



Celebrity Marketing and Endorsement

Côte cour:

Semester 2, 2025 – 2026

COORDINATOR	Jean-Philippe DANGLADE
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OFFICE HOURS	By Appointment

COURSE DELIVERABLE	DUE DATE	WEIGHT ON FINAL GRADE
Final Exam: Video and case	Session 5	60 %
In class case study (Group)	Session 9	40%

Kedge Business School and its professors, encourage you to use your Pro-Acts, company projects and internships as privileged opportunities to apply the reflexions, theories, concepts and tools presented during this course

COURSE CONTRIBUTIONS

Course Purpose and Objectives

This course equips students with **systematic analytical and creative tools** to design, evaluate, and implement **communication, marketing, and sponsorship strategies** in the **talent and celebrity business**. It draws on concepts and theories from **general marketing, branding, and sponsorship management**, applied to **sports, entertainment, and influencer-driven industries**.

With a strong focus on **personal and celebrity brand management**, students will work on **brand positioning, endorsement strategies, and sponsorship activation programs** for talents, athletes, and public figures. Marketing decisions related to **personal brands** and the deployment of **communication and activation platforms** are central to entrepreneurial and consulting choices in talent agencies and brand-driven organizations.

Students are encouraged to combine **analytical reasoning and creative thinking** in order to develop effective, responsible, and market-relevant solutions.

Contribution to Program Objectives – Learning Goals

Innovation, Entrepreneurship, and Personal Brand Creativity

This course fosters **innovation, entrepreneurship, and creativity** within the specific context of **talent, celebrity, and personal brand management**. It adopts a **commercial and strategic approach** to celebrity branding and sponsorship activation, grounded in sports and entertainment business realities.

By the end of the course, students will be able to:

1. **Understand personal and celebrity brand dynamics**, including endorsement logic and **sponsorship activation mechanisms**.
2. **Apply marketing frameworks and analytical tools** to identify revenue opportunities and support strategic brand and sponsorship decisions.
3. **Integrate ethical and citizenship-oriented communication**, using **cause-related marketing frameworks** and responsible branding principles.

The course combines **lectures, applied exercises, academic and professional article discussions, group work, presentations, and a practical consulting-oriented project**. Its content is relevant to students pursuing careers in **sports, entertainment, leisure, talent agencies, and brand-driven organizations**, where personal branding and sponsorship play a central role.

Contribution to Sustainable Development Goals (SDGs)

The **Sustainable Development Goals (SDGs)** define 17 priorities for socially equitable, environmentally responsible, and economically sustainable development by 2030. They were adopted by the United Nations in September 2015 as part of the **2030 Agenda for Sustainable Development**.

Within the context of **sport and entertainment ecosystems**, this course draws inspiration from the **17 Sport platform** (co-founded by Fabien Paget, KEDGE Business School alumnus), which promotes the principle of “**Doing Good and Doing Well**”:

👉 www.17-sport.com

Today’s consumers and audiences are informed, engaged, and demanding. They expect brands, talents, and organizations to demonstrate **authentic commitment to social and environmental responsibility**. Evidence shows that stakeholders reward organizations that act responsibly and penalize those that do not.

This course contributes directly to **SDG 4 – Quality Education**, and also supports:

- **SDG 17:** Partnerships for the Goals
- **SDG 12:** Responsible Consumption and Production
- **SDG 11:** Sustainable Cities and Communities

Level of Integration of Sustainability and Inclusivity

Promising

Contribution to Strategic Axes: Technology, Humanities, and Entrepreneurship

- Marketing and Strategy
 - Talent and Celebrity Industries
 - Industry 3.0 and Digital Brand Activation
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INTRODUCTION AND OBJECTIVES

Course Description

This course focuses on the **analysis of sports and entertainment marketing situations** and the development of **strategic decisions in branding, sponsorship, and communication**. It adopts a **professional and consulting-oriented approach**, integrating real-world cases and industry practices.

Teaching methods include **lectures, applied workshops, consulting simulations, and professional project presentations**. Students will be exposed to **industry insights and applied experiences** shared by **Jean-Philippe Danglade and Lionel Maltese**, drawing from their professional activities in sport and entertainment business environments.

Course Objectives

By the end of the course, students should demonstrate a **responsible and ethical approach** to talent and celebrity brand management. They will be able to integrate **ethical considerations and social responsibility** into decision-making processes and assess whether strategic branding decisions are acceptable and sustainable.

