

# SKEMA BUSINESS SCHOOL

## MSc DIGITAL MARKETING

### MARKETING

INTAKES: JANUARY & SEPTEMBER  
CAMPUS: SOPHIA ANTIPOLIS (FRANCE)

TAUGHT IN ENGLISH



## 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; 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 different Google certifications as well as the Agile project management certification. Over recent years students have done projects for companies such as Amadeus, Microsoft, Orange, IBM, Le Village by CA, Air Cannes, the Opera of Nice, Nike, different start up ... Projects included product launches, website creation, mobile app, web-marketing, events management, re-branding, communication plan, strategy, social network...

### 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 for French students

France: +33 (0)1 71 13 39 19  
or +33 (0)4 93 95 44 45  
admissionspostgraduate@skema.edu

### Admission contacts for international students

France: + 33 (0)1 71 13 39 24  
or + 33 (0)4 93 95 45 12  
USA: +1 (919) 535-5701  
China: +86 512 6260 2865  
international.admissions@skema.edu

7

campuses on  
four continents

9,000

students

120

nationalities on  
SKEMA's campuses

48,000

graduates throughout the  
world in 145 countries

Multi-  
accredited



12<sup>th</sup> best worldwide Master in  
Management (2019)

3<sup>rd</sup> best worldwide MSc Financial  
Markets & Investments (2020)

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# Programme structure

	CREDITS
<b>Fall semester - Mandatory courses</b>	<b>30</b>
Digital Marketing and Advertising Strategy	5
E-Commerce, E-CRM, Social Network & Community Management	3
Digital Project Consulting I	5
Web Design Tools and Techniques	2
On-Line Communication & Web-site Conception	3
Google Certification	2
Digital Project Management and Innovation	5
Managing Across Borders and Cultures	1
Advanced Strategy in a Digital World	3
Career Management I	1
<b>Spring semester - Mandatory courses</b>	<b>30</b>
Corporate Design and Web Site Management	4
Digital Project Consulting II	5
Digital Analytics & Google Analytics Certification	2
Globalisation in a Digital Word	2
AI for Digital transformation	2
Advanced Digital Project Management	5
Sustainable Project Management and Development	3
Career Management II	1
<b>Spring elective courses (2-3 electives to choose)</b>	<b>CREDITS</b>
Artificial Intelligence Management and Business	2
Google Display Ads Certification (Part 2)	2
Advanced Graphic Design	2
Communication and Efficient Copy-Strategy	2
Business case indepth study	2
Agile Certification/Capm	4
Research Methods & Critical Thinking	2
Advanced Data Analysis and Prospective	2
Big Data in E-Marketing	2
All in one SEO for Wordpress	2
<b>Professional thesis</b>	<b>30</b>
<b>TOTAL CREDITS</b>	<b>90</b>

“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! „

**Nicolas Algoedt**  
MSc Digital Marketing

“The company project is the highlight and the heart of the MSc Digital Marketing.

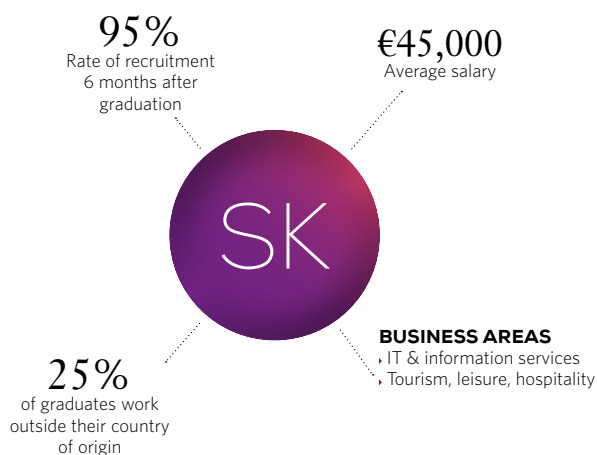
We got to work with a real life business. Company representatives took time to guide the project. The coaches coordinated us through all the steps in order to successfully accomplish it. We got the feel of how projects work in real life and the investor’s expectations.

The project helped develop our professional network and create useful contacts. My project was about SAAS business. I feel I gained knowledge about this booming sector - I consider that as my own competitive advantage, due to the innovative nature of such business. SKEMA offers many extra activities. There are always professional events and forums. Speakers from different industries come from all over the world to share their knowledge and give advice. I found a job as a Hotel Development Advisor for Okhta Park shortly after finishing courses. „

**Anastasia Lyukshina** , MSc Digital Marketing

## SKEMA MSc employment rate

MSc Digital Marketing  
SKEMA careers service employment survey



### Programme director

Frederic Bossard

### Tuition fees

- › One-year MSc: €17,000
- › Two-year MSc option: €30,000 (total fees for two years' tuition)

### Recruiting companies

Amadeus, BMW, Canal+, Capgemini, Decathlon, Elisabeth Arden, Equancy, Goodyear, Google, Havas, L'Oréal, Leadmedia Group, Lagardere Advertising, Orange, Microsoft, Micromania, Netbooster, Nice Airport, Nike, Porsche, Schneider Electric, Sony Europe, UNO, Village by CA, Webedia...

