MBA IN DIGITAL MARKETING STRATEGY

FULL-TIME PROGRAMME IN ENGLISH
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
COURSE STRUCTURE

**SEMESTER 1**

**OCTOBER - JANUARY**

- **MANAGEMENT AND BUSINESS STRATEGY**
- **DIGITAL BUSINESS**
- **PROJECT MANAGEMENT**

**SEMESTER 2**

**FEBRUARY - MARCH**

- **MARKETING STRATEGY AND EMERGING TECHNOLOGIES**
- **PROFESSIONAL PROJECT AND PERSONAL DEVELOPMENT**
- **DISSERTATION OR INTERNSHIP**

**APRIL-SEPT.**

- **DIGITAL BUSINESS**
- **MANAGEMENT AND BUSINESS STRATEGY**
- **PROJECT MANAGEMENT**

**MODULES**

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<th>PROJECT MANAGEMENT</th>
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<td>Entrepreneurship &amp; New Venture Creation</td>
<td>Online Reputation &amp; Crisis Management</td>
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<td>International Case &amp; Complex Negotiation</td>
<td>Law &amp; New Technologies</td>
<td>Web Project Management I (create and manage website)</td>
<td>E-Commerce &amp; e-CRM</td>
<td>Conferences &amp; workshops on personal development, career development coaching and professional project</td>
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<td>Finance for Business Development</td>
<td>Current and Emerging Trends in Digitization</td>
<td>Web project management II (SEO / SEA, analytics)</td>
<td>Marketing 360, cross channel</td>
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<td>Data Management &amp; Statistical Methods</td>
<td>UX Design</td>
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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.

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

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

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 m² 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

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
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).
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)

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 PROCESS

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

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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