



Global Marketing Luxe

GRADUATE PROGRAM

3 to 9 months program



ROTATIONS

1 to 3 experiences of 2/3 months:

- 1 Retail experience in store or boutique
- 1 to 2 digital experiences
- **HR close follow up**



LEARNING

- L'Oréal Luxe Discovery Seminar
- Digital Marketing upskilling
- Personal development & communication
- Inter-cultural upskilling
- Catalogue of MOOCs



EXPERIENCES

- Day 1 : 2 days to discover L'Oréal group
- Welcome Day selective divisions
- Consumer Connect & Consumer listening
- Mentoring by a marketing director
- Q&A session with top Management

Marketing

L'Oréal Luxe

A personalised Graduate Program to boost your career



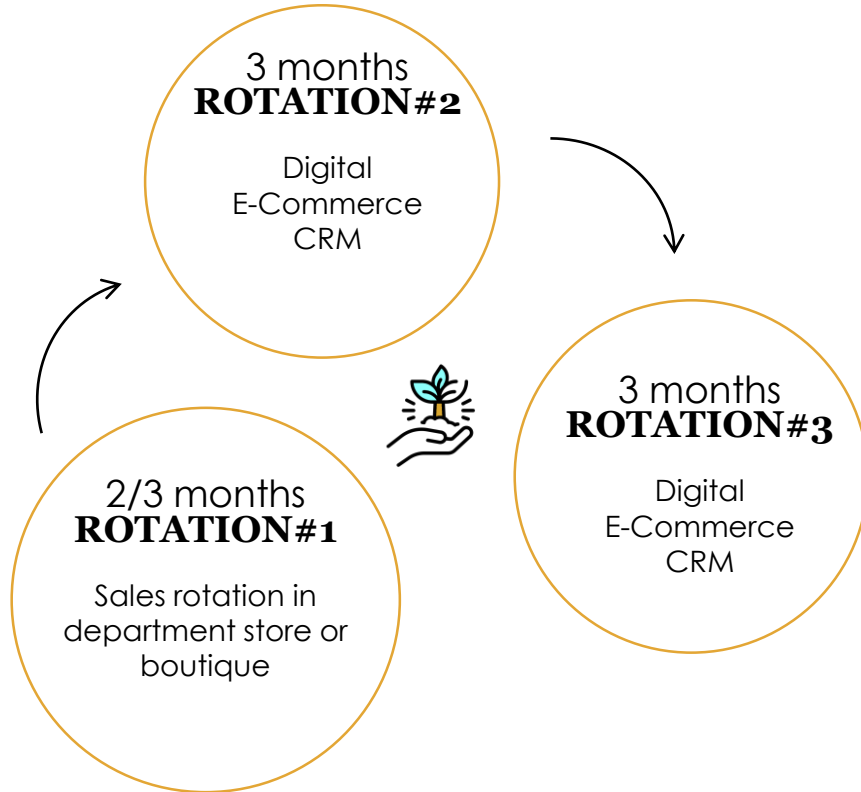
APPLICATION

1/ Join our Internships or Apprenticeships and apply to the Graduate Program internally following your experience

2/ Keep an eye out for our job postings on our careers page



1 to 3 personalised experiences of 2/3 month each to fit with your profile and your aspirations



WHAT IS NEXT

Marketing project manager **within the Luxury Division**

- Development marketing
- Activation marketing
- Retail marketing
- Digital marketing



The Feedback



During the program, I had the opportunity to discover Kiehl's and its various metier. I met exceptional people on the field, and above all have acquired a complementary experience that allows me to better understand the stimulating world of retail On and Off line



Victor-Ye, Lancôme Travel Retail Project Manager



I strongly recommend this graduate experience! I thank L'Oréal to have given me this opportunity. Those 6 months (3 on the field and 3 on a digital marketing mission) have been rich in human encounters and enabled me to concretely understand the different stakes around the marketing project manager position that I occupy now.



Agathe, Armani Fragrances
International Project Manager



The graduate program enabled me to better understand my current position and its stakes. The various missions I have done were essential to develop a strategic and global vision of the marketing metier. I use on a daily basis what I have learned during this program



Loïc, Designer Brands
International Project Manager

