



MBA IN DIGITAL MARKETING STRATEGY



AN IMMERSIVE EXPERIENCE
AT THE HEART OF
DIGITAL TECHNOLOGY

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“Today, companies in all industries need to perform in an ever-changing digital environment. The MBA in digital marketing strategy is designed to offer high quality training to professionals who wish to gain in-depth technical knowledge in digital sector. The program offers a global approach to management strategy with a strong focus on the analytics and technical skills necessary to operate in the digital business world. The program covers current and emerging trends in digitization that can change existing economic sectors all over the world, enable new modes of production and consumption, and trigger broader societal transformations. It enables students to understand the main aspects of the digital revolution that is causing different disruptive challenges for companies.”

Basma Taieb

Director of the MBA Digital Marketing Strategy





We had to do an internship to validate the degree. I did mine at station F which is the largest start-up campus in the world. My own project was accepted in one of the incubator programmes. I'm co-founder and CEO of a mobile application called Woojoo. Since Station F has opened there's so much opportunity for young companies to really thrive and take advantage of so many different things happening with the French government initiatives like La French Tech. That's why I decided to stay here to create my company."

Joey Greiner

MBA DMS class of 2017



I also wanted to do an MBA however my personal life was taken over for years. Due to our move to Paris, I embraced the situation and took the opportunity to further develop my career by enrolling for an English MBA in Digital Marketing at EMLV at La Défense in Paris. Doing an MBA at EMLV was more than just studying, it was also about being prepared to get a foot into the French labour market with an international classroom. This MBA fitted perfectly with my career aims such as broaden my professional skills sets and to find a job in digital marketing in Paris. Other benefits were the support given with professional projects and having a personal development plan, coach as well as learning French. I really appreciated the student support services and network helping to get started in France. The personal and weekend activities were great to meet people and make friends to discover Paris – in the city of light - with other international professionals. I'm also proud that EMLV has been AMBA accredited showing the best quality and standard of faculty, curriculum and student experience. I would like to thank all professors, MBA program managers and support staff at EMLV to make this a successful year despite the challenging and uncertain times."

Antje Moor

MBA DMS class of 2020





CAREER OPPORTUNITIES

The MBA prepares students for various careers in the digital sector such as Social Media Analyst, SEO Expert, Accounts Manager Affiliation, Traffic Manager, Digital Campaign Consultant, Marketing Manager, Digital Project Manager, Content Strategist...

THEY HIRE OUR STUDENTS!



A 1-YEAR DEGREE

Thanks to empirical and practical teaching methods, students will acquire technical as well as managerial skills. This dual competence facilitates access to positions such as digital project manager, digital brand manager, social media manager and search marketing consultant. Our MBA students, who come from all over the world, appreciate this context of diversity and experience sharing, making our course even more enriching.



6 months of class starting from October, followed by 6 months of internship starting from March. Enjoy the opportunity to put what you have learned into practice in a professional context!

6 MONTHS OF CLASS		6 MONTHS OF INTERNSHIP*
SEMESTER 1 CLASSES	SEMESTER 2 CLASSES	INTERNSHIP PERIOD
OCTOBER > DECEMBER 2021	JANUARY > MARCH 2022	APRIL > SEPTEMBER 2022
MANAGEMENT AND BUSINESS STRATEGY	MARKETING STRATEGY	PUT WHAT YOU HAVE LEARNED INTO PRACTICE IN A PROFESSIONAL CONTEXT, WITH FULL SUPPORT FROM THE EMLV CAREERS SERVICE AND YOUR PROGRAMME COORDINATORS
BUSINESS AND ETHICS	WEB PROJECT MANAGEMENT	
RESEARCH METHODS	RESEARCH METHODS	
BUSINESS ANALYTICS	BUSINESS ANALYTICS	
BUILDING LEADERSHIP COMPETENCIES	BUILDING LEADERSHIP COMPETENCIES	
ENTREPRENEURSHIP AND ORGANISATION MANAGEMENT	ENTREPRENEURSHIP AND ORGANISATION MANAGEMENT	
FRENCH LANGUAGE	FRENCH LANGUAGE	

*It is possible to substitute the Internship for a Research Dissertation upon request.



MODULES

THEMES	MANAGEMENT & BUSINESS STRATEGY	BUSINESS & ETHICS	RESEARCH METHODS	MARKETING STRATEGY
MODULES	Management strategy	Ethics & CSR	Concepts & methods	e-commerce
	Risk & crisis management	International business law	Write & Cite	Customer relationship management
	Corporate financial management	Human Resource Management and Careers in a Digital Age		Marketing 360, cross channel strategy
	Business strategy in a global market	Cyber-security		Social media strategy
	Digital economy	Business simulation		Mobile marketing
THEMES	WEB PROJECT MANAGEMENT	BUSINESS & ANALYTICS	BUILDING LEADERSHIP COMPETENCIES	ENTREPRENEURSHIP & ORGANISATIONAL MANAGEMENT
MODULES	Website designing	Data management & analytics	Leadership essentials	Entrepreneurship & New venture creation
	SEO/SEA	Integrative case study	Leadership communications	Intercultural management
	UX design		Leading the leaders	

GENERAL AIMS

The MBA in Digital Marketing strategy aims to give the students the necessary skills to boost their career in the digital sector. Students will learn with professionals from corporate partners and full-time faculty staff. They will learn how to anticipate the evolution of the digital economy, e-business and digital marketing.

