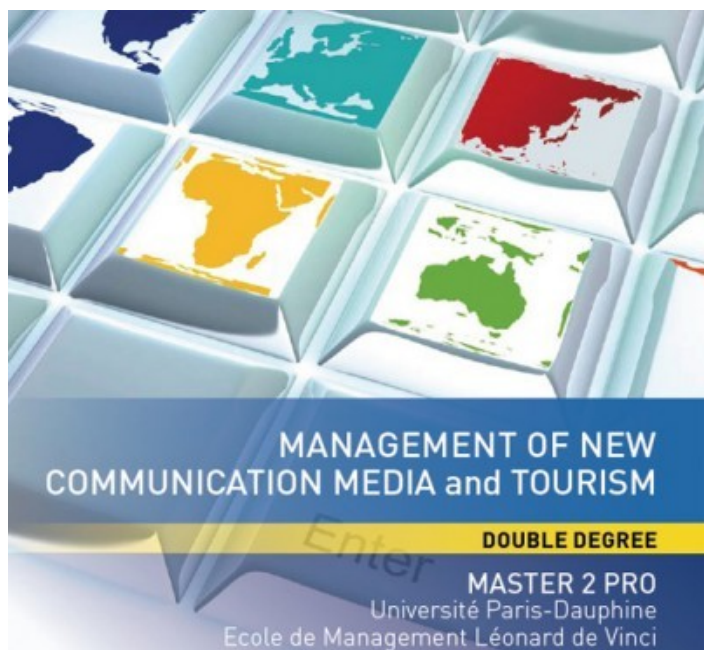


## M2 Pro Management New Communication Media and Tourism

Double degree : Ecole de Management Léonard de Vinci -Université Paris Dauphine



**"The tourism, air travel and luxury sectors are undergoing spectacular development, which makes it necessary to train and employ new profiles in management who know how to use the potential of communication, leadership and new communication technologies such as the Internet or mobiles."**

The **Master Management of New Communication Media and Tourism** is a taught professional master 2 with alternate periods in industry enabling students to be paid during their studies while working in the major companies in the sector. It trains managers and consultants capable of mastering the new communication technologies in response to the new demands for competences in the tourism, luxury and air travel professions.

In order to create this master's course, **Université Paris-Dauphine and École de Management Léonard de Vinci** have pooled their competences, combining teaching excellence, international research programs, professional expertise, courses in English and immediate integration of students into the job market as a result of their training. The master 2 pro offers students the opportunity of following a high level training course whilst continuing their practical professional experience.

The teaching team at **Université Paris-Dauphine and École de Management Léonard de Vinci** is made up of teachers from the two institutions and international experts, and offers a guarantee of the intended academic excellence.

The major companies in the sector involved with the program offer the professional input needed to acquire the operational competences and provide assignments enabling the students to experience the most advanced developments within the sector in terms of innovation and internationalisation."

**Emmanuel MONOD - Phd, Hdr, Paris-Dauphine**

**Elisabeth LAURENT - Director of Ecole de Management Léonard de Vinci**

## Careers

- Consultant in Communication Technology and Information Systems
- E-Marketing manager
- E-Business project leader
- Development manager
- Sales / Distribution manager
- Community manager

## Course Program

**Program organised over 12 months based on alternating periods of academic teaching and work placement periods in companies favourable to on-the-job training.**



## Entreprises partenaires

### Transport and tourism companies

- Transport: Air France
- Hotel Operators: ACCOR
- Airport Service Providers: AELIA (France)
- Tour Operators: Look Voyages, Selectour.

### Luxury industries

- Beauty products industry: LVMH, L'Oréal
- Leather goods industry: Hermès
- Jewellery industry: Rolex, Cartier, Bulgari
- Textile industry: Armani, Lacoste, Lanvin.

### Consulting firms, computer service firms, telecom operators

- Consulting and computer service firms: Accenture, Atos Origin, CSC, Keyrus, Micropole, etc
- IT companies and telecom operators: France Télécom, IBM
- Electronic commerce websites: Expedia
- Recommendations/directories/new media websites: Google.

## Admission Procedure

This **Master s course** is open to students who have earned 240 ECTS in a compatible field, or who hold a diploma equivalent to a BA plus one year of postgraduate study.

The applications of candidates who hold a diploma equivalent to a BA plus one year of postgraduate study but no national accreditation are first examined by the equivalence committee (called the pedagogy committee ).

The eligible candidatures are examined in two steps by a selection committee made up of two lecturer-researchers from **Université Paris-Dauphine and Léonard de Vinci Campus**. This committee reaches a decision first on the applications with an accompanying letter (admissibility), and then it auditions the accepted candidates (admission).

The application file includes the results of the BA and, if possible, the first 60 ECTS at MA level, the details of the candidate s professional experiences, work placements and theses, as well as the career project description.

The selection criteria will include the questionnaire, the accompanying letter, the career project, the international breadth of interest and the potential of the candidate.

## Contacts

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