

DIGITAL MARKETING
& SALES

MSc ✦

START*
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UP

Training Agile Digital Marketers

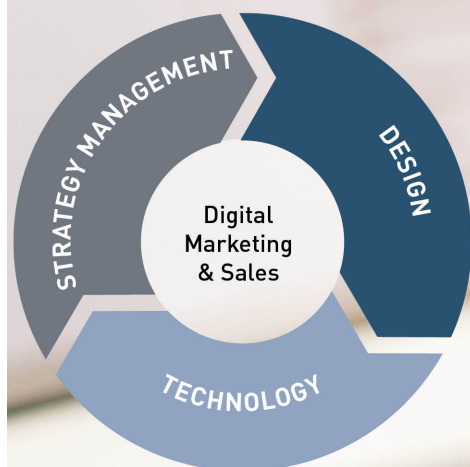
Digital marketing is having a tumultuous impact on society as a whole, sweeping aside the established practices of companies, government bodies and users. New professions and new practices have emerged, resulting in a skills gap in the market and an urgent need for new management training in these areas. In a constantly shifting environment where skills develop rapidly and disciplines become increasingly specialised, companies need to be more agile than ever in order to address today's challenges.


The new MSc in Digital Marketing & Sales launched by KEDGE is designed to train students to acquire the analytical and business related skills needed to have a successful career in the digital ecosystem. Its pedagogy is built on a transversal vision based on 4 pillars: strategy, technique, design and digital marketing. Students will graduate as highly skilled digital marketing strategists.


You will discover in depth the overall digital marketing world focusing on the competences and knowledge you will need to build and put into action strategies with high added value for companies. The programme focuses on themes like social media marketing, data analytics, digital strategy & content marketing, e-commerce management activities...


The MSc has a strong industry orientation & partnership approach with companies such as Oxatis, Aix-Marseille French Tech, Kaporal and Dentsu, Digitick, The Wagon, Vente-privée, Digital Virgo... It will give you the competencies required by today's employers and opportunities to access to a position at a strategic and tactical level.


The objective of the MSc is to develop the expertise of digital professions, including:




 Degree

 Campus

 Language

 Format

 Intake

MASTER OF
SCIENCE

MARSEILLE

ENGLISH

FULL TIME

SEPTEMBER

CAREERS

MANAGEMENT

- Head of Digital Marketing
- Head of E-Commerce
- Head of Digital Customer Experience

TEAM MANAGEMENT

- E-Commerce Manager
- Digital Communication Manager
- Digital Strategy Consultant
- Traffic and Acquisition Manager
- E-Business Commercial Engineer
- User Experience Manager

PROJECT MANAGEMENT

- Web Product Manager
- Digital Product Manager
- Digital Marketing Product Manager
- E-CRM Project Manager
- Digital Web Sales
- Social Media Manager
- Traffic Manager



€45,000

Acquisition manager
average starting salary



€42,000

Project manager average
starting salary



€44,000

CRM manager average
starting salary

ABOUT OUR PARTNER OXATIS

OXATIS GROUP
ACTINIC | N°1 e-Commerce solution in Europe

Established in 2001, Oxatis offers an end-to-end, cutting edge e-Commerce solution. With over 10,000 e-Merchants operating in 21 business sectors (in France, UK, Spain and Italy) and sales growing at over 30% per year, Oxatis is the leading European provider of e-Commerce solutions in SaaS mode. Sage (with over 2,000,000 corporate clients in France, Spain and the UK), Team System (leading player with 60% of the Italian management software market), Crédit Agricole, Google and Crédit du Nord group have chosen Oxatis as their exclusive e-Commerce solution.





Staff: 187 employees - 70 vacancies in 2018

Funding round: 15 million euros since its creation and invested 14 million in R&D

Website: www.oxatis.com

CURRICULUM

Pathway course

 ACCESS	 DURATION	 CAMPUS	 FORMAT
Bachelor's degree - 3 years	2 academic semesters	Marseille, Bordeaux, Paris	Full time

SEMESTER 1

➤ Manager skills

- Introduction to business management (Fast Track for Non-Managers)
- Fundamental of management
- Project management
- Performance management
- Soft skills & personal development
- Management toolbox (crossknowledge)
- Online options of your choice
 - Human resources
 - Finance management
 - Complexity management
- Languages : English / French as a foreign language

➤ Expert skills

Marketing :

- Marketing / consumption
- Innovation
- Maker

SEMESTER 2

➤ Innovative entrepreneur skills

- Design thinking
- Entrepreneurship
- Business model innovation
- Innovation financing
- Management of innovative organisations

➤ Corporate Project

A 5 month consultancy assignment on a real and current business issue of a company. Corporate Projects enable participants to gain valuable hands-on experience of business conduct and strategy and deal with the practical complexities of decision making processes. Students are guided by their KEDGE tutor throughout the project. The assignment is done in groups of 4 to 5 students. A combination of collective and individual work. Final presentation in front of the corporate and KEDGE tutors.

➤ INTERNSHIP IN FRANCE OR ABROAD



Specialisation course

 ACCESS  DURATION  CAMPUS  FORMAT

International
Bachelor's degree - 4
years

3 academic semesters

Marseille

Full time

Teaching

3 Modules, 12 Classes, 360 hours

The teaching aims to provide the practical and theoretical skills that Marketing Digital and E-Business professionals require.

The course model is based on the skills that need to be acquired and mastered and on the cross-disciplinary nature of the skills involved in digital roles.

STRATEGY

- NICT law and IT Security
- Business Model & Digital Economy
- Digital Management Project
- E-commerce Management Activities (Payment, KPI, Analytics, M-commerce, Cross Canal, Supply chain, etc.)

