

Caroline JOUSSEMET

Lecturer

Academy: Transformation

Campus: Sophia Antipolis

Email: caroline.joussemet@skema.edu

Teaching interests

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

Education

- | | |
|------|--|
| 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

Full-time academic positions

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

Other academic affiliations and appointments

- | | |
|------------|--|
| Since 2021 | Course manager, BBA, SKEMA Business School, France |
|------------|--|

Other professional experiences

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