More specifically, the course aims to:

- Develop a **global understanding of entertainment culture** and its economic and social dynamics
 - Provide historical and contemporary insights into **sportainment and entertainment industries**
 - Introduce **personal branding, endorsement strategies, and sponsorship activation frameworks**
 - Develop a strong understanding of the **media and digital landscape** and its role in talent and entertainment brand development
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Career Preparation

This course prepares students for roles such as:

- Talent Brand Manager
 - Sponsorship Activation Manager
 - Talent Manager
 - Sports and Entertainment Brand Manager
 - Communication and Brand Project Manager
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Recommendations for Success in This Course

Detailed course materials will be provided throughout the program, including **slides, case studies, and academic or professional articles**. Resources will be available via **KEDGE internal databases (EBSCO)** and on request from the instructor. Active participation, creativity, and engagement with applied projects are essential to fully benefit from the course.

SUPPLEMENTARY READINGS

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MAZODIER M., MERUNKA D., « ACHIEVING BRAND LOYALTY THROUGH
SPONSORSHIP: THE ROLE OF FIT AND SELF-CONGRUITY », JOURNAL OF
ACADEMY MARKETING SCIENCE, N°40, P. 807-820, 2012.

MAZODIER M., QUESTER P., « THE ROLE OF SPONSORSHIP FIT FOR CHANGING
BRAND AFFECT: A LATENT GROWTH MODELLING APPROACH »,
INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING, VOL. 31, N° 1, P.
16-29, 2014.

MEENAGHAN T., O'SULLIVAN P., « METRICS IN SPONSORSHIP RESEARCH – IS
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A NEW CONCEPTUAL APPROACH TO THE UNDERSTANDING OF SPORT FAN

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Tags for this course

Sponsorship activation – celebrity – talent management – brand communication strategy – CSR
– Cause Marketing Fan engagement

COURSE CONTENTS AND TIMETABLE

Course session Campus of Luminy – Marseille June 2025

Session	Date	Time	Topic	Notes
1			Global introduction Assessment procedure Endorsement	JP Danglade
2			Endorsement	JP Danglade
3			Celebrity branding	JP Danglade
4			Athletes' sponsorship activation	L Maltese
5			Individual assessment	JP Danglade
6			Sponsorship Activations Method	JP Danglade
7			Cause Related Marketing	L Maltese
8			Individual exam	JP Danglade
9			Group assessment Sponsorship Activations	Assessment by groups - L Maltese

Evaluations

A Word of Advice

Students are advised to carefully prepare each session in order to be able to discuss and acquire the required competences.

Organization of the sessions

Professors present the session's material and provide in-depth and practical explanation of the main concepts of the course content presented here above.

Individual Assignments (60%)

Final Exam: Video and case study - *“New York Cosmos” past and present*

Each student will develop an introspective account of a memorable brand experience. Everyone is asked to focus on the internal states they experienced during this brand experience. This account has to be written out in a given chronological order (before, during and after the brand experience) and to cover both what he/she went through individually as well as her/his interactions with the other persons present.

Evaluation grid: Methods Used to Evaluate Student Performance

<i>Variable</i>	<i>Marks</i>	<i>Criteria</i>
Originality	20 %	Description of a brand experience which is able to contribute by its originality to the collective overview
Reflection	60 %	Ability to develop more the emotions and feelings you went through than just the facts that occurred during the brand experience
Ethnography	20 %	Ability to avoid any kind of post-rationalization of the brand experience

Group Assignments (40%)

Each team will choose a project for the course. Several options are possible and will be discussed on the first day of class. Themes and methods are very open but are to be discussed with the professor. This project is open for discussion during our first two meetings. Each group will present his project to the class on the last day (20 minutes presentation) and turn in power point deck.

This project should allow you to display your skills and creativity in sponsorship activations programs issues and your ability to sell a project to partners, key boss or clients.

