



# PROFILE & SKILLS

## INTERNATIONAL MASTER IN DIGITAL MARKETING & COMMUNICATION

### WHAT IS THE PROFILE OF THE STUDENT IN MASTER DIGITAL MARKETING & COMMUNICATION?

International Master in Digital Marketing & Communication students follow a 12 month full-time course and a 5 month internship which allows them to acquire a global understanding of the trade and its stakes.

Throughout their education at CREA, students get acquainted to the fundamentals of Marketing, Management, Digital, Communication and Strategy. They are trained to a methodology of reflection which allows them to deal with various topics at the same time; they have a good command of digital tools.

**At the end of the 12 first month of full-time education, the students have a 5 month mandatory internship or employment (at 100%) to complete their training.** The duration of the internships is 5 months minimum, to be discussed with the students. Internships are remunerated.

**At the end of their education and training, the students are able to become autonomous Digital Project Managers or to engage on brand development issues.**

The objective of this comprehensive on-the-job training is to learn the fundamentals of brand marketing and how the digital world is offering new opportunities and process to be able to:

- ✓ Learn how to drive a marketing strategy in a digital world
- ✓ Develop relevant brand content strategy
- ✓ Effectively and optimally use different communication channels such as mobile platforms, social networks, emails or display
- ✓ Leverage analytics to continually optimise recommendations

**Students will be able to carry out the following projects within your company/organization: Digital Marketing, Brand Management, Web Project Leader, E-Business/E-Commerce Consultant, Social Media Management, Online Media Planning.**

### MARKETING STRATEGY & PLANNING

- Audit of a marketing environment for a business
- Understanding the new connected consumer
- Brand strategic planning
- Development of an integrated marketing strategy
- Recommendations for implementation and budgeting
- Performance & analytics: continuously improving the ROI of operations

### DIGITAL MARKETING CHANNELS

- Integration of social networks into strategic recommendations
- Brand presence management and optimization on Facebook and Instagram
- Developing an editorial calendar & publication plan
- Mobile marketing & proximity marketing
- Optimising the role & the experience of a website
- Search Engine Optimisation ( SEO )
- CRM strategy & email marketing

### MEDIA

- Omnichannel media planning
- Strategies for sponsored links ( SEM)

- Management & optimisation of campaigns on the major platforms (Google, Facebook, YouTube, ...)
- Integration of advertising on mobile platforms
- Innovation & real time bidding

### BUSINESS MODELS & TRANSFORMATION

- New business models
- Design thinking
- Data driven Management
- Project Management

### BRAND CONTENT

- Trends and consumer behaviour
- History of communication and the web
- Brand content & role of communication
- Media evolution
- Most impactful formats

### METHODOLOGY

- Brainstorming techniques
- Personal branding
- Storytelling on a theme

**REMUNERATION:** Paid internship.