MSc1 - MSc2

DIGITAL STRATEGY AND SOCIAL MEDIA (ENGLISH TRACK)

RNCP TITLE : MANAGER DE LA STRATÉGIE DIGITALE

I ENROLL

PROGRAM INFORMATIONS

PARIS

24-month apprenticeship	22 500 €
Initial SP4	10 600 €
Parallel admission SP5 in apprenticeship	11 600 €
Parallel admission SP5 in initial	11 100 €

24-month program recognized and certified by the State at level 7
910 hours | 120 ECTS credits | Group size: min 15 - max 39
RNCP Code: 37793 | Degree Code: 16X32014
Employment rate and graduation rate: *Title acquired in 2024**
Accessible to individuals with disabilities ♿

ENROLLMENT & SCHEDULE

🔹 **September intake**

Schedule:
1 week at school / 3 weeks at a company for 24 months starting in September.

For over 15 years, the Internet has continuously given birth to new social platforms that renew, and sometimes disrupt, media usage — logically compelling brands to continuously adapt their online presence. It is within these challenges and mechanics of social media that this program enables entry.
Content, influence, algorithms, social ads, etc.: students will acquire strategic, technical, and creative skills to enable advertisers to shine on social networks.

YOU WILL LEARN TO

Developing social media strategies

You will first learn to conduct active monitoring to identify new platforms, new features, and new trends. This fundamental work is essential for subsequently building digital strategies that give prominence to social networks and integrate them into advertisers' broader communication.

Deploy social media campaigns

Acquisition, loyalty, reputation, etc. : whatever the objective, you will be introduced to the production and promotion of content for social networks. An opportunity to strengthen your creativity as well as your digital expertise by juggling with social media levers: content marketing, sponsorship, influence, etc.

Conducting «*test and learn*»

You will be sensitized to performance analysis. Traffic, conversion, engagement, etc.: you will learn to track your campaigns using key indicators to measure their success — an almost real-time view to acquire the necessary responsiveness and know how to optimize, from campaign to campaign, the digital strategy.

PREREQUISITES

Having completed a Bachelor's degree (Bac+3, 180 ECTS) or, for parallel admission, a Master's degree (Bac+4, 240 ECTS), a level 6 certification or equivalent, preferably in Digital, Communication, Marketing, or Web Marketing fields, and meeting the selection criteria of the institution (or equivalent for foreign candidates).
The Executive program has specific prerequisites with consideration given to professional experience.

SupdePub

—— MAIN COURSES

First-year courses (MSc1)
455H - 60 ECTS

- Digital strategy
- Inbound marketing
- Media strategy
- Social media strategy
- Web press relations and influence
- Current topics
- Competition
- Introduction to international relations
- Innovation project
- Data Visualization and Data Analysis Module
- Case study
- Social media project

- Work paper
- Digital project management
- Public speaking and the art of pitching
- School mentoring
- SEO/SEA
- UX/UI
- Basic programming
- Community management
- Content creation for social media
- Webanalytics and datavisualization
- Internet regulation
- Budget

Second-year courses (MSc2)
455H - 60 ECTS

- Societal transformations/brand strategies
- Digital strategy/growth hacking
- Influencer relations and online reputation
- Masterclasses
- Project and team management
- Data Visualization and Data Analysis Module
- Social ads strategy

- Google Ads ecosystem
- Facebook Ads enablers program
- Google Ads enablers program
- Data-driven customer relationships
- Performance measurement and analysis
- Social media project

—— ASSESSMENT METHODS

The diploma is obtained by acquiring 120 ECTS through various individual or collective professional situations, both written and oral.

This includes the flagship end-of-year project: **Creating a startup**. Learners form mixed project groups from different specialties to successfully complete this major pedagogical exercise. The goal is to acquire the entrepreneurial knowledge necessary to create their own fictitious startup. Those who wish to do so will have the opportunity to join the Omnes Education incubator to be supported in deploying their concept in real life.

Competitions: These are professional situations and highlights of the training. Students work on a real client brief presented by the agency and/or the brand to address an acquisition or loyalty issue. This cross-cutting recommendation is made collectively with a distribution of deliverables based on each student's skills.

A period of professionalization in a company is also required during the training.

—— CAREER AND CAREER PERSPECTIVES

(Indicative Starting Salary: €28k - €34k)

- Digital Project Manager
- Digital Coordinator
- Digital Communications Officer
- Content Manager

- Community Manager
- Social Media Manager
- Digital Communications Manager
- Digital Strategy Consultant

WHAT SETS US APART + OUR PEDAGOGICAL METHODS

Access to an influential network:
By joining Sup de Pub, you benefit from privileged access to an active network of 13,000 alumni, an influential professional community within numerous brands. This connection opens up multiple opportunities for partnerships and collaborations, thus strengthening your professional journey.

