



DIGITAL MARKETING & INNOVATION MANAGEMENT

RECOGNIZED BY THE FRENCH GOVERNMENT NIV.1 (FR) – NIV.7 (EU) | 455 HOURS | 60 ECTS CREDITS
RNCP TITLE : MANAGER DE LA COMMUNICATION ET STRATÉGIE DIGITALE
OPTION DIGITAL MARKETING AND INNOVATION MANAGEMENT
OVERALL COURSE | STUDENTS NUMBER : AROUND 40
GRADUATION RATE – 100%

LONDON | FULL-TIME PROGRAM
ACCESS TO HANDICAP COURSE
RNCP CODE 31420 | CPF CODE 248611
EDUCATION PRICE – 10 350€

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

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.

At the end of their Master, students can follow our Digital MBA Management, a 100% online training that gives all the keys to manage and build a society !

– EVALUATION AND TEACHING INNOVATIONS

Competition

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.

Capstone Project

At the end of the 5th year, the students must defend before a committee, a capstone Project in order to graduate whether they studied in France or abroad. The best professional projects benefit from one year of hosting within the INSEEC Group business incubator and two other specialists incubators.

LEARN MORE

Intake in September

Cours : september to january

Internship : february to july

Defense of the Capstone Project : september

Pre-requisites

Bac+4 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

- Director of Communication (internal and external)
- Social Media Manager
- Data Manager
- Traffic Manager
- Media Planner
- Strategic Planner