Your project should include (non-exhaustive):

- Evaluation of brand notoriety and awareness for an existing brand or opportunity evaluation for a new brand.
- Brand Positioning and Brand identity.
- Key branding elements and components.
- Portfolio Analysis (existing brands) and potential brand extensions.
- Target market analysis (quali and quanti).
- Marketing strategy to activation your brand target

EVALUATION OF STUDENT PERFORMANCE

COURSE DELIVERABLE	DUE DATE	WEIGHT ON FINAL GRADE
Final Exam: Video and case	Session 5	60 %
In class case study (Group)	Session 9	40%

PROFESSOR BIOGRAPHIES



Jean-Philippe Danglade

Dr. Jean-Philippe Danglade is an **Associate Professor of Marketing** at **KEDGE Business School** (Marseille, France). He holds a **Master's degree in Political Science** from **Sciences Po Aix-en-Provence**, a **Specialized Master's degree in Sports Management** from **KEDGE Business School**, and a **PhD in Marketing** from **Paul Cézanne University** (Aix-en-Provence, France).

Before entering academia, Dr. Danglade gained extensive professional experience in the **sports industry**, working for leading companies such as **Dunlop Sports** and **Decathlon**. During his doctoral studies, he also conducted **consulting projects for major sports organizations**, including **Olympique de Marseille** and the **Open 13 tennis tournament**.

Research Interests and Publications

His research interests include **branding strategies**, **corporate social responsibility (CSR)**, and **entertainment marketing**, with a particular focus on how brands communicate through **emotional and experiential platforms** such as **sport, cinema, and public personalities**.

His research has been published in peer-reviewed journals such as **Revue Française du Marketing** and **Revue Sciences de Gestion**, and he has presented his work at **more than ten international academic conferences**. He has also contributed to several collective books, including *Sport & CSR*, *Managing Service Innovations*, and *Watch Ambassadors*. In addition, he is the author of *Marketing des célébrités* (Dunod, Paris, 2013).

Academic Leadership

Dr. Danglade has held several academic leadership positions at KEDGE Business School, including **Head of the Marketing and Strategy Department** and **Director of the MSc in Sport and Event Management**.



Professor Lionel Maltese

Professor Lionel Maltese holds a **PhD in Management Sciences** from **IAE Aix-en-Provence, Aix-Marseille University** (2004). He has been an **Associate Professor at KEDGE Business School** since 2006, where he teaches and conducts research in **Sport Event Management and Sport Marketing**.

He is also an **Associate Professor (Maître de Conférences)** at **Aix-Marseille University – IUT Marseille**, teaching **Strategic Management** and **Organizational Behaviour**. He served as **Head of the Professional Bachelor in Information and Communication Technologies** and **DUT GEA (Business and Administration Management)** from 2005 onward. Since **2024**, he has been **Head of the Bachelor in Business and Administration Management (GEA)**, overseeing **420 students** and **80 faculty members**.

Professor Maltese is a member of the **CERGAM Research Laboratory** (Aix-Marseille University) and is affiliated with the **Sport Management Observatory at Université Laval (Québec)**, where he acts as a **PhD advisor and associate researcher**.

Research Interests

His research focuses on:

- **Strategic Management and Resource-Based Approaches**
- **Reputation and Brand Management**
- **Sponsorship Activation**
- **Event and Sport Management**
- **Sport Marketing and Fan Experience**

Professional and Consulting Activities

Professor Maltese acts as a **consulting expert for BNP Paribas**, specializing in **Hospitality Business Marketing**, and advises several major **international professional tennis tournaments**, including:

- **Grand Prix Auvergne-Rhône-Alpes (ATP 250, LDLC Arena – ALL IN Groupe)**
- **Open 13 Provence (Marseille)**
- **Open Nice Côte d’Azur**
- **BNP Paribas Masters Paris (FFT)**
- **WTA Brussels Open**

His consulting expertise covers:

- Event Organization and Governance
- Strategic Asset Management and Planning
- Entertainment and New Technology Integration
- Ticketing Strategy and Hospitality Management
- Sponsorship Activation Strategies
- Cause-Related Marketing

He has also worked as a **consulting expert for professional football clubs**, including **Paris Saint-Germain (PSG)** on fan experience and marketing strategy, and **Olympique de Marseille**, advising on **business and marketing asset development**.

From **2017 to 2020**, he served as a member of the **Executive Committee of Roland-Garros (FFT)**, where he was responsible for **economic development and circular economy initiatives**.

Since **2023**, he has been a **consultant for ORECA Group**, supporting its diversification strategy in **FIBA 3x3 basketball events (3xFestival)**, with responsibilities including **business development, media exposure, and strategic brand activation**.



Website:

http://lionelmaltese.fr/?page_id=56

ACADEMIC FRAUD

Definition

Academic fraud is a breach of ethics.

