



MSc IN

DIGITAL MARKETING MANAGEMENT



Format: Full-time (Rennes)
and apprenticeship/alternance
(Rennes, Paris)

Teaching language: English

Intake: September

Campus: Rennes or Paris

Duration: 1 or 2 years

Degrees awarded: Master
of Science + Grade de Master
Diplôme Supérieur en
Management du Marketing Digital
Level 7 RNCP Title No. [41233](#)

 **Optional academic exchange****

MASTER YEAR 1 (M1)*

- > Introduction to Programming Language
- > Managing Diversity: Awareness and Action
- > Change Management in a Digital and Sustainable World
- > Statistics and Data Analysis
- > Open Strategy for an Uncertain World
- > Marketing Strategy (specialisation)
- > Omni-Channel Consumer Behaviour (specialisation)
- > Applied Design Thinking (UX web design)
- > Trade Marketing
- > Services Marketing in a Digital Age
- > B2B marketing
- > Integrated Online and Offline Communication (strategy level) (Part. 1)
- > Search Engine Optimisation
- > Introduction to Research Methods
- > Learning Expedition Module

LANGUAGES

- > French language and culture for non-fluent French speakers
- > Initiation to Spanish/Italian/Chinese/Arabic for fluent French speakers

PROFESSIONAL EXPERIENCE

- > Apprenticeship/alternance contract or 2-month internship minimum for full-time format (in France or abroad)

* Courses subject to change

** Limited number of seats, only for full-time format

MASTER YEAR 2 (M2)*

- > Corporate Social Responsibility in Marketing
- > CRM Systems with AI Integration (Part. 1)
- > AI and Marketing
- > Marketing of Innovation
- > Contemporary Brand Management
- > Digital Advertising and Communication
- > Unframed Leadership and Collaborative Intelligence
- > Research Methods in Marketing
- > Database for Direct Marketing and E-CRM (Part. 2)
- > Omni-Channel Distribution and Retail Management
- > Social Media and Search Engine Advertising
- > Advanced Digital PR and Corporate Communications

RESEARCH

- > Graduating Project

PROFESSIONAL EXPERIENCE

- > Apprenticeship/alternance contract or a 4-month internship minimum for full-time format (in France or abroad)



**RENNES
SCHOOL
OF BUSINESS**

UNFRAMED THINKING





Unlock your career potential with our Master of Science in Digital Marketing Management, a programme designed to perfectly balance theoretical knowledge with hands-on experience. Dive into a diverse course catalogue that covers content creation, data management and cutting-edge technology, ensuring you acquire a comprehensive and future-ready skill set. Our programme also emphasises sustainable development and CSR principles, preparing you to become a socially responsible leader in the digital marketing industry. This MSc prepares graduates for careers in all fields of marketing and communications at strategic, operational and product levels.

Join a community with over 100 nationalities, in a programme taught by international professors and industry experts!



CAREER OPPORTUNITIES

- Brand Manager
- Trade Marketer
- International Sales Developer
- Operational Marketing Manager
- International Digital Project Manager
- Marketing and Communication Manager
- XR Project Manager
- Digital Transformation Project Manager
- Gamified Internal Solutions Project Coordinator
- ...

ADMISSION

ADMISSION CRITERIA

ACADEMIC BACKGROUND

2-YEAR MSc (M1):

- 3-year bachelor's degree

1-YEAR MSc (M2):

- 4-year bachelor's degree or 3-year bachelor's degree with minimum 3 years of professional experience*

*VAPP process required

ENGLISH REQUIREMENT

- TOEIC score of **785**, IELTS score of **6.0**, TOEFL score of **80**, Cambridge **B2**, or completion of the last **two years** of education in English.

NB: An official test with a minimum score of TOEIC>800, TOEFL>80 or IELTS>6.5 is required for graduation

ADMISSION PROCESS

1. Apply Online

<https://apply.rennes-sb.com>

Submit scanned copies in English of your CV, a letter of recommendation and transcripts encompassing all years of your prior degree.

2. Online Interview

Eligible candidates will be invited to an online interview featuring pre-recorded questions.

CONTACT US

inquiries@rennes-sb.com



FOR MORE INFORMATION
ON THE PROGRAMME

▶ SCAN QR CODE



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Rennes School of Business is a private higher education establishment (EESPIG) recognised by the French State.

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