

Master of Information- Communication Communication Design: digital management and marketing studies

Master of Social Science
Information-Communication Honours
Communication Design: digital management and marketing studies



Objectives

- > The Master of Communication, Digital Management & Marketing is **designed to train managers in digital communication and brand management** (head of communication, digital project manager, brand manager, social media manager etc.) **in an ever-changing digital environment.**
- > This course blends the acquisition of marketing strategy basics, off and online communication methods, practical usage knowledge and digital tools **to provide an all-encompassing approach to brand communication strategies in the digital era.**
- > The Master is designed to provide students with a pragmatic knowledge base of the issues faced by communication teams in companies with training from mainly professionals.

HOW?

Whether in M1 or M2, the course runs as follows:

- > **September to December**, students attend class taught by professionals. They work in a range of formats: workshops, seminars, conferences, tutored projects and communication firms.
- > **the second semester** is devoted to a long work placement lasting up to 6 months. Working in the professional world is vital and enables the student to gain significant professional experience.

Who's it for?

Target audience

- > **Eligible for applicants with a bachelor's degree in:** Information-Communication, IT, business and marketing, E-commerce, E. management, graphic design, social science (based on a review of the student's digital project).
- > **Employees in vocational retraining with a** minimum of a first university cycle degree and sufficient experience subject to the accreditation of prior/experiential learning system (APEL).

NB: Admission is subject to limited places on the course and digital tools (20 places per academic year).

Entry requirements

Acceptance based on written application:

- > professional and university project presentation
- > a complementary questionnaire
- > **Score IAE Message (optional)**
- > **Digital Active Certification** (a screenshot of training progress is sufficient)
- > website link with projects managed by the student (optional)
- > link to a personal and creative project by the student (optional).

Example

Applicants are expected to have good knowledge of digital tools (DTP, video, photo, PackOffice) and sound understanding of digital communication-related issues.

Possibility of being awarded an **IAE excellence grant**. These grants are for students who wish to take a Masters 2 based on scientific excellence criteria and on condition of a clearly research-focused professional project. **Further information**

- > **Prepare your Master application**

Skills

- > Understand the challenges of contemporary communication and information
- > Design and produce digital media architecture and content Design and oversee digital, communication and editorial projects
- > Identify and handle digital formats and new information and communication media
- > Run, develop and promote a project Understand the socio-economic environment
- > Understand CS and SS research methods
- > Train in entrepreneurship

What's next?

Prospects

This Master trains professionals in communication and digital strategy to work in companies. 90% of our young graduates were in employment within 6 months of completing their training in 2017.

Potential careers:

- > Communication manager
- > International communication manager
- > Digital communication manager
- > Digital marketing manager
- > Digital artistic director
- > Event project manager
- > Web/mobile product manager
- > Digital Story Teller
- > Traffic Manager
- > Digital project manager
- > Digital strategy consultant
- > Community manager
- > Digital Brand Manager
- > Product manager
- > Digital project leader
- > Digital Marketing Manager
- > Omni-channel CRM manager
- > E-commerce project manager
- > Event project manager
- > Webmarketers
- > Head of innovation for development (R&D)
- > Social media manager
- > Brand marketing manager
- > Brand manager

Course

2-year course

The 2-year course's classes are held in the first semester as the second semester is devoted to the placement and distance learning like a digital log book about the placement or dissertation tutelage.

Workshops and implementation enable students to work in teams and in agency situations with professional participants in touch with the latest digital marketing trends.

The placement is important and is a key factor in the course as students end their Master degree with over a year of professional experience.

These experiences enhance skills gained during class projects. It is therefore vital to discuss career plans during training: the placement, dissertation and professional springboard are connected to get the best out of students.

Master 1

It involves research seminars, workshops, classes in research cultures and practical workshops (e.g. DTP and other digital tools).

	Master 1 Info-Com Digital Marketing		Hours	Crédits
Semester 1	Module 1 Approach and E- Communication	<i>Contemporary to management to communication Social management and business ethics Figures in digital communication Cultural Studies (Franco- English) SPOC digital transition Digital communication and business strategy</i>		11
	Module 2: Introduction to digital marketing	<i>Advertising and brand strategy Project management in operational marketing</i>		8

		<i>Buzz-marketing and crisis communication Marketing strategy applied to E-business</i>		
	Module 3: Digital workshops	<i>CS methods-visual research WebDesign and digital issues Social media and E-management Positive buzz strategy DTP and Digital design</i>		6
	Module 4: Work placement and language	<i>Modern language-Applied English SPOC placement Work placement and placement search (PPP)</i>		5
Semester 2	UE 1: E-learning and professional usage	<i>Placement (4-6 months) + digital log book Applied English in digital project Pre-dissertation workshop</i>		30

Master 2

It includes two research seminars and mainly involves projects lasting 1 to 10 weeks.

	Master 2 Info-Com Digital Marketing		Hours	Credits
Semester 1	Module 1 Digital communication and E-Management	<i>Public space seminar, gender and representations</i>		16

		<i>Territories, figures and NICT Communication, management and 2.0 work</i>		
	Module 2: Business culture and E-project	<i>Seminar Research and professional project Entrepreneurial culture and company founding Professional practices & digital collaboration</i>		6
	Module 3: Digital workshops	<i>Media culture and events planning DIP and WebDesign Web analytics and traffic management Applied English Digital tools and culture Networks & work placement (PPP)</i>		8
Semester 2	Module 1: Placement and dissertation	<i>Placement (4-6 months) + digital placement report Dissertation and viva Dissertation planning (E.Learning) English applied to digital project</i>		30

Hour volume: 600 hours