

MASTER & MBA PROGRAM

STRATEGIC MARKETING MASTER'S

Building commercial performance and marketing power!

*Master Marketing Stratégique — Développer la performance commerciale
et la puissance marketing !*

2 years

MASTER 1 (COMMON...)

120 ECTS

60 PER YEAR, 30 PER SEMESTER,...

2 diplomas

MBA IN STRATEGIC AND...

DEGREES AWARDED · DIPLÔMES DÉLIVRÉS

MBA in Strategic and Operational Marketing (ESG Paris)

Strategic & Digital Marketing Master's (UFRA)

ACADEMIC YEAR 2026-2027

Université Française d'Abidjan · ESG Graduate School — Abidjan

01 PROGRAM OVERVIEW

Présentation du programme

The Marketing Master's trains professionals capable of understanding a market, building a strong brand, and driving growth in a digitalized environment where data has become the primary decision-making lever. Combining strategic marketing, digital expertise, and a commercial mindset, it prepares students for roles in marketing management, business development, and customer experience management.

The Master's is built in two stages.

- ◆ First year, high-level common foundation shared with the MBA Fast-Track cohort: strategy, financial analysis, management control, OHADA law, data and AI, leadership;
- ◆ First year, Marketing and Digital Strategy track: consumer behavior and market research, digital marketing and e-commerce, brand management, community management, CRM, B2B marketing, and data marketing;
- ◆ Second year, deeper specialization: positioning and brand equity, product-service innovation, e-business and data science, market acquisition, customer experience, negotiation, influence, and content strategy;
- ◆ Second year, professional dissertation and extended internship.

LEARNING OBJECTIVES

- ◆ Train marketing managers capable of developing and deploying a brand and growth strategy;
- ◆ Master digital marketing, data, and analytics in support of acquisition and conversion;
- ◆ Develop a solid commercial mindset: business development, negotiation, and performance management;
- ◆ Design a differentiated customer experience and build lasting loyalty;
- ◆ Strengthen managerial skills and decision-making ability in a competitive environment.

KEY FACTS · REPÈRES

Master · Bac+5

EXIT LEVEL

2 years

DURATION

French

LANGUAGE OF...

Bac+3 or Bac+4

ADMISSION

02 GRADUATE SKILLS

Les compétences du diplômé

Understand the market

Conduct research, analyze consumer behavior, and turn data into insights.

Position the brand

Define a positioning, build brand equity, and manage integrated communication.

Acquire and convert

Deploy digital marketing, e-business, data science, and acquisition levers.

Sell and negotiate

Develop new markets, negotiate, and manage commercial performance.

Build loyalty

Leverage CRM, map the customer experience, and build loyalty programs.

Manage and decide

Track marketing KPIs, measure ROI, and defend a strategic recommendation.

03 CURRICULUM

Maquette pédagogique

The Master's runs over two years. The Master 1 foundation and the Master 2 common courses are shared with the MBA Fast-Track cohort, putting students in direct contact with working executives and managers.

Stage	Content	ECTS
Master 1 – Semester 1	Common foundation (shared with MBA): strategy, finance, management control, law, data, leadership	30
Master 1 – Semester 2	Marketing and Digital Strategy track	30
Master 2 – Common courses	Cross-disciplinary courses shared with the MBA Fast-Track cohort	13
Master 2 – Specialization	Specialty courses, applied research dissertation, and internship	47
TOTAL Master's	2 years, 4 semesters	120
Alternative	Executive MBA Fast-Track, 12 months	90

- Progression rule: each year is worth 60 ECTS, i.e. 30 per semester;
- A year is validated with an overall average of 10/20 or higher;
- Specialty subjects, the dissertation, and the internship carry a coefficient of 2;
- Common and cross-disciplinary subjects carry a coefficient of 1.

CURRICULUM*

The tables below present the official program structure: subjects and ECTS credits, in teaching order. Indicative structure, subject to pedagogical adjustments.

