

# SP4 DIGITAL MARKETING, INNOVATION & START-UP PROJECT

RECOGNIZED BY THE FRENCH GOVERNMENT NIV.2 (FR) – NIV.6 (EU) | 455 HOURS | 60 ECTS CREDITS  
RNCP TITLE : RESPONSABLE DE COMMUNICATION ET DE PUBLICITÉ  
OPTION DIGITAL MARKETING, INNOVATION & START-UP PROJECT  
OVERALL COURSE | STUDENTS NUMBER : AROUND 40  
PROFESSIONAL INTEGRATION RATE – 93% | GRADUATION RATE – 100%

PARIS – SAN FRANCISCO  
WORK-LINED TRAINING *OR* FULL-TIME PROGRAM  
ACCESS TO HANDICAP COURSE   
RNCP CODE 1739 | CPF CODE 247132  
EDUCATION PRICE – 8 750€ (PARIS) | 10 250€ (SF)

Offered in Paris since 2008, the program can now also be chosen in San Francisco for a “Bootcamp”. Students who choose the San Francisco program follow a full-time program, whereas students in Paris can follow a work-lined training. 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
- Facebook Ads Set-up and optimization
- Intensive Integrated English
- Bay Area Innovation and entrepreneurship ecosystem
- Lean Stratup methodology
- 3D Modeling and 3D Printing for rapid prototyping
- Design Thinking
- Pitching for startups
- Entrepreneur perspectives guest lecture series

## – GOALS, SKILLS AND ABILITIES

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 INSEEC School of Communication in 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 from a membership and training with TechShop, high level conferences, guest lectures, visits to tech giants and local startups as well as networking events.

## – EVALUATION AND TEACHING INNOVATIONS

### 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 have to be posted on the online campus.

## LEARN MORE

### *Intake in September*

**Cours :** september to january

**Internship :** february to july

### *Pre-requisites*

Bac+3 or equivalent (VAP\*), TOEIC 680, B2 Level, a good general culture, to be in constant watch over the news.

### *Our added value*

#### **The Career Center**

Students can find their internship thanks to the Career center. They help them for interview 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
- Directeur marketing
- Social Media Manager