

SP5

DIGITAL MARKETING & INNOVATION MANAGEMENT

LONDON

This programme, 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.

This program is recognized by the French government (RNCP) and culminates in a "Manager de la Communication et du Marketing Digital, certification de niveau I" certification.

ACADEMIC CALENDAR



COURSES

U1 - The UK Advertising Scene

The World of Agencies: London Ad Capital
Media Trends and British Brands
Evolution of Advertising from 19th to 21st Century
UK Advertising Restrictions: Children, Gambling, Alcohol, Tobacco
Below-the-Line-Marketing
Comms Planning and Media Strategy

U2 - Professional Tools

Public Speaking
Advanced Integrated English
English for Business Communication
Fundamentals of Business
One-Day Pitch Workshops
Go Live !
Competition

U3 - Digital Marketing and Innovation Management

Big Data: Current Trends
Peer to Peer and the Sharing Economy

Mobile and Messaging Economy
Customer Journey and e-Commerce
Total Internet Optimisation
Digital Analytics and Effectiveness
Introduction to Artificial Intelligence
Creative Coding
Web Design
Digital Advertising: Paid Media
Growth Hacking
Omnichannel Retailing

U4 - Masterclass

Design Thinking
International Digital Campaigns
Innovation and Customer Experience
Blockchain
UK Job Search
Networking for Life
Co-Creation



DYNAMIC CURRICULUM

At Sup de Pub, the curriculum is adapted to the demands of businesses and the market. We make it our business to be constantly evolving so our students are prepared for the workforce. The management, the development committee, professors and professional stakeholders are all contributors to this curriculum. In order to give our students more experience to prepare them for life after Sup de Pub, we strive to put them in contact with the communications industry on a constant basis whether through the professional professors or our competitions.

CONFERENCES

Throughout the year, influential personalities from the communication sector and politicians visit Sup de Pub. The speakers talk to the students about their careers and the secrets to their success imparting their wisdom as well as their thoughts on the future. The purpose of these meetings is twofold: to gain insight into how to excel in the future careers and to increase the students' professional networks. Here are some examples of previous Sup de Pub conferences: Laurent Ruquier, Rachida Dati, Gaspard Gantzer, Thierry Ardisson, Roselyne Bachelot, Thomas Dutronc, Nathalie Kosciusko-Morizet, Christophe Dechavanne, Jacques Séguéla, Stéphane de Groodt ...

COMPANY VISITS

Throughout the year, students visit companies and / or places closely related to their training. The Luxury Brand Communication program visits the Caves du Louvre and the Counterfeiting Museum while the Digital Marketing Program visits the salon d'E-commerce and incubators...

COMPETITIONS

One of our students' favourite moments of the school year is the final competition. Sup de Pub wanted to find a way to closely approximate the experience of working in an agency to allow our students to develop their professionalism. 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. Many students have found internships with the presenting agencies or advertisers because of the impression they have made during the competitions.

THE PROFESSIONAL PROJECT

At the end of the 5th year, the students must defend before a committee, a Professional Personal Project in order to graduate whether they studied in France or abroad. The professional project is the creation of a new start-up business with students working in groups of 3 or 4. Whether the business is a new product or service, this exercise encourages students to develop their managerial, financial skills as well as the knowledge of business law, Sup de Pub encourages its students to embark on the entrepreneurial adventure. At the end of SP5, the best professional projects benefit from one year of hosting within the INSEEC Group's business incubator and two other specialist incubators.

CAREERS

Social Media Manager

The Social Media Manager is a high-level specialist responsible for managing the image of a brand in the digital world. Attention, the position of Social Media Manager differs from that of Community Manager by its strategic dimension: the Social Media Manager does not merely execute the digital communication policy of a brand, they are the decision maker, in direct contact with the management of the company.

Data Manager

The data manager organizes the data collected to facilitate the search for information and allow the company to define strategic axes. His work can lead to behavioral studies, client profiling and scoring. He creates databases, ensures their reliability and their transmissibility.

Traffic Manager

The Traffic Manager is the person who manages and monitors website traffic. This post is found in businesses (e-business, e-commerce or e-marketing), advertising agencies or sometimes in communication agencies. In fact, the traffic manager does not "manage" the posting of advertising campaigns. Its role is well defined: optimize the forms of traffic acquisition on one (or more) site (s) web to attract qualified traffic and maximize sales or recruit new prospects. Paid referencing, natural referencing, e-mailing, affiliation, display, price comparisons ... a Traffic Manager must master all the forms of web marketing.

ADMISSIONS PARIS :

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