

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

ENGLISH  
TAUGHT  
PROGRAM

The Agricultural Economics, Marketing and Management Master Program at JUNIA ISA offers double competence to students who want to develop business skills on top of their technical and scientific background. It means getting a comprehensive look at the business side 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 with an international perspective.

## active pedagogy

Our 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 **in a multicultural environment**.

### 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

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

## become a specialist

In the second year of their Master's, students deepen their knowledge by specializing in:

- **Trade in Agri and Food Sectors:** preparing future managers by developing skills related to business development, marketing and sales, purchasing and procurement 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 26,000 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, TOEIC, TOEFL IBT or FIRST
- French is not required for admission, but recommended

### application procedure

- Complete your online application on [junia.force.com](http://junia.force.com)
- Have an individual interview (video conference)
- Application deadline: **May 15<sup>th</sup>, 2023**

### financial aspects

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

- 2-year Program Costs: €18,000
- Living expenses in France: approx. €850/month
- Miscellaneous fees (insurance, visa...): approx. €650/year

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

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

### 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.

## MASTER 1

		ECTS
Fall Semester	Welcome Session	3
	Introduction to Finance	3
	Entrepreneurship mindset methods and tools	3
	Introduction to Marketing	3
	Export	6
	Decision tools: Statistics and Market Research Project	6
	French as a Foreign Language	2
Spring Semester	Purchase and Procurement	3
	International Marketing	3
	Digital Business	3
	B-to-B Marketing	3
	Control Management	3
	Leadership Management	3
	Business Development Project	6
	Advanced Marketing	6
	French as a Foreign Language	2
Summer Internship	3-Month Internship in a lab, company or professional organization Report	9

## MASTER 2

		ECTS
Fall Semester	Specialization: - Management Option - Trade in Agri and Food Sectors	30
Spring Semester	End-of-study Internship: 6 months OR Work&Study program: 12 months* in a lab, company or professional organization Final Thesis Report + Oral Defense	30

\*subject to certain conditions

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

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