

SP4 BRAND BUILDING & DIGITAL EXPERIENCE



455 HOURS | 60 ECTS CREDITS | OVERALL COURSE | STUDENTS NUMBER : 15 MIN - 40 MAX
CERTIFIED BY THE FRENCH GOVERNMENT AFTER 5TH YEAR LEV.7
RNCP TITLE : MANAGER DE LA COMMUNICATION ET STRATÉGIE DIGITALE
RNCP CODE 31420 | CERTIFICATE CODE 16X32014
PROFESSIONAL INTEGRATION RATE – 90%* | GRADUATION RATE – 98%*

LONDON | FULL-TIME PROGRAM
ACCESS TO HANDICAP COURSE
EDUCATION PRICE – 10 500€

New technologies offer opportunities in absolutely every field. At the end of this program, students will know the full potential of new technologies and will be able to put their knowledge at the service of a brand, a product or a service.

– MAIN SUBJECTS

- Media Trends and British Brands
- Fundamentals of Business
- Big Data: Current Trends
- Mobile and Messaging
- Total Internet Optimisation
- Digital Analytics and Effectiveness
- Introduction to Artificial Intelligence
- Web Design
- Digital Advertising : Paid Media
- Omnichannel Retailing

– GOALS, SKILLS AND ABILITIES

Plan a digital strategy to raise brand awareness

This program, delivered in the heart of London, aims to fast track your digital marketing career in Europe's digital capital. You will gain skills, technical expertise, and insights into the environment and tools of digital marketing through cutting-edge, practical courses delivered by successful practitioners and accomplished lecturers.

This learning experience will open doors to a wide variety of careers in the digital marketing field, giving students a firm grounding in the marketing principles and online strategies needed to attract customers in the Internet age.

– EVALUATION AND TEACHING INNOVATIONS

Your 60 ECTS accreditation is obtained through different types of evaluations (study cases, workshops, quizzes...). An internship or apprenticeship depending on your program is also required.

Competitions

One of our students' favourite moments of the school year is the final competition. For more than a week, students, working in interdisciplinary groups, work on a practical case presented by a large advertiser or a large agency, to answer a specific strategic, marketing or creative problem. Creative students, strategists, PR, media and digital specialists all work together with the goal of using their various skills to create a real solution of professional quality.

Thesis

This working paper completes the training period for the SP4 students in the different international programs in Paris, London, San Francisco and New-York. This is a written evaluation that will validate their research, strategic and analytic skills.

LEARN MORE

Intake in September

Classes : September to December

Internship : 6-month internship 2nd semester

Pre-requisites

- Bac+3 (180 ECTS) or a certification of level 6 or equal, as a priority in the communication, marketing, management fields and fulfill the entry tests.
- Have a good level in English, justified by a TOEIC 680 or recognized certificate (B2 level minimum).

Our added value

Professional support

Students can find their internship with the help of our Career Center. They help them with coaching, resume writing, job search.

Quality speakers

The classes are all led by professionals from the communication, marketing or creative sector. Emphasis is placed on immersive or reverse pedagogy.

Careers

- Traffic Manager
- Data Manager
- Marketing Director
- Social Media Manager

Studies pursuit privileged

- SP5 Digital marketing, innovation & start-up project