



MSC DIGITAL MARKETING

Programme taught in English at the Sophia Antipolis campus

Duration: 18 months

This MSc is accredited by the Conférence des Grandes Ecoles

INTAKES: January and September

*Professional certifications, the latest tech,
real-world projects and personalised coaching*

CAREER OPPORTUNITIES

› Web marketer, SEM manager, account manager, project manager, product marketing manager, communication manager, consultant in digital marketing, media planner, web analyst, traffic manager, community manager, quality and sales manager, business developer, on-line marketing director, director e-commerce, affiliation and partnership manager...

This programme goes across many domains of management (communication, marketing, project management, sustainable development, web-site and mobile graphic design, brand and product management...) with expertise in internet, new technologies, social networks and community management, web and mobile marketing, as well as SEO, SEM, RTB.

Some recent graduate examples include:

Analytics director at Netbooster; marketing managers at L'Oreal and Elisabeth Arden; communication manager at Nike; sales director-'Univers' at Decathlon; sales manager at Microsoft; radio media planner at Lagardere Advertising; web-master at the Nice Cote d'Azur airport; quality and marketing manager at BMW (Cannes, France); marketing coordinator at Porsche; research marketing and pricing manager at Goodyear; e-marketing project manager at Canal +; project manager - European websites at Sony Europe; consultant performance marketing at Netbooster.

PROGRAMME OUTLINE

This MSc produces graduates who are competent, experienced in three key areas: project management, digital marketing, and the development of new business ideas. Throughout the year, students work on real life projects with companies.

This MSc provides skills in web-marketing - digital marketing and project management in partnership with the PMI (Project Management Institute). Students do the Google Adwords and Google Analytics certifications as well as project management certifications: CAPM or PMP of the PMI.

Over recent years students have done projects for companies such as Amadeus, Orange, IBM, Dow AgroSciences, Air Cannes, the Opera of Nice, Nike... Projects included product launches, website creation, web-marketing, events management, re-branding, communication plan...

WHY CHOOSE THIS PROGRAMME

The programme has strong partnerships and close links to companies. These partnerships provide five main benefits:

› Technical skills and knowledge

You will gain expertise in the creation of products, services or events. Working on a real project for a company, you apply managerial skills in marketing and web-marketing, business plans, legal issues, web-site management, CRM and e-CRM, e-commerce, change management, digital marketing strategy...

› Expertise in managing teams and communicating with stakeholders

You work in teams with specific responsibilities and assignments. You also manage company meetings and professional presentations.

› Creativity and capacity to develop new business ideas

The partner companies' need for new ideas and creativity is the main reason for working with students on projects.

› Being coached by seven experts on your company project

These experts are consultants or CEOs. They teach subjects according to their area of expertise and then coach you on your project.

› Professional and practical added value

By the end of the year, you will have had hands-on experience with professional plans and frameworks.

ADMISSION CONTACTS

FRENCH STUDENTS

USA: +1.919.535.5700 - China: +86.512.6260.8988

France: +33(0)1.41.16.76.71 or +33(0)4.93.95.32.79

admissionspostgraduate@skema.edu

INTERNATIONAL STUDENTS

USA: +1.919.535.5700 - China: +86.512.6260.8988

France: +33(0)3.20.21.59.69 or +33(0)1.41.16.75.34

internationalprograms@skema.edu

www.skema-bs.fr - www.skema.edu - www.skema-bs.cn

“

The company project that we did throughout the year required real engagement to accomplish missions and propose solutions. This project was an opportunity to apply all our knowledge regarding digital marketing and project management in a team working context.

Everything we did during the year turned out to be useful for finding an internship or a job, and our work in SKEMA was appreciated by recruiting companies.

I found my job as a commercial agent in the luxury sector at the end of academic year and I would like to thank especially the director of the MSc who always does her best to help and support her students.”

Nicolas Algoedt, MSc Digital Marketing 2013-14

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Finishing my studies with this MSc was definitely the right choice for my career; it allowed me to get a job really quickly.

The courses helped me reinforce my knowledge in online marketing, taught me how to handle a project (which is essential in every IT or web company), and also allowed me to discover new areas of specialisation deeply linked to the vibrant digital industry.

Working as a team for a real project throughout the year gave us the perfect opportunity to put theory into practice.

At the end of courses, I obtained an internship at Microsoft France then, right after, Bwin offered me a job in London as a digital marketing partner!”

SKEMA MSc EMPLOYMENT RATE:

- ▶ Rate of recruitment six months after graduation for this MSc: 95%.
- ▶ Average starting salary: €37,120

Source: SKEMA Career Center 2015 employment survey

PROGRAMME DIRECTOR

Sophia Antipolis: Muriel Walas

PROGRAMME STRUCTURE

SEMESTER 1	
MANDATORY COURSES	Credits
DIGITAL MARKETING	
Digital Marketing and Advertising Strategy	5
E-Commerce, E-CRM, Social Network & Community Management	3
Digital Project Consulting I	5
Web Design tools and technics	2
On-Line communication & Web-site conception	2
PROJECT MANAGEMENT	
Project Management and Innovation	4
Managing across borders and cultures	2
COMMON TO ALL MScs (mandatory)	
Globalisation	3
Employability and Careers I	1
Research Methods & Critical Thinking	3
TOTAL SEMESTER 1	30
SEMESTER 2	
MANDATORY COURSES	
DIGITAL MARKETING	
Corporate Design and Web Site Management	4
Digital Project Consulting II	5
Google Adwords certification	2
Digital Analytics & Google Analytics certification	2
Conference: Real Time Bidding	-
PROJECT MANAGEMENT	
Advanced Project Management	5
Sustainable Project Management and Development	4
COMMON TO ALL MScs (mandatory)	
Advanced Strategy	3
Employability and Careers 2	1
ELECTIVE COURSES (2 electives to choose)	
Advanced Graphic Design and Data Analysis	2
Corporate Communication	2
Quality Project Management	2
Preparation for the CAPM & MS PROJECT certifications	2
TOTAL SEMESTER 2	30
Dissertation	30
TOTAL CREDITS (S1+S2+Project)	90

These details are for information only and may be changed by the school without prior notice.



TUITION FEES

€16,500