

Philippe COHEN

Professor



Teaching Area/s: Marketing, Communication

Year hired at ISC Paris: 1994

**Full-Time
Participating**

Grande Ecole and MBA

Education:

Degree	Institution	Year	Major / Minor
DESS	University of Paris Dauphine	1978	Organization Sciences
Grande Ecole	ESSEC	1977	Master of Sciences
Undergraduate	Henri IV Paris, classes préparatoires	1972-74	

Course Responsibilities at ISC Paris 2005 through 2010:

- Advertising
- Targeted Communications / Relational Marketing / Client Marketing
- Professional Projects
- Marketing / Specialization
- Personal Marketing

Education

Graduate: DESS Sciences des Organisations; Université Paris Dauphine, 1978.

MBA: ESSEC Business School, 1977

Undergraduate: Henri IV Paris, classes préparatoires, 1972-74.

Academic Appointments

Professor at ISC Paris since 1994:

Professor and Head of the Marketing Department, *Publicité Coursus Grande Ecole*.

Head of the 3rd year program: Marketing, Communication Part-time (since 2006)

Relaunching of the part-time MBA's programs, ISC Paris, *Ingénierie Pédagogique*:

Conception, Creation, Management, Commercialization of 3 MBA ranked as TOP SMBG,

Head of the MBA Marketing & Communication Department.

Instructional Activities and Development

Taught Courses outside ISC Paris since 2005

Professor at ESSEC, MS Marketing Management, ESSEC Executive Education since 1994

Paris Dauphine and La Sorbonne, CELSA since 1998.

Service

Institutional

Member of the examining board for the student selection the graduating procedure at ISC Paris.

Scientific Activities

Thesis Director: professional and research theses in the marketing, advertising and communications areas.

Relevant non Academic Experience

Consultancy specialized in Advertising and Marketing services, Branding expert, B to B / B to C communications since 1994.

Since 1992:

Advertising & Marketing services groups

Publicis Conseil, HAVAS Eurocom, BBDO, Lowe Lintas, D. Interactive, etc...

Clients: Colgate-Palmolive, Danone, Lesieur, Mamie Nova, Stella Artois, cafés Stentor, Mc Cain Foods, Heineken-Fischer, British Airways, TSB-Lloyd's, Unilever, Lactalis, Veolia, BNP Paribas, SAAB, etc...

Positions:

Account Manager, Development Director, Managing Director.

Since 1978:

Advertising and Marketing