

MSc in Digital Marketing & Communication

SPEAK YOUR CUSTOMER'S LANGUAGE



This Master programme prepares students to design and implement marketing strategies

and activities using digital technologies and platforms, such as mobile devices and social media. Graduates will be prepared to work in top-level and new positions such as Chief Digital Officer, Community Manager, Social Media Manager and Marketing Manager.

Dr Clara KOETZ,
Programme Manager

Programme 120 ECTS

THESIS / LANGUAGE COURSES / INTERNSHIP

SEMESTER 1

COMPULSORY MODULES

- Database for Direct Marketing and E-CRM
- Digital Law and Governance
- Principles of E-commerce
- Omni-Channel Consumer Behaviour
- Digital Marketing and Branding

SEMESTER 2

COMPULSORY MODULES

- Designing User Experience & Webanalytics
- Integrating Online and Offline Marketing Communications
- Digital Advertising Strategy
- Marketing Analytics
- Web Based Project Management

STRATEGY MODULE

International Strategic Management
“Winter session” abroad or course at Rennes School of Business

CSR MODULE

Corporate Social Responsibility
“Winter session” abroad or course at Rennes School of Business



DURATION 15 months
(including at least
a 4-month internship)

START DATES September

TEACHING LANGUAGE English

Admission

REQUIREMENTS

- A strong academic background
- Bachelor or equivalent
- English proficiency:
TOEFL > 80 IBT or TOEIC > 750 or IELTS > 6.5 or native language: English
- 3 essays (Why Rennes SB, Your international exposure, Motivation to join Rennes SB)

ACADEMIC CALENDAR

- Modules: September 2019 to April 2020
- Internship: May 2020 to December 2020
- Graduating project: up to October 2020

TUITION FEES

€18,200

APPLY www.apply.rennes-sb.com contact: admissions@rennes-sb.com

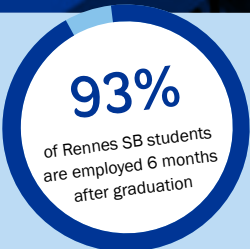




After a couple of years of working in the mobile internet sector in China, I decided to pursue an intensive study of MSc Digital Marketing and Communications at Rennes SB. This adventure has privileged me with a rapid access to some cutting-edged topics and very innovative practices in this domain, in horizontal and vertical senses. I felt very often enlightened and inspired by the insights shared by professors and also experts in this field. In addition, the school atmosphere is very dynamic, emphasising the involvement of international students in various social activities offering exposure to French language and culture. For younger students, it is a highly desirable, enriching and impressive experience of self-exploration. This can definitely act as a springboard for their personal development.

Jing JIN, Chinese, alumna

Alumni



Student academic background

CAREER OPPORTUNITIES

Traffic Manager, Digital Account Executive, Account & Campaign Manager, Web Marketing E-Commerce Manager, Digital Marketing Officer, Product Manager, Offer and Commercial Performance Manager, Project Manager, Marketing Executive...

COMPANIES

Marriott International, Altran, Vente-privee.com, Groupe Le Duff, AccorHotels, Oracle, Marionnaud, LVMH, Porsche Automotive Sales Co. (China), Ltd, BETC Digital, L'Équipe

MEAN SALARY*

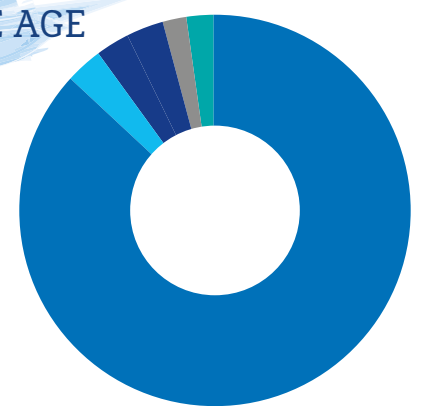
1ST EMPLOYMENT :
- €39,000 (France)
- €47,000 (abroad)

*MSc Alumni Average

WORK COUNTRIES

Belgium, China, Columbia, France, Germany, Ireland, Luxembourg, New Zealand, Romania, Russia, Spain, South Africa, Sweden, United Kingdom, Vietnam...

AVERAGE AGE
23



- 87% Business or related
- 3% Engineer
- 3% Languages/Literature
- 3% Psychology/Philosophy
- 2% Law/Political Sc.
- 2% Com/Media