▶ Leadership Seminar

JANUARY ↔ APRIL

- ▶ Geopolitics of food and wine
- ▶ Territorial and collective marketing
- ▶ Food and drink retailing and logistics
- ▶ Food and Beverage Business Law
- ▶ Business development and account management
- ▶ Communication and branding: building a reputation
- ▶ Entrepreneurship - creating a taste business
- ▶ Shape your Career
- ▶ Final Simulation

Academic research work

PROFESSIONAL EXPERIENCE

MAY ↔ DECEMBER

It can take the form of an internship (4-6 months), a job, the creation of a start-up company in France or abroad.

Note: above information is subject to change in the course of the year.

PROGRAMME HIGHLIGHTS



EXPERIENTIAL AND IMMERSIVE APPROACH

An innovative pedagogy combining intense academic lectures and professional input

In the classroom, academic research and advanced marketing principles are juxtaposed with real-life case studies sourced in Champagne and abroad. Additionally, students « Learn by doing » in the classroom but also via ateliers, allowing them to gain a better understanding of the implications and applications of theoretical concepts to the food and beverages categories as well as to hospitality.

Examples of ateliers:

- ▶ New perspectives on wine tasting, Revival of traditional food products
- ▶ Managing a collective brand and its promotion
- ▶ Winemakers and wine professionals, Chefs and producers
- ▶ Territorial brand managers and actors in collective initiatives
- ▶ Product managers, for food and drink but also related products (e.g., tonnelier), Entrepreneurs

A schedule of visits to wineries, restaurants, and other food and wine providers (e.g., barrel-maker, glass-blower, farms) will be provided as well as conferences with and by wine, food and service professionals. Moreover, students will practice their knowledge through a 8-month long case study related to a business in Champagne.

PROFESSIONAL EXPERIENCE (4 TO 6 MONTHS)



An essential opportunity to apply the theoretical and practical skills learnt during the first two semesters in a professional environment. Students are free to carry out the internship in France or abroad, subject to approval by the internship director, based on its relevance to the MSc programme and course content.

TAKING YOUR CAREER TO A NEW LEVEL



The MSc Wine & Gastronomy-Marketing Savoir-Faire and Terroir has been conceived to foster a new generation of competent food and drink marketers capable of anticipating change in a complex world and adept at understanding the dynamics surrounding the consumption, marketing and management of food, wine, spirits and beverages.

A FEW OF THE POSSIBLE JOBS TO WHICH YOU CAN ASPIRE:

- ▶ Marketing director for a food or wine brand (e.g., at Unilever, LVMH)
- ▶ Director of food and beverage service in hotel/palace
- ▶ Export manager for food or wine brand
- ▶ Director of wine brand/house
- ▶ Manager of oenotourism for a winery
- ▶ Journalist in food and wine
- ▶ Market researcher or analyst in food and wine sector