ESCPAU BUSINESS SCHOOL
FOR TOMORROWERS®

EFMD EPAS ACCREDITED

MARKETING DIGITAL & COMMUNICATION

OBJECTIVES

A Marketing team needs to be able to analyse its market and understand consumers' needs. Today digital tools are part and parcel of all Marketing activity. They contribute to a better understanding of consumer behaviour and help businesses communicate with them so that they can target consumers more efficiently.

PEDAGOGY

Theoretical and practical:
Presentation of the conceptual models and theory relating to digital marketing.

Experimental:
Tools and techniques presented and tested in class.

Case studies:
Written and oral exercises are given to students to enable them to experience and better learn the theory explained in class.

INTENDED LEARNING OUTCOMES

The programme is fully delivered in English by international professors and to a multicultural group.
At the end of this programme, students will be able to:

- analyse national and international markets and the exisiting competition
- select sales and marketing strategies and identify the necessary actions to be able meet their objectives
- study and understand consumers' needs
- make justified decisions for business development and identify appropriate digital media

SCHEDULE

Fall Semester
September – December

COURSES

Modules	Teaching language	ECTS Credits	Teaching hours
Digital Marketing	EN	5	30
Web Design	EN	5	30
Communication de crise	FR	5	30
Community Management	EN		
Culture et Communication	FR	4	30
Customer Integration	EN		
Panels	EN	4	30
International Negociation			
International Business Project	EN	4	30
French as a Foreign Language or English (for francophone students)	FR/EN	3	30

CAREERS

- Customer Service Manager
- Account manager
- Marketing Consultant
- Web Marketing Manager
- Community Manager
- Marketing Manager
- Brand Manager
- Export Manager
- Market Research Executive
- Product Manager
- International Sales Manager
- Own-Brand Development Manager
- Project Manager
- Advertising Executive
- Business Development Manager

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CONFÉRENCE DES GRANDES ÉCOLES

MASTER PROGRAMME