Quality speakers:
Our professional speakers, all experienced and passionate, are regularly accompanied and trained in the latest pedagogical methods. They ensure that each course is a rewarding and relevant experience for our students.

Immersive pedagogy:
Our students develop their knowledge and skills by working on real and concrete projects proposed by our partners throughout the year. This allows them to face current professional challenges.

Interactive and personalized learning:
Through our Omnes online platform, we offer a unique learning experience, personalized and enriched by digital advancements. Inspired by series and video games, our engaging and scripted formats aim to arouse curiosity and engagement among students. The goal is to enable learning in a different, playful, and interactive way.

Unique knowledge:
Our SHIFT(s) programs allow students to deepen their knowledge of environmental, societal, and cultural subjects while obtaining additional certifications. Through activities such as online conferences, masterclasses, didactic resources, practical exercises, and group work, we foster the development of critical thinking and collaboration. These programs will equip you with knowledge and skills that make a difference.

Innovative and essential tools:
The evolution of Big Data and Artificial Intelligence requires constant adaptation of our pedagogy. That's why all our programs now integrate short and evolving training courses covering data analysis, programming, no-code tools, and the fundamentals of cybersecurity. An opportunity to acquire the highly sought-after technical skills of Artificial Intelligence by recruiters.

YOUR WORK-STUDY PROGRAM AT SUP DE PUB

The NEMO platform to find an apprenticeship or a job

Sup de Pub facilitates the search process for its students. The platform gathers in a single database all internship, apprenticeship, and entry-level job offers from the 10,000 partner companies of the Omnes Group. Accessible upon registration, you can upload your CV or apply directly to a job posting !

Personalized follow-up in your professional journey

We accompany you at every step: job offers, CV and cover letter workshops, coaching sessions, interview simulations, company targeting. As a bonus, advice to refine and strengthen your «Personal Branding».

Regular events on our campuses

Frequent meetings with our partner companies during Job Dating and recruitment forums. It's an opportunity for you to secure an internship or apprenticeship, as well as to expand your professional network !

OUR CSR COMMITMENT INTEGRATED INTO OUR PEDAGOGY

CSR is at the core of our programs from the undergraduate level. We raise awareness among our students about the major challenges of communication and encourage them to integrate sustainability into their practices. To materialize this commitment, we have initiated several initiatives :

Specialized training and awareness at the undergraduate level

As part of the PACT project (*Programme d'Action Citoyenne de Terrain*), our students actively engage in volunteer missions with associations. This experience allows them to contribute to environmental, social, and solidarity causes, thus enhancing their academic and professional journey.

Moreover, our programs include numerous courses and workshops that explore the evolution of communication practices, with a particular focus on engaged communication and carbon footprint evaluation. Conferences led by recognized experts enrich this approach deepening the understanding of climate challenges and fostering our students' civic and societal engagement.

CSR commitment at the graduate level

Our programs integrate certified CSR skills and the TASK™ certification. Our students participate in concrete CSR projects in collaboration with companies or as part of the *Grande Compétition* Sup de Pub dedicated to «a Great Cause». They can become CSR ambassadors or get involved in campus initiatives. At the end of their program, a positive impact entrepreneurial project is carried out, offering practical experience and strengthening their commitment to CSR.

TRAINING OBJECTIVES

Skills Blocks

Block 1 – Defining the digital strategy of a brand
Block 2 – Organizing the operational implementation of the digital project
Block 3 – Deploying the brand's digital project
Block 4 – Managing and piloting performance to achieve project realization
Block 5 Option 2 – Managing social media strategy acquisition/optimization

ATTESTED SKILLS AND ABILITIES

Defining the digital strategy of a brand

Developing a digital ecosystem monitoring system for the brand
Analyzing the behaviors, expectations, and barriers of the target market
Establishing a digital strategic recommendation
Presenting and defending your digital strategy to your superiors or the client

Organizing the operational implementation of the digital project

Selecting relevant technical tools (production, creation, measurement, IT, etc.)
Defining the project specifications
Developing a budget
Selecting and negotiating offers from providers
Assembling the teams according to the expertise needs
Convincing all stakeholders

Deploying the brand's digital project

Organizing and phasing the project using management methods and tools
Coordinating relationships with providers
Allocating tasks to multidisciplinary teams
Monitoring, supervising, and animating the project's progress until delivery

Driving and managing performance to achieve project realization

Determining performance measurement indicators (KPIs)
Designing quantitative and qualitative dashboards
Analyzing performance through recommendations and improvement paths
Formalizing data using data visualization tools
Designing tools to support different audiences in their digitalization

Driving the social media acquisition/optimization strategy

Defining the brand's presence strategy on all social media platforms
Developing organic and paid visibility, as well as social community impact
Anticipating image-related risks by developing a crisis management process
Issuing recommendations and drafting processes for social media campaign deployment
Creating various assets to convey the brand's identity