



DIGITAL MARKETING INNOVATION & START-UP PROJECT

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, INNOVATION & START-UP PROJECT
OVERALL COURSE | STUDENTS NUMBER : AROUND 40
GRADUATION RATE – 100%

PARIS – SAN FRANCISCO
WORK-LINED TRAINING* *OR* FULL-TIME PROGRAM
ACCESS TO HANDICAP COURSE 🏆
RNCP CODE 31420 | CPF CODE 248611
EDUCATION PRICE – 9 850€ (PARIS) | 10 350€ (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 goal of the professional project is to write a business plan and found a real company or product in the communication and digital sectors. Students working teams of two or three and defend their project to a jury of professionals. The best projects have the opportunity to receive support from INSEEC in the form of incubator space.

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

Start-up 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