

## EUROPEAN MASTER'S IN MARKETING DESIGN AND 3D INNOVATION - LEVEL 7 EQF



**Level**  
7 EQF (European  
Qualifications Framework)



**Duration**  
2 years



**Credits**  
120 ECTS



**Target group**  
Students - people seeking  
employment - employees and  
professionals in the sector



**Admission requirements**  
Candidates holding a level 6  
EQF qualification or a  
qualification equivalent to the  
attainment of 180 ECTS



**Course Structure**  
Full-time or work-study



**Pedagogical methods**  
Theoretical courses, tutorials  
and practical work  
Case studies and professional  
scenarios  
Individual and group projects



**First Year Assessments**

- Continuous assessment
- Written examinations (3h)
- Quiz (1h)
- Thesis defence (1h)

**Modern language**

- Reading (1h45)

**Second Year Assessments**

- Continuous assessment
- Written examination (3h)
- Case study (4h)
- Thesis defence (1h)

**Modern language**

- Listening (45 min)

### The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

[www.fede.education/en/fede-quality-charter](http://www.fede.education/en/fede-quality-charter)

Innovation is essential to the success of any business, enabling companies to stand out from the crowd with new products or services. With a global market valued at €2.7 billion and annual growth of over 30%, innovation marketing and management, combined with 3D technology, are opening up new job opportunities in start-ups and major groups alike.

The **European Master's in Marketing, Design and 3D Innovation** trains operational professionals who are experts in business and techniques, and who can anticipate and master future developments to ensure that their company is positioned in an innovative way.

### LEARNING OUTCOMES

- Integrate the innovation project into the company's overall strategy
- Implement a cross-disciplinary vision of an emerging issue to develop innovative and specific solutions
- Shape creative solutions through design, centred on the user or the employees of a company
- Promote design as a strategic lever for innovation and competitiveness within an organisation
- Develop the innovation project and identify the resources needed to implement it
- Develop and steer the innovation process
- Bring the project to life within the company

### PROGRAMME

#### PROFESSIONAL SKILLS (500-670 HOURS)

##### Master's Year 1

#### Defining and Implementing an Innovation Marketing Strategy

Technology and strategic intelligence -  
Innovation marketing strategy

#### Culture and Management of Innovation

Innovation Management - Design Thinking -  
Change management in the age of innovation

#### 3D Design and Concept

Materials typology - 3D printing - Roadmap

#### 3D Modelling

Geometry of Objects - 3D Software

#### Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried  
employment

##### Master's Year 2

#### Project Management and Steering

Agile management - Financial management -  
**Strategic Management of Innovative Companies**  
Intellectual and industrial property -  
Entrepreneurship and business plans

#### Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried  
employment

#### MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR level B2

German, English, Spanish, French, Italian,  
Portuguese

Modern language 2 and 3 (optional)

German, English, Arabic, Chinese, Spanish,  
French, Italian, Portuguese

### CAREER DESTINATIONS

#### Management

Director of Innovation / Director of Innovation  
Marketing / R&D Director / FabLab Manager

#### Team Management

R&D/Innovation Project Manager / Product  
Manager / Innovation Marketing Manager /  
Virtual Reality Project Manager / Technological  
Innovation Manager

#### Project Management

3D Project Designer / UX/UI Designer / Mobile  
Application Designer/Developer

### FEDE'S ASSET - EUROPEAN DEGREE

#### EUROPEAN CULTURE AND CITIZENSHIP (40H)

#### Businesses and the challenges of the ecological transition

- The climate crisis and the destruction of biodiversity: causes and consequences
- The regulatory framework governing the green transition
- The green transition: a response to crises
- Key actors in the green transition and sustainable development
- Citizens as agents of change
- The role of businesses in the green transition
- Cross-cutting skills and interdisciplinarity

#### CCE (Company Skills Certificate) Assessments

Quiz (1h)