MASTER 1 - SEMESTER 1: COMMON FOUNDATION (30 ECTS)				30 ECTS
<i>Common to all Master 1 tracks. Shared with the MBA Fast-Track.</i>				
Corporate Strategy & Governance	4	Data Analytics, AI & Digital Tools		3
Financial Analysis & Diagnosis	4	Management, Leadership & Change Management		3
OHADA Business Law & Corporate Taxation	4	Negotiation & Professional Communication		2
Management Control & Performance Management	3	Business English		2
Strategic Marketing & Digital Transformation	3	Research Methodology & Seminar		2

MASTER 1 - SEMESTER 2: MARKETING AND DIGITAL STRATEGY TRACK (30 ECTS)**30 ECTS***Opening of the specialization.*

Consumer Behavior & Market Research	5	CRM, Customer Experience & Loyalty	4
Digital Marketing, E-commerce & Social Media	5	B2B Marketing & Business Development	3
Brand Management & Integrated Communication	4	Data Marketing & Analytics	3
Community Management & Content Marketing	4	Internship / Applied Marketing Project	2

MASTER 2 - SHARED COMMON COURSES (13 ECTS)**13 ECTS***Cross-disciplinary courses common to all M2 tracks, taken with the MBA Fast-Track cohort.*

Integration Seminar & Orientation · Sem. S3	1	Research Methodology & Dissertation Support · Sem. S3–S4	3
Professional Uses of AI & Data · Sem. S3	2	Negotiation & Executive Communication · Sem. S4	1
Leadership, Management & Change Management · Sem. S3	2	CSR, Ethics & Transition · Sem. S4	2
Business English & International Communication · Sem. S3–S4	2		

MASTER 2 - MARKETING SPECIALIZATION (47 ECTS)**47 ECTS***Specialty courses, applied research dissertation, and professional internship. Full Master 2 program: common courses (13 ECTS) + specialization, dissertation, and internship (47 ECTS) = 60 ECTS.*

Strategic Marketing: Positioning, Segmentation & Brand Equity · Sem. S3	4	Sales Negotiation & Commercial Performance Management · Sem. S4	3
Product–Service Development Strategy & Innovation · Sem. S3	3	Communication, Influence & Content Strategy · Sem. S4	4
Digital Marketing, E-business & Data Science · Sem. S3	4	Business Law and Ethics Applied to Marketing · Sem. S4	2
Data Management, Marketing Analytics & KPIs · Sem. S3	3	Applied Research Dissertation / Professional Thesis in Marketing · Sem. S4	9
Market Acquisition Strategy & Business Development · Sem. S4	4	Professional Internship / Work–Study (4 to 6 months) & Report · Sem. S4	8
Customer Experience, CRM & Loyalty · Sem. S4	3		

* Programmes may evolve to stay in step with changing professional practice.

04 PROFESSIONAL DEVELOPMENT & ASSESSMENT

Professionnalisation & évaluation

Component	ECTS	When
Applied research dissertation (professional thesis)	9	Master 2, semester 4
Professional internship or work-study (4 to 6 months) and report	8	Master 2, semester 4
Internship or applied Marketing project	2	Master 1, semester 2
Research methodology and dissertation support	3	Master 2, semesters 3 and 4
Business law and ethics applied to marketing	2	Master 2, semester 4

THE PROJECT THAT MAKES THE DIFFERENCE

- ◆ The professional thesis addresses a real marketing issue posed by a company or brand;
- ◆ It is supervised by a thesis advisor and supported by a methodology seminar;
- ◆ It is then defended before a mixed panel of faculty researchers and professionals;
- ◆ It carries a coefficient of 2.

OTHER PRACTICAL EXPERIENCES

- ◆ Case studies built on real brands and companies;
- ◆ Real-world digital campaigns and acquisition projects;
- ◆ Business games and product launch simulations;
- ◆ Masterclasses and networking sessions with the MBA Fast-Track cohort;
- ◆ Personalized coaching and individual project follow-up.

ASSESSMENT AND VALIDATION

Method	Indicative weight
Continuous assessment (case studies, exercises, participation)	30 %
Semester exams	30 %
Applied research dissertation and defense	25 %
Professional internship and report	15 %

- Coefficient of 2: specialty subjects, the dissertation, and the internship;
- Coefficient of 1: common and cross-disciplinary subjects;
- The semester is validated from an overall average of 10/20, and the semester's 30 ECTS are then earned.

05 CAREERS & PARTNERSHIPS

Débouchés & partenariats

CAREER TRACKS

Strategic Marketing and Brand Management

Build a strong brand and a winning positioning.

KEY COURSES

Strategic Marketing: Positioning, Segmentation and Brand Equity · Brand Management and Integrated Communication · Product-Service Development Strategy and Innovation

CAREER PATHS

Marketing Director · Brand Manager · Product Manager · Brand Strategy Manager · Research Analyst

Digital Marketing and Data

Drive acquisition and conversion through data.

