

# Caroline JOUSSEMET

Lecturer

Academy: Transformation

Campus: SOPHIA

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## Teaching interests

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Communication, Communication, Digital Marketing , Digital transformation, Innovation management and creativity, Marketing , Social media, Website creation

## Education

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| 1998 | MBA in Marketing, Lancaster University, Great Britain  |
| 1998 | Master of Science in Management, Business administration, Marketing, EM Lyon Business School, France |
| 1994 | Management, Aston University, Great Britain  |

## Experience

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### **Full-time academic positions**

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| Since 2021  | Lecturer, SKEMA Business School, France        |
| 2011 - 2021 | Adjunct Faculty, SKEMA Business School, France |

### **Other academic affiliations and appointments**

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| Since 2021 | Course manager, BBA, SKEMA Business School, France |
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### **Other professional experiences**

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| Since 2011  | Conseil Marketing et Communication, Atril Com, France |
| 2000 - 2011 | Marketing Manager, France                             |