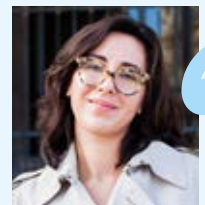


MSc Digital Expertise for Marketing



« Learning and mastering digital techniques to efficiently leverage marketing strategies! »

MARIA CAROLINA ZANETTE, HEAD OF PROGRAMME



DEVELOPING ESSENTIAL SKILLS

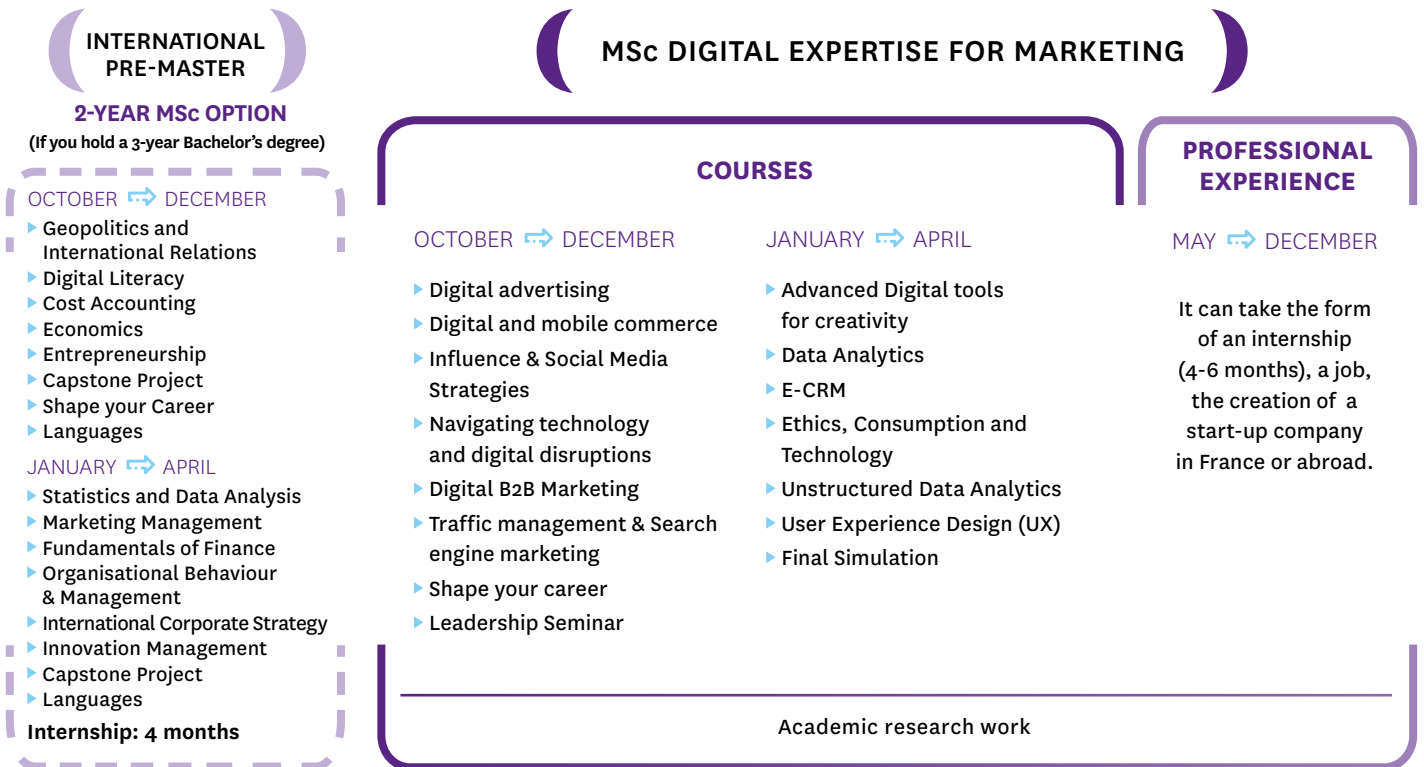


The MSc Digital Expertise for Marketing aims to train students in up-to-date digital marketing techniques and give them the ability to adapt to rapidly changing job environment in the omnichannel digital business world.

5 GOOD REASONS TO CHOOSE THE PROGRAMME

- Learn the mastery of a set of skills to become highly competitive in the job market
- Acquire industry certifications and qualifications
- Train in essential software packages such as E-CRM software, data analysis software, Adobe Photoshop, Illustrator, etc.
- Immerse into hands-on practical project to test your expertise
- Build up essential soft skills to work efficiently in the digital field: team, leadership and communication skills, analytical thinking and creative problem solving skills

PROGRAMME LAY-OUT



Note: above information is subject to change in the course of the year.

PROGRAMME HIGHLIGHTS



EXPERIENTIAL AND IMMERSIVE APPROACH

Mastering digital tools: an essential «hands-on» approach to anchor digital practical skills in relation to the development of a strategic vision applied to market research techniques, as well as exposure to the leading product digitalisation methods.

PROFESSIONAL EXPERIENCE (4 TO 6 MONTHS)



An essential opportunity to apply the theoretical and practical skills learnt during the first two semesters in a professional environment. Students are free to carry out the internship in France or abroad, subject to approval by the internship director, based on its relevance to the MSc programme and course content.

TAKING YOUR CAREER TO A NEW LEVEL



Careers in digital marketing are challenging and exciting.

They offer promising opportunities in swift changing employment environments worldwide.

A FEW OF THE POSSIBLE JOBS TO WHICH YOU CAN ASPIRE:

- ▶ Product manager in a technology-driven industry
- ▶ Data analyst, Web/digital analyst
- ▶ Social media manager, Web traffic manager
- ▶ Content manager, Community manager
- ▶ CRM manager
- ▶ Digital designer (CDO)
- ▶ UX designer