


**STUDY IN  
PARIS** 



# MBA IN DIGITAL MARKETING STRATEGY

**FULL-TIME**  
PROGRAMME IN ENGLISH



**BUSINESS  
SCHOOL**  
PARIS-LA DÉFENSE



**EFMD**

# DIGITAL MARKETING STRATEGY MBA

## GENERAL OBJECTIVE

**The MBA in Digital Marketing Strategy aims to give the students the necessary skills to path their way to a successful career in the digital sector.** Our main objectives are firstly, to provide the students with the tools to analyse this evolving industry; and secondly, to teach them leadership and management skills that are vital in this highly competitive environment. The core courses of the MBA are focused on digital marketing, communication, advertising and e-commerce: big data, law of e-commerce, web project management, website creation, Photoshop and UX design, e-commerce & e-merchandising & e-CRM, digital Com & social media marketing, SEO & SEA & SMO & ASO, Marketing 360°, online reputation & crisis management, google analytics, digital advertising, social gaming & gamification, mobile marketing, consultant project.

## LEARNING OUTCOMES

The students will develop the expertise required to evaluate, analyse and create digital marketing and digital communication campaigns, digital advertising, e-business and marketing of IoT, websites, web projects and web startups. They will learn how to anticipate on the evolution of the digital economy, e-business and digital marketing. We propose innovative courses on mobile and IoT marketing that are really challenging today.

## BLENDED LEARNING

One of our pedagogical approaches will be the use of case studies in the different courses. **Students will be given the opportunity to work on real business problems with companies whilst working on their junior consultant project.** They will also be encouraged to follow specific MOOC's on digital marketing, web marketing and digital communication. The students will be required to pass certificates to enhance their knowledge of digital marketing (Google AdWords, and Google Analytics certifications...).

At the end of the programme, you will be required to do a 6-month mission in a company of your choice (anywhere in the world) where you will put your knowledge into practice. EMLV will give you access to a list of internship and job offers in your field through its Corporate Relations Department, Alumni network, school and MBA partners.





## OUR PARTNERS AND THE CONSULTANT PROJECT

Our partners interact a great deal with our students throughout the programme. Firms like Orange or Dia Mart are our partners, and they will be managing consultant projects on IoT and digital marketing. The consultant project enables students to work in close collaboration with a company for a period of five months.

Students are divided into groups and will work with different companies. Professor Patricia Baudier will coach the students and assist them in managing the various tasks given to them by the companies. Our partners participate in the courses so as to talk about their sector. Several events will be organised to create connections between our students and the partners.



**BUSINESS**  
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## THE SCHOOL

EMLV is a French Business School ideally situated in heart of the Défense district. **The school is focused on fields such as marketing, innovation and entrepreneurship based on the digital revolution of companies today.** At EMLV, you will study in an environment which is similar to the main universities abroad, in a multidisciplinary campus, where you will have opportunities to meet students in different sectors, and even create your own company by combining your expertise with those of engineers and or designers. Personal development, soft skills, the course, the student associative life, sports activities... These are all focused on one goal – to make sure that you are given the skills necessary to succeed; all whilst taking into account your personality, your professional and personal choices.

