MBA IN DIGITAL MARKETING STRATEGY

AN IMMERSIVE EXPERIENCE AT THE HEART OF DIGITAL TECHNOLOGY
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THE MBA IN DIGITAL MARKETING STRATEGY IS DESIGNED TO PROVIDE STUDENTS WITH THE MANAGERIAL AND ANALYTICAL SKILLS THAT COMPANIES EXPECT TO PERFORM IN THE DIGITAL AGE. 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.

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

RNCP CERTIFICATION
EXPERT IN DIGITAL MARKETING STRATEGY - LEVEL 7

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.

“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
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.

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.

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<tr>
<th>COMPANY</th>
<th>PROJECT NAME</th>
<th>ASSIGNMENTS</th>
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<tbody>
<tr>
<td>Odaltès</td>
<td>E-branding</td>
<td>+ Search Engine Optimisation</td>
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<td></td>
<td></td>
<td>+ Development of the brand e-reputation (on social networks and on the site)</td>
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<td>+ Increase in turnover made on the site</td>
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<td>POP visual voicemail</td>
<td>Launching of the application in different countries</td>
<td>+ Identifying the specificities/opportunities for launching the application in different countries: Asia, Europe, USA</td>
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<td>+ Proposing acquisition solutions</td>
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<td></td>
<td></td>
<td>+ Scaling these actions with a view to deployment</td>
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<td>Spot a shop</td>
<td>Growth Hacking operations to increase the online brand awareness of spot-a-shop.fr, new challenger on the French market</td>
<td>+ Find efficient and traffic generator levers</td>
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<td></td>
<td>+ Set in place 2 growth hacking actions to increase the visibility of the website and brand awareness on social media</td>
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<td>STIM</td>
<td>Digital marketing plan to support a collaborative event around innovation</td>
<td>+ Steering the creation of digital communication tools</td>
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<td>+ Building a community of people interested in innovation and design via social media.</td>
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<td></td>
<td>+ Helping to increase STIM’s notoriety and visibility on social networks: e-reputation.</td>
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Joey Greiner (United States of America)
2017 graduate / Co-founder of woojoo

“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.”
With a PhD in Business Administration specializing in Marketing from IAE Aix-en-Provence, Basma Taieb 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).

Basma Taieb  
PhD, Director of the MBA Digital Marketing Strategy
WHY PURSUE 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 50 student clubs & societies
+ Emphasis on employability
+ Small class sizes
+ Individual attention
+ Scientific research techniques to engage in independent investigation and understanding of issues

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 hours 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 6.5 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 2020
+ Duration: 12 months
+ Intake: October 2020
+ Tuition fee: €11700
+ School Life Contribution: €90

CONTACT INTERNATIONAL.ADMISSION@DEVINCI.FR