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ESCP Europe's MSc in Marketing & Creativity ranked in Top 10 worldwide by QS Master in Marketing Rankings 2020

ESCP Europe Business School's MSc in Marketing & Creativity (MMK) has been ranked 6th worldwide in the QS Master in Marketing Rankings 2020. An impressive 98% of the programme's graduates find a job with an international dimension within six months of graduation. The programme also scored particularly high for the diversity of international students and faculty body.

The MSc in Marketing & Creativity welcomed its first intake in 2009. Students spend time at the London and Paris campuses of ESCP Europe, before completing a professional internship or direct employment to apply their skills in the workplace.

The MMK delivers a unique student experience, focusing on the interface between creativity and analytical thinking in marketing management. The programme adopts a hands-on, original approach to the topics of creativity, marketing, management and analytics. It also integrates consultancy projects, creative seminars, case studies, direct experience in emerging markets, class discussions and guest speakers as pedagogical tools. Its graduates have gone on to work at some of the biggest brands in the world, including Apple, L'Oréal, Google, Cartier, Saatchi & Saatchi and Amazon.

With ESCP Europe's celebration of its Bicentenary throughout 2019, the MSc in Marketing & Creativity also launched its 10th successful edition at the beginning of the year.

Many MMK alumni have shared their successes with the School over the past 12 months, including:

- Edilia Gänz (Class of 2013), named one of Forbes 30 under 30 Europe in the Arts & Culture sector and one of About Time Magazine's Top 10 Women to Watch in the Arts 2019 for her work as the Director of FEDORA, the European Circle of Philanthropists of Opera and Ballet, based in Paris.

- Elena Lavezzi (Class of 2013), Head of Southern Europe at Revolut, featured in Forbes Italia for her outstanding work over the past years. She is also UNICEF NEXTGEN Founder, and before she worked at Uber and Circle.

- Maria Lordanou (Class of 2015), now working for Hearst Magazines UK, was nominated for AOP's Digital Publishing Rising Star 2019 award.

- Ramona Tudosescu (Class of 2012), Head of Innovation at Galeries Lafayette Champs-Élysées, shaping the future of retail for this global brand's flagship store. You can read about her here.

Watch the MMK Class of 2019 Graduation Valedictorian Speech here.

Professor Simon Mercado, Dean of ESCP Europe's London Campus, said: "This innovative programme continues to address contemporary marketing as a creative and multi-platform process. Another strong QS ranking underscores its strength and the outstanding record of achievement of its graduates."

Dr Kamran Razmdoost, Associate Professor of Marketing and Co-Director of the MSc in Marketing & Creativity said: "Being ranked among the top 10 marketing masters once again endorses our unique approach in marketing education. Our focus on skills and mindset, in particular on creativity and analytics, as well as a strong engagement with our corporate partners to create a project-based learning platform lead to outstanding employability outcomes. Coming from a diverse range of countries, industries and cultures, our students play a significant role in this process by helping and challenging each other to actualise their potential to the fullest."

The next edition of the MSc in Marketing & Creativity starts in January 2020. Find out more at escpeurope.eu/mmk.

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About ESCP Europe

Founded in 1819, ESCP Europe has produced generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's truly European identity allows it to offer a unique multicultural education style in the field of business and a global view in International Management issues. Each year, ESCP Europe welcomes over 6,000 students and 5,000 executives from more than 120 different countries, providing them with a comprehensive offer of Management courses and specialised programmes (Bachelor, Master, Executive MBA, PhD and Executive Education). ESCP Europe is included among just 1% of business schools in the world that possess the Triple Crown Accreditation (AACSB, AMBA and EQUIS).

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ESCP Europe Business School (London) is the Winner of the Times Higher Education UK Business School of the Year Award 2018.

About the ESCP Europe Bicentenary

A pioneer for the past 200 years, ESCP Europe can be proud of a large number of innovations (the "case method", the gap year) that have been successfully adopted all over the world. Today it is the only pan-European school, with six campuses in Berlin, London, Madrid, Paris, Turin, and Warsaw, and an associated campus in Luxembourg. Beyond celebrating 200 years of a model that we invented, the whole ESCP Europe community participates in its redesign to implement the world of tomorrow. Throughout the year, hackathons, videos and blogs, conferences, Bicentenary Talks, and the unique European Festival Tour will collectively invent the Business School for the 21st Century. The events will take place on all Campuses and involve all parts of the School's rich international community: Faculty, companies, students, alumni, and academic partners.

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