## FUTURE JOBS

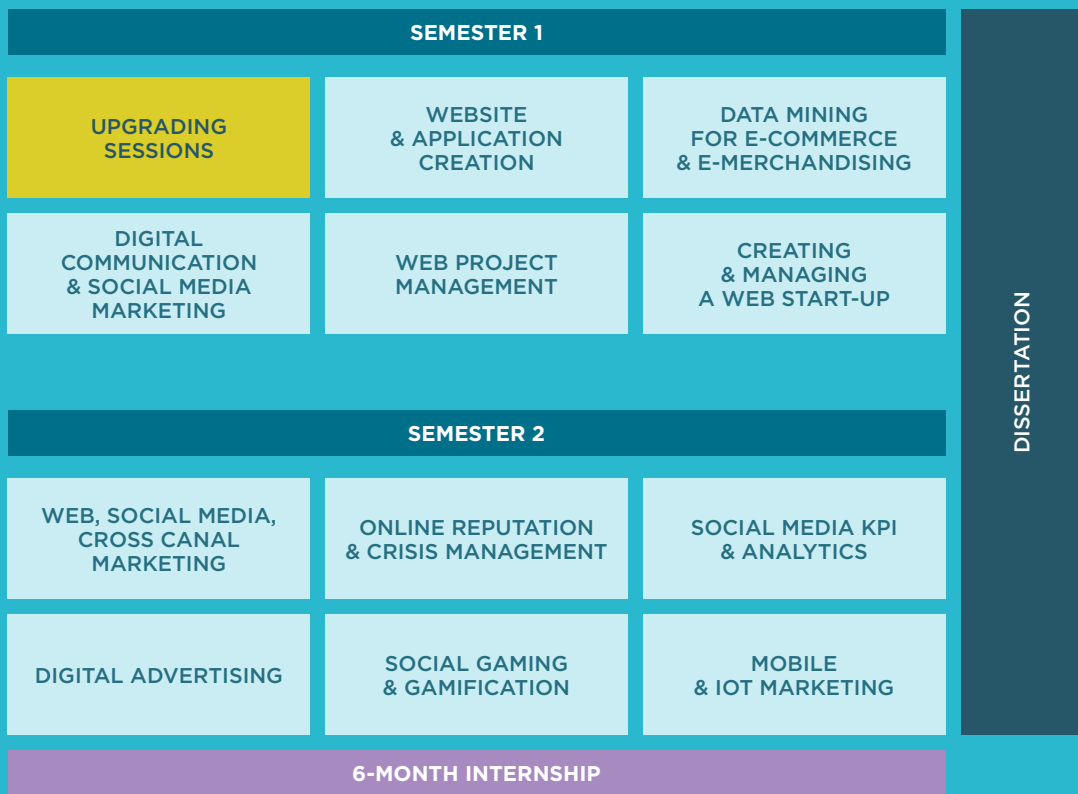
### Digital Marketing Strategy

Prepares students for various careers in the digital sector, such as: Social Media Analyst, Community Manager, SEO Expert, Accounts Manager Affiliation, Traffic Manager, Advertising Manager, Internet Project Manager, Digital Marketing Website Specialist, Digital Campaign Consultant, Public Relation Officer, Digital Marketing Consultant, Digital Communication Consultant, IoT Consultant.

Our current students and graduates have found internships and jobs in Webmarketing, Digital Marketing and Digital Communication.

A networking event is organised each year in order for students and companies to meet. This year the event was a great success, as several of our students found internships thanks to the speed-dating activity with the different companies during this event.

# MBA DIGITAL MARKETING STRATEGY PROGRAMME



## EXAMPLES OF COURSES

### Upgrading session

- . Marketing & Management
- . Finance for Business Development
- . Harvard Business Case and Complex Negotiations

### Electives

- . Big Data
- . Law of e-commerce
- . Web Project Management, Website Creation
- . Photoshop and UX design,
- . E-commerce & e-merchandising & e-CRM
- . Digital Communication & Social Media Marketing
- . SEO & SEA & SMO & ASO
- . Marketing 360°
- . Online Reputation & Crisis Management
- . Google Analytics
- . Digital Advertising
- . Social Gaming & Gamification
- . Mobile Marketing
- . Consultant project

## PROJECTS

### CONSULTANT PROJECT

The students work with firms on a digital and social media strategy. They act as consultant by developing a digital marketing strategy. At the end of the project, the student will be able to apply the concepts, tools and methods taught during the course in a professional context and to coordinate a mission from the formulation of the recommendations to the operational expectations of customers.



OUR MAIN OBJECTIVE IS TO PROVIDE THE STUDENTS WITH THE TOOLS TO ANALYSE THIS EVOLVING SECTOR."

**Prof. Marie Haikel-Elsabeh**  
PhD

Professor Marie Haikel-Elsabeh (PhD) created the MBA in Digital Marketing Strategy in 2014 to provide students with the analytical skills to guide firms in the digital era. Firms are increasingly developing digital marketing strategies to sell new products and services, and to create more interaction with their consumers. Professor Haikel-Elsabeh was a Social Media researcher for several years at Telecom Business School before joining the EMLV Business School where she created the MBA in Digital Marketing Strategy. She advised several large companies such as Danone, La Poste, So Local and Seb on their social media strategies. She has a PhD in Management from the Nanterre University, and from the Telecom Business School. Professor Haikel-Elsabeh teaches courses on Digital Marketing, Social Media Marketing, Sharing Economy, Ebusiness, and E-commerce of IoT. Her research is on Social Media and IoT. She has written articles on the motivation of sharing on social media, as well as virtual brand communities. She is also currently working in collaboration with Orange on the use of smart objects and the development of a virtual community on IoT.

APPLY HERE: [WWW.DEVINCI.FR/EN](http://WWW.DEVINCI.FR/EN)



## DURATION

One year from september.

## ADMISSION TO THE MBA IN DIGITAL MARKETING STRATEGY

- . Master's Degree or Bachelor's Degree plus 2 years work experience
- . English test IELTS 6.0 or equivalent requested
- . Interview (either face-to-face or at a distance)

## TUITION FEES

The tuition fees are **9 800 €** for all students.

## ASSOCIATIONS

Our associations are here to help students to adapt to life on campus, and to unite the different departments of the school. They promote projects which make student life more enjoyable, and their aim is to improve the conditions in which students live and study. They take part in the promotion of our university, degrees and graduates locally, nationally and even internationally. They focus on all areas: solidarity, equality, culture, sport, promotion of studies and professionalisation, citizenship, cooperation, student democracy and life on campus...

## HOUSING AND COST OF LIVING

The cost of living will vary significantly dependent on your lifestyle. These are estimated to be around 800 € per month (housing, food, electricity...). The International Relations Department will provide you with housing options offered by our housing partners. Studying at the EMLV is a unique experience, combined with that of living in the most beautiful city of the world.

# WHY

## ARE WE DIFFERENT?

We offer a fantastic working environment, with state-of-the-art facilities in the heart of the largest business district in Europe. You will be where the action is! From day one, when the international relations department meets you at the airport and helps you settling in Paris, you will get support from administrative and academic staff to make your learning experience in Paris really amazing!

## CONTACT

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