DESIGN & TECHNOLOGY

- CMS E-commerce and Search Engine Optimisation (Technique)
- UX Design and Web Ergonomics
- Graphic Design (Indesign/Photoshop/Video/Infographics)

DIGITAL MARKETING

- Digital Strategy & Content Marketing (Inbound, Brand Content)
- Social Media (Community Management and SMO) and Influence Marketing
- Advertising & SEA (Display, Affiliation, Facebook Ads, Retargeting)
- Loyalty and Data Analytics (E-mailshots, Data Management, Customer Relations)
- Adwords (Certification)

Practical

The goal of the experiential module is to immerse the students in the practice of digital marketing, through different "experiences" complementary to the teachings. The idea is to concretely put into practice what has been learned during the courses and to confront them with the professional life. In order to meet these objectives, we will set up various actions spread over the two semesters.

SEMESTER 1

- Onboarding seminar: Disrupt your mind (Design Thinking & Coding) - 1st week of the autumn term
- Soft skills - October
- Study Trip - November
- Boot Camp - December
- Conferences - October/November/December

SEMESTER 2

- Job Dating - January/February
- Hackathon - March
- Soft skills - March
- Disintegration - April
- Boot Camp - April
- Conferences - January/February/March

CONSULTING PROJECT

1 day a week from November to the end of March

INTERNSHIP FROM 4 TO 6 MONTHS



Learning

An analysis of the professions and the specifics of digital marketing has highlighted three major cross-disciplinary areas that will determine the positioning of the MSc offer:

1. Strategy/Management
2. Design
3. Technology

A substantial project component (short or longitudinal projects) in the teaching will be developed in order to encourage different learning methods, thereby preparing students for the challenges of working life. Educational innovation and immersion in the real challenges facing companies will be a component of the MSc's teaching.

These actions break down into three main areas:

1. Expertise and skills view:

- Onboarding seminar: Disrupt your Mind, which aims to get students to think differently, or "outside the box".
- Boot Camp Expertise: One week every semester on an advanced, current topic (Growth Hacking, Story Telling, Google Analytics, etc.) to raise skill levels.
- Soft skills: Developing Negotiation, Leadership and Management skills of cross-disciplinary teams (important in digital marketing).

2. Forward-looking, immersive view:

- Study Trip: Visits of ecosystem in Provence (Oxatis, Aix-Marseille French-Tech partners) and a two-day trip to Paris for immersion in digital companies.
- Conference cycle: The aim is to bring in an expert once a month to talk about specific themes (IOT, AI, Bitcoin, Blockchain, etc.).

3. Operational overview:

- Job dating: For one day, bringing in companies that are hiring (internships or jobs) in the digital professions.
- Hackathon: A chance for students to start an activity, join a team and be able to deliver a completed project in a few days (on the Start-up Weekend model) by the end of the exercise.
- Disintegration: During the final week of lessons, a real corporate challenge in branch mode, with the aim of applying what has been learnt over the year to an actual situation. Presentation scheduled for the last day, with a winning project selected.

Key points

- A cross-disciplinary, complementary overview ("helicopter view"): Strategy/Technique/Design/Digital Marketing
- A link between KEDGE's academic excellence (a Marketing centre of excellence) and the teaching provided, combined with a concrete, practical approach
- Immersive learning oriented towards projects and the identification and development of emerging skills
- An ecosystem of leading players: Oxatis, KEDGE Business Accelerator, Aix-Marseille French Tech (no. 2 in France), etc.
- Training that operates so as to meet with recruiters' expectations: Adwords Certification, Analytics, Coding and Technique, etc.

Admission and funding

ONLINE APPLICATION

Please apply online on join.kedge.edu
We will get back to you within 15 working days

MANDATORY DOCUMENTS

- Academic records & CV
- Scanned copy of your passport
- Highest degree certification
- Certificate of achievement or transcript of your current studies
- Level of English required for admission to specialisation course: TOEIC 780 / IELTS 6 / IBT 85 (Applicants with at least one year of study or professional experience in an English-speaking country are exempt). Providing a score of English is not mandatory to apply for the MSc pathway course.
- €120 of application fee to pay online

SKYPE INTERVIEW

Accessible to eligible candidates only, the motivational interview is conducted via Skype for 30 minutes with a representative of the program. As a job interview, it aims to understand the candidate's motivations, their knowledge of the program and to judge the adequacy between their professional project and the program topics.

IMPORTANT: we recommend that you apply as soon as possible to ensure that you are able to apply for your visa on time.



ACCESS

International
Bachelor's
degree - 4
years



Specialisation course

€15 000 - 3 academic semesters



DEGREE

Master of
Science

Bachelor's
degree - 3
years



Pathway course

€8 500 - 2 academic
semesters



Specialisation
course

€15 000 - 3 academic
semesters



Master of
Science

SCHOLARSHIPS

At KEDGE, we strongly believe that students shouldn't abandon their education projects because of funding problems. This is why we have launched a financial support plan aimed specifically at helping international students:

- Students applying before the 28 February 2019 will automatically be granted an Early Bird discount of 10%.
- We also offer a range of cumulative scholarships based on the candidate's academic level in order to support the high-profile candidates: Achievement scholarship (15%) and Academic Excellence (20%).



KEDGE KEY FIGURES

- **12,500** students (of whom 23% are international)
- **60,000** alumni
- **7 campuses:** Bordeaux, Marseille, Paris, Toulon, Suzhou, Shanghai and Dakar
- **291** international partners (60% with at least AACSB, EQUIS or AMBA accreditation)
- **183** permanent teaching staff, of whom 44% are international
- **1st** French Management Research School (L'Etudiant 2017)

START U UP*

*(Become an expert and enhance your employability)



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KEDGE Business School is one of only 1% of Business Schools in the world to hold the Triple Crown.

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