ISART
GAME BUSINESS SCHOOL

CREATIVE STRATEGY MANAGER
Master's Degree

AUDIENCE

► Professionals or young graduates looking for additional training or dual skills

ENTRY REQUIREMENTS

► Bachelor's degree or equivalent

► Apply on my.isart.com: CV and cover letter in English, proof of a level B2 in English (TOEIC or equivalent)

► Participate in a 45-minute interview in English

DURATION

2 years, full-time
1300 training hours

ACCESS TIME

► Entrance exam from December to May each year

► Entry in September

TUITION & FEES

Registration fees: 450 € / year
MSc : 11 000 € / year

ACCESSIBILITY

The premises are adapted to accommodate people with disabilities.
A disability advisor assists students in adapting their training (school and company).

COURSE OVERVIEW

Strategic management of an innovative product

► Create and implement a business plan
► Build an effective organization to launch and maintain a product
► Introduction to change management
► Fundamentals of the digital economy
► Manage a multidisciplinary international team

HOW ARE YOU TAUGHT

► Theoretical and practical teaching: lectures, application exercises, practical work, tutorials

► Production of projects: monitoring and supervision by teachers during the realization of projects (end of year project, final major project)

SKILLS DEVELOPED

► Innovative product marketing strategy
► Innovative product project management
► Innovative product sales development

MSc GAME & CREATIVE STRATEGY JOBS

Data Project Manager, User Acquisition Manager, Operations Manager, Product Owner, Business Owner, Brand Manager, Product Manager (including Live Ops), Project Manager, Line Producer, Creative Manager, Product Manager, Publishing Manager, Marketing Director

HOW ARE YOU ASSESSED

► Course work
► Group work
► Project work
► Examinations
► Professional placement report

DEGREE VALIDATION

You are awarded your MSc if all the conditions below are met:

► All skills are validated
► Professional placement requirements are met

PERSONAL & PROFESSIONAL DEVELOPMENT

Business Intelligence

Human Resources: Leadership styles | Implementation of techniques to measure team effectiveness | Motivation | Personnel Crisis Management | Managing a team | Ethics & Management

MARKETING & BUSINESS

Legal Aspects: Copyright | Contracts | Licenses | Creating a start-up | General Data Protection Regulation (RGDP) | Legal language

Business: SWOT analysis | User Acquisition - methodology & tools | Market Analysis | Business strategy | Sales negotiations | Strategic Business Development | Building a business plan for a AAA game | Selling a game / product to 100 people in the street - case study | Sustainable Development | Corporate Social Responsibility

Marketing: Economic geography | Purpose-driven marketing | Brand identity | Storytelling in marketing | Guerilla marketing | Zero dollar marketing | Disruptive marketing

UX: UX/UI design | AB Testing / Wishlists / Focus groups

MANAGEMENT & PROJECT SUPERVISION

Entrepreneurship: Digital Transformation | Steering the dynamics of business creation | History of video game innovation | Presentation / Pitching to investors

Finance: Financial Management | Investment Strategy | Budget Estimation | Budget Management | Investment Decisions| Financial Performance | Management of Outsourcing

Management: Business plan & P&L | Local specificities & ethical business | Globalization vs. Localization | Change Management | Corporate Image & Influence Strategy | Project Management | Fundamentals of the digital economy | Sociological impact of the digital economy | Environmental impact of the digital economy | Creation vs. Innovation | Risk Management

Publishing: Goals of publishing | Cross-promotions and licensing deals | LiveOps plan - case study

END OF YEAR PROJECT

PERSONAL & PROFESSIONAL DEVELOPMENT

Business Intelligence: Interactive Entertainment - industry players, consumers, stakes, and potential

Human Resources: Implementation of techniques to measure team effectiveness

MARKETING & BUSINESS

Legal Aspects: Copyright | Contracts | Licenses | Creating a start-up | General Data Protection Regulation (RGDP) | Legal language

Business: SWOT analysis | User Acquisition - methodology & tools | Market Analysis | Business strategy | Sales negotiations | Strategic Business Development | Building a business plan for a free-to-play game | Selling a game/product to 100 people online | Sustainable Development

Marketing: Economic geography | Purpose-driven marketing | Brand identity | Interdependence between development & marketing | Storytelling in marketing | Guerilla marketing | Zero dollar marketing | Disruptive marketing

UX: UX/UI design | AB Testing / Wishlists / Focus groups

MANAGEMENT & PROJECT SUPERVISION

Entrepreneurship: Digital Transformation | Steering the dynamics of business creation | Family businesses | History of video game innovation | Start-up & Scale up | Presentation / Pitching to investors

Finance: Budget Estimation | Budget Management | Investment Decisions| Financial Performance | Management of Outsourcing

Management: Local specificities & ethical business | Corporate Image & Influence Strategy | Sociological impact of the digital economy | Environmental impact of the digital economy | Creation vs. Innovation | Risk Management

Publishing: LiveOps plan - case study

END OF YEAR PROJECT