LEARNING OBJECTIVES

The MBA in Digital Marketing Strategy is the formula for success to help you to find your job in this connected digital world. Students will learn to master the latest tools used to orchestrate and automate marketing campaigns. They will learn how companies organise their tools, processes and digital resources. Students will also receive coaching to develop their personal and professional skills while working on their consultant project and challenges with real companies.

Students will be able to adapt to a constantly evolving professional environment and ecosystems thanks to the following skills:

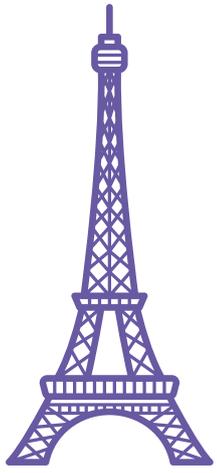
- + Proficiency in digital communication tools and social media
- + Creation of digital advertising campaigns
- + Management and coordination of online communities
- + Management of web development projects
- + Strong command of digital tools for better management of customer relations (e-CRM)
- + Knowing how to analyse market data for better management of customer relations

450

HOURS

CLASSES, CONFERENCES,
RESEARCH AND PRACTICAL
CASE STUDIES





A BUSINESS SCHOOL IN THE HEART OF PARIS LA DÉFENSE

“At EMLV Business School, one of our main missions is to train hybrid managers demonstrating both technical and interpersonal qualities. The presence on campus of an engineering school (ESILV) and a digital school (IIM) gives our students the opportunity to build a diverse and supportive network from all around the world. With more than 7 000 students, our campus is home to an enriching academic ecosystem that is truly representative of the Parisian world of vision and ideas. Being a student in Paris is a unique experience which is reflected in the school’s DNA. At EMLV, we support our students to diversify their skills, drive their own career, and pursue their ambitions from local or international perspectives. In today’s fast-evolving professional environment, our exceptional campus allows our students to access state of the art technologies, such as our FabLab and our research centres, which encourages curiosity, R&D activity, and entrepreneurial innovation. We are proud to welcome students from diverse academic backgrounds and cultures which allows EMLV Business School to stand out as one of the top business schools in Europe.”

Sébastien Tran
Dean EMLV

THE EMLV
PROGRAMMES
HAVE BEEN
DESIGNED TO HELP
STUDENTS REACH
THEIR HIGHEST
POTENTIAL AS
FUTURE MANAGERS.



ABOUT THE INTERNATIONAL STUDENTS' WELCOME DESK

The Welcome Desk welcomes all international students who come to study at Léonard de Vinci, whether they are pursuing a degree or participating in an exchange program with a partner university. The Welcome Desk helps students prepare their arrival and organizes orientation days at the start of each semester during which they are given information on campus life, life in Paris, and administrative and immigration procedures to follow. In addition to welcoming international students upon their arrival, it provides them with assistance and support all year long on topics such as housing, visa procedures, opening a bank account, participating in campus life activities... The Welcome Desk works closely with the student association ESN DeVinci, an Erasmus Student Network association which aims to help integrate international students on campus. Before their arrival, students are put in relation with ESN DeVinci to help them prepare for their arrival. Furthermore, ESN Devinci organizes different cultural and entertainment events for international students all year long such as visits of Paris, weekend trips, parties and cultural exchange dinners. Therefore, the Welcome Desk is one of the main points of contact for any international student studying at Léonard de Vinci. You are welcome to contact the Welcome Desk for assistance!

PARIS IS THE FIRST STEP TO YOUR INTERNATIONAL CAREER

Paris is world famous as a hub of European culture, history and academia, attracting businesses, students and tourists from around the globe.

Paris is also home to La Defense, Europe's biggest business district, which is located just 15 minutes to the west of Paris city centre. Devinci's campus in La Defense is within walking distance to over 1500 companies and potential employers and just a few minutes from many of Paris's most famous sights by metro. Devinci students are therefore uniquely placed to develop their cultural awareness and business acumen with the support of the school's teaching faculty and careers service; if you want to experience European culture, build your network, and diversify your career opportunities, Devinci is the place for you!





APPLICATION PROCESS

1. Apply online
<https://international.leonard-de-vinci.net>
2. Online interview
3. Results of admission
4. Secure your seat
5. Final enrolment confirmation
6. Welcome to Paris!

ADMISSIONS

REQUIREMENTS

- + Undergraduate degree
- + A minimum of 3 years of full-time professional experience (excluding internships)
- + IELTS 6.5 or equivalent (TOEIC, TOEFL, Duolingo, Cambridge, Pearson). Native English speakers, and those who have previously graduated from a degree programme taught entirely in English, are exempted

KEY INFORMATION

- + 12-month programme (6 months classes / 6 months internship or thesis)
- + RNCP and AMBA accredited (APS eligible / post-study work permit)
- + 60 ECTS
- + Intake October 2021
- + Tuition fees: 14 700 €

CONTACT

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