



**Full name:** Philippe COHEN

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**Department:** Marketing & Commercial Department

**Tel:** 0140539999

**Area of teaching:** Marketing & Communication

**Date of birth:** 09/10/1954

**Date of 1st appointment at ISC Paris:** 1994

**Nationality 1 :** French

**Participating or supporting:** Participating

**Qualification :** IP

### Education

DESS (ex French Master Degree), Organization Science, Université Paris-Dauphine, France, 1978

Master in Management, ESSEC, France, 1977

Undergraduate, Henri IV Paris, Classes préparatoires, 1972-1974

### Teaching experience at ISC Paris

Class title	B*	PGE	MBA	Ex. Ed	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Marketing I		x			x	x	x	x	x
Marketing II		x			x	x	x	x	x
Communication d'entreprise		x			x	x	x	x	x
Communication publicitaire		x			x	x	x	x	x
Publicité		x			x	x	x	x	x
Communications ciblées		x			x	x	x	x	x
Conquête et suivi clients		x			x	x	x	x	x
Stratégie de communication		x	x				x	x	x
Management de la relation client			x		x	x	x	x	x
Stratégie de communication et publicité			x		x	x	x	x	x
Atelier stratégie emploi et projet professionnel		x			x	x	x	x	x

\*Programme ISC: B= Bachelor, PGE=Programme Grande Ecole, Ex. Ed = Executive education

### Teaching experience other than ISC Paris

Class title and Institution	B*	M	D	Ex. Ed	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Publicité, ESSEC		x		x	x	x	x	x	x
Marketing Clients, ESSEC		x		x					

\*Level: B=Bachelor, M=Master, D=Doctorate, Ex. Ed = Executive Education

**Professional and academic career** (date beginning and end, job title, company, city, country)

**1994-to date: Professor at ISC Paris** and Head of the 3<sup>rd</sup> year program Marketing Communication (since 2006) and co-Head of the MBA Marketing & Communication (since 2004)

**2000-to date: Consultancy** specialized in Advertising and Marketing Services, Branding Expert, BtoB / B to C communications

**1978 – 2000: Advertising and Marketing Services Groups**, Publicis Conseil, HAVAS Euracom, BBDO, Lowe Lintas, D. Interactive, Etc.

**Marques & Clients:** P&G, Unilever, Colgate-Palmolive, Danone, Lesieur, Mamie Nova, Stella Artois, cafés Stentor, Mc Cain Foods, Heineken-Fischer, British-Airways, TSB-Lloyd's, Unilever, Lactalis, BNP Paris, SAAB, etc.

**Positions:** Account Manager, development Director, Managing Director

**Competitive research or professional awards received**

**MBA** ranked as TOP SMBG

**Intellectual contributions over the past 5 years**

Other teaching materials

Production of short cases for class use and handouts for 3rd year and MBA students

**Other activities at ISC Paris**

Academic or professional consulting for students	X
Carry out research under the ISC Paris name or in collaboration with ISC Paris faculty	
Attend teaching, research and department meetings	X
Contribute to curriculum revision (on the program committee or program revision committee)	X
On Assurance of Learning (AOL) committee	
Participate in student recruitment (competitive exam orals, education fairs, open days...)	X
Active on professional project panels	X
Active on thesis panels	X
Supervise and/or evaluate internship reports and/or thesis	X
Membre du comité Innovation pédagogique	x

**Languages in which you can teach (tick those which apply):**

French	English	German	Spanish	Other (specify)
x				

**Date of CV : 25/01/2016**