

# Master of Science and Engineering in Agricultural Economics, Marketing, and Management

ENGLISH  
TAUGHT  
PROGRAM

Studying Agricultural Economics, Marketing and Management at Junia ISA means getting a comprehensive look at the business side of the fields of Life Sciences, then becoming an expert in the area of your choice through real-world experience. Our ultimate goal is to train actors of **innovative and sustainable business** by studying solutions to current issues and anticipating the future challenges of their chosen sector.

## active pedagogy

Our Agricultural Economics, Marketing and Management program is built on project-based learning, active teaching methods and learning-by-doing. With our hands-on approach and piecemeal training options, students gain real world experience and the power to decide how to build their own expertise.

### LEARNING BY DOING

- Field trips & site visits
- Teaching and group projects supervised by professionals
- Innovation learning centers
- Flipped classrooms & serious games
- Co-design labs with partner schools

## projects

Semester-long team projects are an integral part of the curriculum. One day a week is dedicated to group projects in collaboration with a professional expert, partner company, or research institute and supervised by a professor.

### EXAMPLES OF PROJECTS

- Creation of digital communication strategy
- Market study, brand positioning and marketing policies recommendations for new food products
- Business development study for agricultural supply company
- Set up a BtoB marketing strategy to launch a food product in a new country

## internships

Students spend 40% of the program immersed in real professional experience. These internships, carried out either in France or abroad, in a company or a laboratory, expose students to the reality of working in the field and on research, and prepare them for entry into the global workforce.

### EXAMPLES OF INTERNSHIPS

- Agribusiness Project Management in a bank
- Digital marketing assistant in a start up
- Category Management Assistant in Retail Industry
- Purchasing and Procurement in Agrofood Industry
- Assistant International Product Manager

## they trust in us:



## become a specialist

In the second year of the Master, students deepen their knowledge of the financial and sociological aspects of agricultural economics, as well as specialize in:

- **Trade in Agri and Food Sectors:** preparing future managers by developing skills related to selling and marketing products applied to agri and food sectors.

## career prospects

With solid technical and managerial skills, Junia ISA graduates are prepared for the reality of the professional world even before they get their diploma, which is why **90% of Junia ISA alumni are employed within 6 months of graduating.**

Our more than 5,000 alumni work around the world, for some of the biggest names in agrofood, environmental management and agriculture, or join and create their own start-ups, thanks to the entrepreneurship cultivated at Junia ISA.

## practical information

### admission requirements

- Bachelor's Degree in Life Sciences (Agriculture, Food Science, Biology or any related field)
- English level certified by an official test: IELTS 6.0, TOEIC 785, TOEFL IBT 80
- French is not required for admission, but recommended

### application procedure

Applicants should contact Junia at [admission.international@junia.com](mailto:admission.international@junia.com) and:

- Fill in the application form, available for download at [isa-lille.com](http://isa-lille.com)
- Have an individual interview (face-to-face or video conference)
- Application deadline: **May 15<sup>th</sup>, 2022**

### financial aspects

#### **Fees and other expenses**

- Program Costs: €10,000/year\*
- Living expenses in France: approx. €650/month
- Miscellaneous fees (insurance, visa...): approx. €500/year

#### **Scholarships and financial aid**

- **\*Scholarships Available:** refer to your local French Embassy or Campus France office, or contact the Junia International Office
- Paid internships if carried out in France: min. €555/month
- French government housing allowance: approx. 90€/month

## MASTER 1

		ECTS
Fall Semester	Welcome Session	6
	Introduction to Finance	3
	Export	6
	Introduction to Marketing	3
	Decision tools: Statistics and Market Research	3
	French as a Foreign Language	3
Spring Semester	Purchase and Procurement	3
	Trade Negotiation	3
	Digital Business	3
	B-to-B Marketing	3
	Management Control	3
	Advanced Finance	6
	Consumer Behavior	3
	Business Development project	6
	French as a Foreign Language	3
Summer Internship	3-Month Internship in a lab, company or professional organization Report + Oral Defense	6

## MASTER 2

		ECTS
Fall Semester	Specialization: - Management Option - Trade in Agri and Food Sectors	30
Spring Semester	End-of-study Internship: 6 months in a lab, company or professional organization Final Thesis Report + Oral Defense	30

Course details are subject to change, please visit [junia.com/en/our-degree-programmes/](http://junia.com/en/our-degree-programmes/) for the latest information

## international student services

#### **Dedicated support just for you**

- Reservation of accommodation in a student residence
- Administrative procedures (visa, resident permit, etc.)
- Integration into student life (associations, activities, etc.)
- Welcome session: French language, intercultural communication, orientation week, and more.

**JUNIA** Graduate school of science and engineering  
HEI · ISEN · ISA

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