



# MBA IN DIGITAL MARKETING STRATEGY

**FULL-TIME**  
PROGRAMME IN ENGLISH



**BUSINESS  
SCHOOL**  
PARIS-LA DÉFENSE



# LIVE AN IMMERSIVE EXPERIENCE AT THE HEART OF DIGITAL TECHNOLOGY

**The MBA in Digital Marketing Strategy is both general and specialised, its aim being to train operational managers. The aim of this MBA is to train operational managers with at least three years' professional experience who are looking to acquire and/or improve their knowledge in the field of digital marketing.**

**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.

## GENERAL OBJECTIVE

**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.

## INNOVATIVE TEACHING APPROACH

Our teaching approach is inductive because the content of the programme was developed based on the job descriptions and skills sought by the job market in the digital marketing sector. Digital teaching tools such as video capsules are used during classes.



It seems like every week we hear about a new device or application that promises to revolutionise the industry. The key to keeping up with the technological revolution is to fully embrace it, understand its potential and figure out how to properly integrate it into a larger strategy. And that is exactly what we are doing at EMLV."

**Lev Mukhin** (Kazakhstan)  
2018 graduate

## DIGITAL CERTIFICATION TO ASSESS EXPERTISE AND KNOWLEDGE

Students will take the Digitt® test; a system which evaluates professional digital skills based upon 4 keys areas : digital, literacy, operation, strategy and behavior.

## LEARNING OUTCOMES

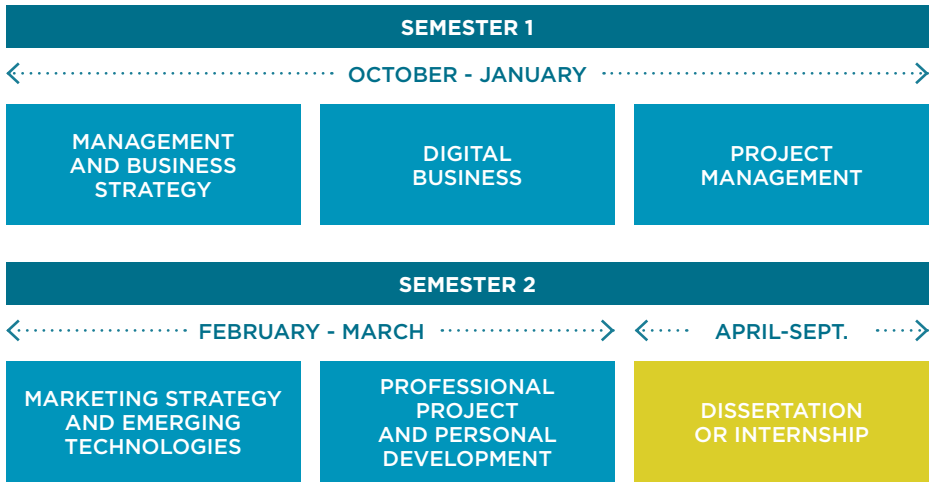
Students will be able to adapt to a constantly evolving professional environment and ecosystems thanks to the following skills:

- 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





**COURSE STRUCTURE**



**500**  
**HOURS OF CLASS AND PROJECTS**

**6**  
**MONTHS INTERNSHIP OR DISSERTATION**

**MODULES**

MANAGEMENT AND BUSINESS STRATEGY	DIGITAL BUSINESS	PROJECT MANAGEMENT	MARKETING STRATEGY AND EMERGING TECHNOLOGIES	PROFESSIONAL PROJECT AND PERSONAL DEVELOPMENT
Management Strategy	Digital Economy	Entrepreneurship & New Venture Creation	Online Reputation & Crisis Management	Languages - French as a Foreign Language
International Case & Complex Negotiation	Law & New Technologies	Web Project Management I (create and manage website)	E-Commerce & e-CRM	Conferences & workshops on personal development, career development coaching and professional project
Finance for Business Development	Current and Emerging Trends in Digitization	Web project management II (SEO / SEA, analytics)	Marketing 360, cross channel	MBA Dissertation or Internship
Business Strategy in a Global Market	Data Management & Statistical Methods	UX Design	Mobile Marketing	
	IT Security & Ethics	Consultant Project & Challenges	Social Media Marketing	
	Social Networks in Human Resources & Recruiting	Research methods	Digital Advertising	
			E-mailing Campaign with MailChimp	

## PROGRAMMES HIGHLIGHTS

### CONSULTANT PROJECT: A PROJECT CENTERED APPROACH

The students work with firms on digital and social media strategy acting as consultants 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.

