

# SP4 DIGITAL MARKETING, INNOVATION & START-UP PROJECT



455 HOURS | 60 ECTS CREDITS | OVERALL COURSE | STUDENTS NUMBER : 15 MIN - 40 MAX  
CERTIFIED BY THE FRENCH GOVERNMENT AFTER 5<sup>TH</sup> YEAR 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 – SAN FRANCISCO  
ACCESS TO HANDICAP COURSE   
WORK STUDY **OR** FULL TIME PROGRAM  
SAN FRANCISCO FULL TIME PROGRAM : **10 500€**  
PARIS FULL TIME PROGRAM : **9350€** / WORK STUDY : **9650€**

This program is for students who would like to specialize in digital media marketing and strategy and who wish to implement and manage complex digital strategies for advertisers.

## – MAIN SUBJECTS

- Web design and introduction to coding
- Digital marketing
- Lean graphic design for entrepreneurs
- Lean start-up methodology
- Design thinking
- Pitching for startups
- Entrepreneur perspectives guest lecture series

## – GOALS, SKILLS AND ABILITIES

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

Our program follows closely the many technical developments used by major players in the new technologies and social networks for digital marketing, data marketing, brand content and massive use of behavioural databases. It trains our students to be high-level digital project managers across a wide array of sectors. The digital sector is rapidly expanding which enables many employment opportunities whether in France or abroad.

Particularly efficient for a fast integration into the world of work, this 4th year program is delivered completely in English. It is one of the program offered by Paris, and the only one that includes a 10-week period of professional seminars about entrepreneurship and digital skills in the San Francisco office where students will benefit high level conferences, guest lecturers, visits to tech giants and local startups as well as networking events.

## – 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 August

Rythm : 3 days at school / 2 days at work

### 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