

SP4 DIGITAL MARKETING & STRATEGY [ENGLISH TRACK]

RNCP : MANAGER DE LA COMMUNICATION ET STRATÉGIE DIGITALE

SP5

24 MONTHS PROGRAM, LEVEL 7 CERTIFICATION
910 HOURS | 120 ECTS CREDITS | GROUP OF 15 TO 39
CODE RNCP 31420 | CODE DIPLÔME 16X32014
OCCUPATIONAL INTEGRATION RATE - 87%* | DIPLOMATION RATE - 99%
ACCESSIBLE PROGRAM FOR PERSON WITH DISABILITIES ♿

PARIS
WORK-STUDY PROGRAM - 24 MONTHS 21 450 €
SP4 FULL-TIME PROGRAM 9 950 €
PARALLEL ADMISSION : SP5 WORK-STUDY 10 950 €
PARALLEL ADMISSION : SP5 FULL-TIME 10 450 €

Today, 3 billion people use Facebook worldwide each month and a half of the 1 billion Tiktok users is under 30 years old. We spent 1:45 per day on social networks especially from smartphones. For 10 years, they have been the place to be for advertisers and agencies. Brands imagine and implement multiple digital strategies to acquire new audiences, to activate new customers and to improve their loyalty. Brands also pay a great attention to communities, reputation and influence strategies. Such campaigns require both creative knowledge and marketing technicity. This 2 years program offers students the opportunity to develop this panel of skills from designing and implementing a digital campaign to managing a team and a budget.

– GOALS, SKILLS & KNOWLEDGES

> Analyzing the digital environment of a brand

Students learn how to establish a full diagnostic of the digital eco-system of a brand and its position on the market. They approach benchmarking methods and online specific marketing tools to detect new trends and news consumers insights. They inspire a relevant strategy according to brands targets and values.

> Designing and implementing a digital communication strategy : acquisition, retention and recommendation.

Students develop specific skills dedicated to conception, planification and budget of online multi channel campaigns in accordance with the brand marketing strategy. As full project managers, they work in cooperation with other departments such as web design, IT and customer support.

> Operating and managing multi channel digital campaigns

Specific tools and methods related to launch and follow up of digital campaigns are taught in this program. Students learn how to manage and improve social and online marketing campaigns by engaging communities, creating organic virality and influence effects. They also work on paid channels, CRM and upsells processes to improve customer lifetime value.

> Analyzing and optimizing digital campaign

The program includes several modules centered on web analytics, data driven marketing and targeting strategies to enable students to create and to analyze dashboards.

> Managing a team and a project

Students learn how to adopt the proper behavior and posture by managing a complete team with various skills and levels of experience. They experiment team and project management through immersive workshops and serious games adapted to advertising and agency context.

FIND OUT MORE

Starting time : September

Alternation (work-study program) : during 24 months (see the alternation schedules on supdepub.fr).

Prerequisites

Have a good level in English, justified by a TOEIC 680 or recognized certificate (B2 level minimum).

For the 4th year : Validated Bac+3 (180 ECTS credits) or, a bachelor's degree or equal, primarily in the fields of communication, marketing or digital and fulfill the entry tests (or equal for the International students).

For the 5th year : Validated Bac +4 (240 ECTS credits) or a certification level 6 or equal, primarily in the fields of communication, marketing or digital and fulfill the entry tests (or equal for the International students).

What makes the difference ?

Personal coaching

The Job & Career center assists students on a day-to-day basis to find their mission in the right company and help them to sign their "alternance" contract, full-time or part-time. Experts in various domains also coach students for writing Resume and cover letters or for running interviews.

Live immersion

This program is based on active learning and immersive pedagogy that includes innovative sessions such as masterclass, visit, Bootcamp or hackathon.

High level teachers and specialists

All teachers, coaches and experts have been carefully recruited for their knowledge and their experience in communication, marketing or creation. They often also run their own agencies or work for big advertisers and they are fully related to the real business world.

Units of competency of the diploma

Unit 1 - Defining and implementing a digital communication strategy.

Unit 2 - Defining and managing a company's digital marketing strategy.

Unit 3 - Managing and coordinating digital marketing tools.

Unit 4 - Developing a data driven marketing strategy.

Unit 5 - Managing a digital communication agency or a department and leading teams

– MAIN COURSES / ACTIVITIES

First year (SP4)

455H - 60 ECTS

- Digital Strategy and web marketing
- Communication strategy
- Influence strategy
- Content Strategy and inbound marketing
- User experience strategy
- Social networks overview
- Community management
- Media Planning and social ads
- html coding and content management system
- Marketing automation
- SEA / SEO
- Social selling
- Webanalytics
- Project Management

Second year (SP5)

455H - 60 ECTS

- Business strategy
- Digital change and strategy
- Social media strategy
- Influence Marketing
- Growth hacking and acquisition
- Social Ads
- SEO / SEA (google certification)
- Content creation and production
- Display and RTB (real time bidding)
- CRM and customer journey
- Web analytics
- Digital european law
- Project management
- Speech and negotiation skills

– LEARNING INNOVATIONS AND ASSESSMENT

120 ECTS credits are requested to be graduated through several evaluation processes : case studies, workshops, serious games, surveys, competitions... The time spent in working environment is also assessed by mentors on a regular basis to help students to achieve their goals and develop their skills.

Challenge / Competition

This is another advantage to take part once a year to a big communication challenge involving all students of the school. During two weeks, students, organized by agencies, work on delivering a full campaign according to the brief of a real advertiser from various businesses such as food, fashion, health, travel or services.. They practice in a real life context all the knowledge they need to develop. At the end of the second week, a show is organized to vote for the best proposal .

Grand oral

This is a peak time at the end of the year. students present and defend their point of vue front of a jury composed of communication and marketing experts. Themes and subjects are renewed each year according to new trends.

Entrepreneurship : create your start-up

All over the year, students have the opportunity to create their own start up project, real or fictive. They experience all stages for creating a new online business from strategy and business plan to operations, tools or project management. If desired, Best projects could be integrated to Omnes Education incubation center in order to be assisted in the empowerment of their concept.

– CAREER AND JOB OPPORTUNITIES

(Yearly raw income : 28 - 34k€)

- Social Media Manager
- Social Ads Manager
- Community Manager
- Social Data scientist
- Digital marketing manager
- Digital marketing strategist