



DIGITAL MARKETING, INNOVATION & START-UP PROJECT

455 HOURS | 60 ECTS CREDITS | OVERALL COURSE | STUDENTS NUMBER : 15 MIN - 40 MAX
CERTIFIED BY THE FRENCH GOVERNMENT LEV.7
RNCP TITLE : MANAGER DE LA COMMUNICATION ET STRATÉGIE DIGITALE
RNCP CODE 31420 | CERTIFICATE CODE 16X32014
PROFESSIONAL INTEGRATION RATE – 92%* | GRADUATION RATE – 98%*



PARIS

ACCESS TO HANDICAP COURSE
WORK STUDY **OR** FULL TIME PROGRAM
FULL TIME PROGRAM : 9850 €
WORK STUDY PROGRAM : 10 200 €

Digital marketing has completely changed the scenario of using the technology for marketing by the brands and businesses. As more and more people have started using the digital platforms in everyday life, digital marketing triggers have to be combined with traditional ways in order to offer a seamless customer journey. The rise of digital marketing allows brands and companies to provide an omnichannel experience.

– MAIN SUBJECTS

- Search Engine Optimization
- Search Engine Marketing and Display Marketing
- Digital Project Management
- Inbound Marketing and content Marketing strategy
- Social Media optimization
- Growth hacking

– GOALS, SKILLS AND ABILITIES

To instill a start-up or innovation dynamic for all brands

This program is aimed for future professional who want to build a career in communication and marketing in any industry or business. The training is resolutely focused on innovation, foresight and jobs in the digital marketing environment. It holds an important place for new technologies and the latest digital marketing technics which have now become essential in this industry. This 5th year allows you to understand the ecosystem in its entirety around many practical cases and meetings of experts. The seminars are organized to provide all the keys to understanding the main issues and trends in a world highly digitalized. Outings and workshops are organized throughout the year to allow students to discover and soak up immersive experiences.

– 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.

Masterclass

A full week seminar dedicated to testimonials and feedbacks from professionals from rich and varied sectors and environments. During the latter, students are encouraged to discuss issues related to career paths, experiences and major trends they will face during their professional future.

Start-up project

After several decades of classic methods for project management (V Cycle), agile approach has widely spread to improve efficiency of software developments. This has brought a cultural change and new ways of working. The project management agile course aims to understand and practice how to build a new product in an agile way.

LEARN MORE

Intake in September

Classes : September to September
Rythm : sandwich course
8 weeks of lecture and workshops

Pre-requisites

- Bac+4 (240 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

Quality level speakers and visiting professors : all speakers are recognized for their high level of expertise and their business experience to which the specialization is attached. Sup de Pub pedagogical DNA is highly based on immersive learning through experience feedback, observation and hands-on learning.

Digital Library of Omnes Education

Access thousands of resources for free to improve your knowledge, to learn, to follow the news and to conduct your strategic watch.

Professional immersion

In addition to very specialized teaching, the students benefit from applied courses on the corporate world : entrepreneurship, business model, growth hacking, finance, law, etc.

Careers

- Customer success manager
- Campaign manager
- Chief digital officer
- Digital project manager
- CRM manager