HEC - Liege

Application for the first year of the Master in Digital Marketing and Sales Management (DMSM)

1. Program

The Master in DMSM is a 2-year Master program of 120 ECTS with a first year in Master in Marketing, and a second year specialization in Master in Digital Marketing & Sales Management.

It is a full-time, daytime program, which cannot be combined with another degree program or professional activity.

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
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<tbody>
<tr>
<td>Master in Marketing – M1</td>
<td>Master in Digital Marketing &amp; Sales Management</td>
</tr>
<tr>
<td>1. Courses in general Management</td>
<td>1. Courses in general Management</td>
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<tr>
<td>2. Marketing courses</td>
<td>2. Digital Marketing and Sales Management courses</td>
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<tr>
<td>• Branding and Reputation Management</td>
<td>• Digital Consultancy Projects</td>
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<tr>
<td>• Marketing Analytics</td>
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<tr>
<td>• Consumer Intelligence &amp; Marketing Research</td>
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<tr>
<td>3. Elective courses (select one)</td>
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<tr>
<td>3. Transversal course</td>
<td>• Web and Text Analytics</td>
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<tr>
<td>• Digital Business</td>
<td>• eCommerce and eBusiness</td>
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<td>4. Other</td>
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<td>• Skills Portfolio</td>
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<td>• Internship</td>
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<td>• Project Thesis</td>
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More information about the program is available here:
http://progcours.ulg.ac.be/cocoon/en/programmes/G2UGES01_Cl#3494038
2. Admission requirements

To be admitted in the 1st Year of the Master in Management Sciences (concentration in Marketing), applicants must be holder of a:

- University Bachelor’s degree in Management, Economics or Business Engineering;
- 5 years Business School Bachelor’s degree in Management (please contact Admissions Office);
- 3 years Business School Bachelor’s degree in Management: Accounting, Marketing, Foreign Trade, eBusiness, Management Information Systems, Logistics and Supply Chain or Insurance (caution: a complementary program of 45 to 60 ECTS has to be followed);
- 3 years Business School Bachelor’s degree in another field (please contact the Admissions Office of ULg).

To be admitted directly in the 2nd Year of the Master in Management Sciences (specialization in Digital Marketing & Sales Management), applicants must be holder of a:

- University 1 year Master degree in Management Sciences (specialization in Marketing).

Applicants must meet the minimum requirements of the Admissions Office of ULg to be able to be considered for the specialization in Digital Marketing & Sales Management.

Please, also contact Admissions Office of ULg for additional requirements applicable to applicants from the European Union or students outside the European Union:

- Admissions Office: admission@ulg.ac.be
3. Selection process

An application is complete and ready for evaluation when the following two documents are submitted by the application deadline:

1. A curriculum vitae:
   - Maximum 1 page;
   - Including final grades during Bachelor and/or preparatory year, a list of marketing courses followed;
   - If applicable, the status of your registration process at the Admissions Office concerning the recognition of foreign degrees, to be specified such as “ongoing” or “accepted”.
   - In PDF format (no Word document) or any other creative format

2. A motivation statement:

   Applicants are requested to write an essay about their personal objectives and special interests, which make them the ideal applicant for this program. Applicants should also refer to factors, such as perseverance against substantial obstacles; leadership potential; team working skills, studying or living abroad; foreign language skills; special talents; unique life experiences etc.) that support their interest in the digital economy and/or in sales management:
   
   - Essay, in 600 words approx.;
   - PDF format (no Word document) or any other creative format.

The complete application must be sent to the Program Coordinator by e-mail at: dmsm@ulg.ac.be Please, indicate your last name in the files’ names.

Important remarks:

- The full program description is available here: http://progcours.ulg.ac.be/cocoon/en/programmes/G2UGES01_C.html#3494038
- Only complete applications will be taken into consideration.
- If the application is accepted, and if the student enrolls the Master in DMSM, the student grants HEC-Liege the right to use the CV for internal purposes e.g. HEC-Liege, and Partners of the Chair in Digital Media and eCommerce.
When to apply

Students who have a University Bachelor’s degree in Management Sciences, Economics or Business Engineering need to apply during their 3rd year of Bachelor.

Students who are currently doing a complementary program (45 – 75 ECTS) preparing for a Master’s degree in Management Sciences need to apply before enrolling 1st year of Master in Marketing.

Students who have a 3 year Business School Bachelor’s degree in Management Sciences, or a 5 year Business School Bachelor’s degree in Management Sciences can apply:

• During their last year at the Business School, before entering HEC-Liege;
  or
• If applicable, during their complementary program (45 – 75 ECTS) before enrolling their 1st year of their Master in Marketing.

Deadlines

• If you are entering the 1st year of the Master in Marketing (general case):

<table>
<thead>
<tr>
<th>For entry in M1, in academic year:</th>
<th>Apply by:</th>
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<tbody>
<tr>
<td>2016-2017</td>
<td>July 31, 2016</td>
</tr>
<tr>
<td>2017-2018</td>
<td>July 31, 2017</td>
</tr>
<tr>
<td>2018-2019</td>
<td>July 31, 2018</td>
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</tbody>
</table>

Regarding the admission in the 1st year of the Master with finality in DMSM, the selected candidates will be informed during the first or second week of September, depending on the second session of the deliberations.

• If you are entering the 2nd year of the Master in Marketing, admission will be granted on case-by-case based on the criteria described here after. Please contact the Admissions Office of ULg in the beginning of the process for further information.

<table>
<thead>
<tr>
<th>For entry in M2, in academic year:</th>
<th>Apply by:</th>
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<tr>
<td>2016-2017</td>
<td>April 30, 2016</td>
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<tr>
<td>2017-2018</td>
<td>April 30, 2017</td>
</tr>
<tr>
<td>2018-2019</td>
<td>April 30, 2018</td>
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</table>
Selection criteria

We look for students who can think broadly about how to reach their goals in a business environment of increased ambiguity. Based on the CV and the Motivation Statement, students will be evaluated on the following criteria:

Affinity with Digital Marketing and Sales Management
- Motivation to study Digital Marketing and Sales Management;
- Professional aspirations related to Digital Marketing, Analytics, eCommerce, Sales Management and Digital Entrepreneurship;
- Affinity with Social Media;
- Professional or personal experience linked to Digital Marketing and/or Sales Management.

Academic profile
- Quality of and performance in your prior academic program(s);
- Background in Marketing.

Personal characteristics
- Intellectual and interpersonal strengths;
- Passionate, engaged participants;
- Flexibility and willingness to travel in Belgium;
- Proficiency in English;
- Proficiency in Dutch and/or French.

Quality of application
- Writing skills, personal expression;
- Completeness of application;
- Creativity of application.

Scale: Excellent, Good, Satisfactory, Weak, Not mentioned.
Final application assessment: Very Favorable, Favorable, Undecided, Not favorable, Declined.

Note: The Selection Committee may invite the applicant to participate in a phone or Skype conversation, at its discretion, to complete the assessment process.

Note: Incomplete and late applications will not be considered.