Welcome to the ISTEC!
ISTEC, Institute of Higher Education in Marketing and Commerce, offers high-level Bachelor’s degrees (Bac+3) and Master’s degrees (Bac+5), MBAs, EMBAs, DBAs and Continuing Education. The programmes are centred on marketing and management within an international cultural and economic context. Established in 1961 and recognised by the State, ISTEC’s Bachelor Degree is recognised by the Ministry of Employment and Professional Training and the Master Degree is recognised by the Ministry of Higher Education and Research: the Grade de Master.

- Developing our students’ talents
- Training agile, autonomous, efficient and responsible managers
- Stimulating company spirit and a sense of initiative
- Ensuring that our graduates are well integrated into the world of work

ISTEC places special importance on an international and multi-cultural approach to management, corporate social responsibility and business ethics.

◆ MAIN PROGRAMMES OF STUDY
MASTER
- Master programme with the prestigious ‘Grade de Master’
- 5 year programme - 300 ECTS
- 2 semesters abroad (120 partner universities)
- 15 options : Luxury, Digital marketing, Event management, Finance, international negotiation, design
- Double diploma with ENIM (Metz)
- English track available
- Bachelor
- 3 year programme - 180 ECTS
- Possibility to apply for the Programme Grande Ecole after the 3rd year
- Double Diploma with California International Business University (CIBU)

◆ RESEARCH
Research at ISTEC is coordinated and carried out by CERI (ISTEC Centre for Studies and Research) with three main research focuses
- Research focus: Digital transformation and company marketing
- Research focus: Employment Markets, Contracts and Careers
- Research focus: Market and Business in Society
These projects have given rise to a number of partnerships (CNAM University, the British Advanced Institute of Management (AIM) Research, C2R project – National Agency of Research) as well as the organisation of scientific committee symposiums.

◆ STRENGTHS
- Situated in the heart of Paris
- School with a human dimension
- Excellent reputation for graduate employability
- An active alumni network which is very involved in school life
- Company visits
- 1,500 partner companies
- 120 destinations across the world for up to 3 semesters in universities abroad
- 3 double degrees - with an engineering school, ENIM in Metz, with CIBU (California International Business University), or in Copenhagen at Niels Brock university
- A dynamic and thriving student association

◆ LOCATION
ISTEC is located in the heart of Paris in the 10th arrondissement of Paris and enjoys a pleasant work setting and modern facilities that are equipped to meet the latest technological demands.
- Situated about one hour from both international airports
- 15 to 30 minutes walk or metro ride to many tourist attractions