COMPANY	PROJECT NAME	ASSIGNMENTS
Odaitès	E-branding	<ul style="list-style-type: none"> <li>• Search Engine Optimisation</li> <li>• Development of the brand e-reputation (on social networks and on the website)</li> <li>• Increase in turnover made on the site</li> </ul>
POP visual voicemail	Launching of the application in different countries	<ul style="list-style-type: none"> <li>• Identifying the specificities/opportunities for launching the application in different countries: Asia, Europe, USA</li> <li>• Proposing acquisition solutions</li> <li>• Scaling these actions with a view to deployment</li> </ul>
Spot a shop	Growth Hacking operations to increase the online brand awareness of spot-a-shop.fr, new challenger on the French market	<ul style="list-style-type: none"> <li>• Find efficient and traffic generator levers</li> <li>• Set in place 2 growth hacking actions to increase the visibility of the website and brand awareness on social media</li> </ul>
STIM	Digital marketing plan to support a collaborative event around innovation	<ul style="list-style-type: none"> <li>• Steering the creation of digital communication tools</li> <li>• Building a community of people interested by innovation and design via social media.</li> <li>• Helping to increase STIM's notoriety and visibility on social networks: e-reputation.</li> </ul>

### 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



We had to do an internship to validate the diploma. 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** (United States of America)  
2017 graduate / Co-founder of Woojoo

## LA DÉFENSE IS HOME TO 1500 COMPANIES, 15 OF WHICH ARE AMONG THE 50 BEST IN WORLD RANKINGS

### A BUSINESS SCHOOL IN THE HEART OF PARIS LA DÉFENSE

The Leonard de Vinci Business School is located right in the business district, on a 58 000 m<sup>2</sup> campus shared with engineering school ESILV and digital school IIM. The proximity of multinationals is one of the best opportunities to network. This concentration of workers is a chance for students who will find a wide range of services within the area: restaurants, shops, medical practices and banks.

## PARIS IS THE FIRST STEP IN YOUR INTERNATIONAL CAREER



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

**Prof. Basma Taieb**  
PhD

**With a PhD in Business Administration specializing in Marketing from IAE Aix-en-Provence**, Basma Taieb began her teaching career with temporary positions at University of Paris-Sud then at Claude Bernard University in Lyon. She then worked as a university lecturer and researcher at Cergy Pontoise University, before joining EMLV. She teaches marketing basics: Market Research, CRM, E-marketing, Data Marketing and Data Analysis.

**Her research work focuses on e-marketing, mobile marketing, m-commerce, social media and consumer behaviour.**

Her research has been published in international journals such as the Journal of Business Research and presented at international conferences like the Academy of Marketing Science and European Marketing Academy Conference. Her future research will focus on consumer attitudes and behaviour in relation to the Internet of Things (IoT).

## THE SCHOOL

Léonard de Vinci Business School (EMLV) offers several degrees with specialisations in finance, digital business, marketing and human resources.

The EMLV programmes have been designed to help students to reach their highest potential as future leaders. EMLV provides state of art programmes in business with an emphasis on digital aspects of business and the international dimension. Students are exposed to real life business scenarios which equip them with core professional skills. Faculty and staff include both international research professors and business professionals.



The IAB label makes it possible to identify courses which comply with the recommendations established by the IAB and by other French authorities.



## PERSONALISED SUPPORT

- . Administrative steps (housing, Campus France, visa, health insurance, immigration office...)
- . Buddy Team service (airport pick-up, practical information, integration events...)
- . One and a half hour French class per week (3 levels: beginner, intermediate, advanced)

## ADMISSION REQUIREMENTS

- . Master's Degree or Bachelor's Degree plus minimum 3 years' work experience
- . English test IELTS 6.0 or equivalent requested. Interview (either face-to-face or at a distance)

## ADMISSION PROCESS

- . Application submission through the website: <http://international.leonard-de-vinci.net>
- . Interview (either face to face or at distance)
- . Application deadline: **July, 5<sup>th</sup> 2019**
- . Duration: **12 months**
- . Intake: **October**
- . Tuition fee: **10 900 €**
- . School Contribution: **90 €**

## CONTACT

[international.admission@devinci.fr](mailto:international.admission@devinci.fr)

# WHY

## DO AN MBA AT THE LEONARD DE VINCI BUSINESS SCHOOL?

- Teaching faculty: PhD professors and professionals
- Modern campus in La Défense, Paris business centre (France)
- Intercultural experience
- Partnerships with multinational firms
- Sports facilities & more than 40 clubs
- Interactive projects with sister schools ESILV (Graduate school of Engineering) and IIM (Institute of Internet and Multimedia)
- Emphasis on employability
- Small class sizes
- Individual attention
- Scientific research techniques to engage in independent investigation and understanding of issues



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