“Is achieved using unfair means or deception, to obtain material or undue moral advantage, or with the intent to avoid the enforcement of laws”. (Translated from the original

source: *Dictionnaire Juridique des Lois*, 2010, available at: www.dictionnaire-juridique.com/definition/fraude/php)

Plagiarism consists of attributing authorship by (partial or total) copying, imitation or misappropriation.

The act of fraud is committed by one or more students/participants when they:

- appropriate written or oral work to themselves when they are not the author (in whole or in part) of the work, by omitting any references or quotations to the author or to the owner of the work;
- present any data that has been falsified or invented in any way;
- use the identity of the author, attributing the contents of and/or a resource to him/her, but without explicitly mentioning that they are not the author;
- appropriate the creative work of someone else and present it as their own;
- acquire excerpts of texts, images, results etc. from external sources by including them in their own work without mentioning the origins of the excerpts;
- summarise the original idea of an author by expressing it in their own words but omit quoting the source;
- cheat in an academic evaluation.

Plagiarism can occur in:

- an academic article or book;
- an exercise or a case study;
- a study or a report;
- a dissertation or a thesis;
- any document of which the student/participant is not, but purports to be the author.

Sanctions

Any student/participant having committed academic fraud, or having participated in it, will be sanctioned by the professor in charge of the course. The professor can apply 1st and 2nd level sanctions (detailed below). The professor will send a copy of the sanction to the student's/participant's programme. The student/participant will be informed/and or convoked by the programme director (or his/her representative) to a hearing prior to the possible

convening of the Kedge Business School Disciplinary Council. In the case of a hearing of the Disciplinary Council, they can decide to apply 3rd and 4th level of sanctions.

Any student/participant guilty of academic fraud will receive one of the following sanctions:

- Applied by the professor in charge of the course, Kedge Business School faculty member (1st and 2nd level):
 - A grade of zero for the work concerned and a formal warning;
 - A grade of zero for the course or module concerned and a formal warning.
- Applied by Kedge Business School's Disciplinary Council (3rd and 4th level):
 - Suspension from the programme for one or two semesters;
 - Exclusion from the programme.

N.B.: Plagiarism within a partner institution can result in these sanctions being applied by Kedge Business School, notwithstanding partner's decision.

ANNEX

1. Matrix of the integration of sustainability

COUNTER PRODUCTIVE	WEAK	BASIC	PROMISING	HIGH	IMPRESSIVE
<i>Student are prompted to act or think in ways that have a negative impact on sustainability transitions.</i>	<i>Students are able to perceive some links between the subject taught and few societal issues.</i>	<i>Students are able to identify few SDGs directly impacted by discipline / subject taught.</i>	<i>Students are able to:</i> • Understand the positive and negative impacts of the course (tools, usual techniques and subjects) on one or more SDGs • Understand the (potential) impacts of sustainability challenges on the discipline / subject taught • Apply the knowledge acquired during the course to act on one or more SDGs.	<i>Students are able to:</i> • Understand the positive and negative impacts of the course (tools, usual techniques and subjects) on the 17 SDGs • Understand the (potential) impacts of sustainability challenges on the discipline / subject taught • Apply the knowledge acquired during the course to act on several SDGs and some of their interlinkages.	<i>(High) + Students are able to:</i> • Link the achievements of this course with those of other subjects and teaching experiences and are able to think and implement in a systemic way. • Understand the impact of mindset in the transition needed

*Table 1 Matrix of the integration of sustainability**2. Strategic axis:*

Technology EN	Humanities EN	Entrepreneurship EN
Programming	Inclusiveness	Ideation
Digital Communication	Disability	Creativity
Digital Security	Gender	Innovation
Artificial Intelligence	LGBTQIA+	Project
Business Analytics	Religion	Finance
Industry X.0	Ageism	HR and Law
Technologic Innovation	Ethnic groups	Marketing and Strategy
Digital Economy	Violence	Business Model
FinTech	Multidiscrimination	Business Plan
Law and Tech	Digital inclusiveness	Alternatives