KEY COURSES

Digital Marketing, E-business and Data Science · Data Management, Marketing Analytics and KPIs · Data Marketing and Analytics · Professional Uses of AI and Data

CAREER PATHS

Digital Marketing Manager · Growth Manager · Traffic Manager · Data Marketer · Digital Project Manager

Business Development and Negotiation

Conquer new markets and grow revenue.

KEY COURSES

Market Acquisition Strategy and Business Development · Sales Negotiation and Commercial Performance Management · B2B Marketing and Business Development

CAREER PATHS

Business Developer · Sales Director · Key Account Manager · Development Manager · Head of Sales

Customer Experience and CRM

Build loyalty and create lasting value.

KEY COURSES

Customer Experience, CRM and Loyalty · CRM, Customer Experience and Loyalty (M1) · Consumer Behavior and Market Research

CAREER PATHS

CRM Manager · Customer Experience Manager · Loyalty Manager · Customer Success Manager

Communication, Influence and Content

Give the brand visibility and animate communities.

KEY COURSES

Communication, Influence and Content Strategy · Community Management and Content Marketing · Digital Marketing, E-commerce and Social Media

CAREER PATHS

Communications Manager · Content Manager · Influence Manager · Community Manager · Press Officer

Innovation and Go-to-Market

Launch offerings and create new markets.

KEY COURSES

Product-Service Development Strategy and Innovation · Market Acquisition Strategy · Business Law and Ethics Applied to Marketing

CAREER PATHS

Innovation Product Manager · Product Manager · Launch Manager · Marketing Strategy Consultant

FURTHER STUDIES

- ◆ Complete the pathway with the Executive MBA Fast-Track (90 ECTS, 12 months);
- ◆ Prepare a professional certification in digital marketing and data.

ACADEMIC PARTNER

A DUAL DEGREE WITH ESG PARIS

A dual degree, two forms of recognition: MBA in Strategic and Operational Marketing awarded through the ESG Paris partnership, and Strategic & Digital Marketing Master's, accredited by the MESRS (Côte d'Ivoire).

**Dissertation +
Internship**

PROFESSIONAL DISSERTATION...

Bac+3

OR DIRECT ENTRY INTO MASTER...

Hybrid format

ON-CAMPUS AND REMOTE,...

GET CERTIFIED WITH ICAD EXECUTIVE EDUCATION

The Institute for Executives and Managers (ICAD) offers professional certificates made up of stackable skill blocks shared with the degree's coursework. Blocks completed within a certificate can be recognized toward a degree, and vice versa.

ICAD professional certificate	ECTS
CERT-MKC-01 – Sales Management	9
CERT-MKC-02 – Marketing Strategy and Commercial Action Plan	10
CERT-MKC-03 – Digital Marketing and High-Performance Communication	11
CERT-MKC-04 – Customer Relations and Commercial Performance	10
CERT-MKC-05 – Selling Online: E-commerce and Social Commerce	9
CERT-MGT-05 – Project Management: Planning and Execution	8

06 ADMISSION & TUITION

Admission & frais de scolarité

ADMISSION PROCESS

1	2	3	4
Online application	File review	Motivation interview	Enrollment
File and transcripts on ufra-esg.org	Assessment by the admission committee	On campus or by videoconference	Admission decision and confirmation

ENTRY REQUIREMENTS

Your background	You enter	Requirements
Completed Bac+3 (180 ECTS) in management, marketing, communication, or business	Master 1 – Common Foundation and Marketing Track	Marketing fundamentals and analytical mindset
Completed Bac+4 or Master 1 obtained	Master 2 – Marketing	Command of strategic marketing and a defined professional project
Working professional or career changer	Master 1 or Master 2 (prior learning assessment)	Experience in marketing, communication, or business

FEES 2026-2027

Hybrid (on-campus and remote), compatible with professional employment. Duration: 2 years. Language of instruction: French. Intake: 2026–2027 academic year.

APPLICATIONS OPEN – 2026-2027 INTAKE

Candidatures ouvertes — Rentrée 2026–2027

[UFRA-ESG.ORG](https://ufra-esg.org)



07 CAMPUS LIFE

Vie de campus

- ◆ Cocody Riviera 3 campus: library, study spaces and project rooms
- ◆ Competitions, business games and inter-school projects all year long
- ◆ Student societies: entrepreneurship, debate & public speaking, sports, culture
- ◆ Career support: annual corporate forum, alumni mentoring

ADDRESS

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APPLY

ufra-esg.org
Intake: October 2026