3. Learning Goals

PROGRAM	Code LG program	LEARNING GOALS 2018-19
KEDGE Bachelor	KBA1	Understand and Integrate Management Foundations and Techniques
KEDGE Bachelor	KBA2	Develop Business Communication, Teamwork and Leadership Skills
KEDGE Bachelor	KBA3	Enhance Knowledge of Self and Personal Development
KEDGE Bachelor	KBA4	Develop a Sense for Responsible Management
KEDGE Bachelor	KBA5	Integrate Diversity and Globalization in the Practice of Management
KEDGE Bachelor	KBA6	Apply Managerial Concepts, Techniques and Tools in a chosen area of specialization
IBBA	IBBA1	Understand and Integrate Management Foundations and Techniques
IBBA	IBBA2	Develop Business Communication, Teamwork and Leadership Skills
IBBA	IBBA3	Enhance Knowledge of Self and Personal Development
IBBA	IBBA4	Develop a Sense for Responsible Management
IBBA	IBBA5	Integrate multicultural approaches and behaviours
IBBA	IBBA6	Operationalize Managerial Concepts, Techniques and Tools in a chosen international area
EBP International	EBP1	Understand and Integrate Management Foundations and Techniques
EBP International	EBP2	Develop Business Communication, Teamwork and Leadership Skills
EBP International	EBP3	Enhance Knowledge of Self and Personal Development
EBP International	EBP4	Develop a Sense for Responsible Management
EBP International	EBP5	Integrate Diversity and Globalization in the Practice of Management
EBP International	EBP6	Develop an Expertise of the Concepts, Methods and Techniques in a chosen Area of Specialization
EBP International	EBP7	Provide Value to the Business Community in a chosen Area of Specialization
"Grande Ecole" Master in Management	PGE1	Understand and Integrate Core Management Disciplines
"Grande Ecole" Master in Management	PGE2	Demonstrate Communication, Interpersonal and Leadership Skills
"Grande Ecole" Master in Management	PGE3	Develop a Strategic Perspective
"Grande Ecole" Master in Management	PGE4	Apply high standards of Integrity, Ethics and Social Responsibility
"Grande Ecole" Master in Management	PGE5	Demonstrate Critical Thinking and the Ability to Perform in a Culturally Diverse environment
"Grande Ecole" Master in Management	PGE6	Develop and Practice a sense for Innovation, Entrepreneurship and Creativity
"Grande Ecole" Master in Management	PGE7	Provide value to the business community in a chosen area of specialization
"Grande Ecole" Master in Management	PGE8	Pursue Self-development and exhibit a commitment to Lifelong Learning
Specialized Masters	MSC1	Develop a Strategic Perspective based on a solid Understanding of Management Foundations and Techniques
Specialized Masters	MSC2	Demonstrate Business Communication, Teamwork and Leadership Skills
Specialized Masters	MSC3	Implement Responsible Management in the specific industrial sector or function of specialization
Specialized Masters	MSC4	Demonstrate Critical Thinking in the specific industrial or function of specialization and the Ability to Excel in a Culturally Diverse environment
Specialized Masters	MSC5	Develop and Practice a sense for Innovation, Entrepreneurship and Creativity in the Specific Industrial Sector or Function of Specialization
Specialized Masters	MSC6	Develop a deep understanding and a Key Expertise of the Concepts, Methods and Techniques in the Specific Industrial Sector or Function of Specialization
MBAs (GLOBAL MBA & Blended MBA)	MBA1	Understand and Integrate Management Foundations and Techniques
MBAs (GLOBAL MBA & Blended MBA)	MBA2	Develop a Strategic Perspective
MBAs (GLOBAL MBA & Blended MBA)	MBA3	Demonstrate Business Communication, Teamwork and Leadership skills
MBAs (GLOBAL MBA & Blended MBA)	MBA4	Develop and Implement Responsible Management
MBAs (GLOBAL MBA & Blended MBA)	MBA5	Demonstrate Critical Thinking and the ability to perform in a Culturally Diverse environment
MBAs (GLOBAL MBA & Blended MBA)	MBA6	Develop and Practice a sense for Innovation, Entrepreneurship and Creativity.
PMG Program (Executive Education)	PMG1	Understand and Integrate Management Foundations and Techniques
PMG Program (Executive Education)	PMG2	Develop Leadership, Communication and Team Management Skills
PMG Program (Executive Education)	PMG3	Develop a Strategic Perspective
PMG Program (Executive Education)	PMG4	Implement Managerial Concepts, Techniques and Tools in the field
PMG Program (Executive Education)	PMG5	Manage every aspect of a Profit Center