

Master in Management Program  
**E-Business and Digital Marketing**

➔ Be ready to keep up with Digital transformation in Business !



**8 reasons why this Master is the right choice for you:**

- Acquire theoretical and practical knowledge in **e-business** and **digital marketing**;
- Be able to develop a competitive digital marketing strategy;
- Understand the big picture of digital marketing but also **acquire an operational expertise**;
- Operate, create and improve the **disrupted business** through new-technology, social media marketing and communication;
- Learn by doing with a combination of theory, real business cases, live case studies through a **hands-on approach**;
- Participate in **digital forums** in Paris within the curriculum with inspiring teachers to melt into the concrete innovative business and marketing context;
- Study and practice skills in the **international language** of business: English, yet obtain additional French language and culture;
- Study **in the center of Paris**, close to one of the most important business hubs in the world.

## Programme structure

### Master 1

First semester (October to February): ON LINE courses

Second semester (March to June): ON CAMPUS courses

- 60 credits
- Acquire general management knowledge
- Full time - October to May

Orientation week (Paris student life and French Culture)

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| <ul style="list-style-type: none"> <li>• Financial Accounting</li> <li>• Marketing</li> <li>• Human Resources Management</li> <li>• Management of the Firm</li> <li>• French language (different levels)</li> </ul> | <ul style="list-style-type: none"> <li>• Organization Theory</li> <li>• E-Business</li> <li>• Management Accounting</li> <li>• Finance</li> <li>• Integrative Group Project</li> <li>• Professional Orientation Seminars</li> </ul> |
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From June to September: non mandatory internship

### Master 2

October to April: ON CAMPUS courses

May to September: INTERNSHIP

- 60 credits
- Specialize in E-Business and Digital Marketing
- Full time - October to May

Orientation week (Paris student life and Muticultural Environment)

Courses	Core skills
New Consumer Behavior Social Media and Search B to B Marketing Digital Marketing International Corporate Strategy Business Model Evolution & Strategic Marketing Business Law and Cyberlaw	360° Digital & Strategic Marketing
E-Commerce & Logisitcs	Supply Chain
Project Management Fundamentals Web Analytics Management and Information Systems Business Simulation	Technical & Project Competences
Career Management French Language	Professional skills development

From April to September: mandatory 3-6 months Professional experience



## This Master is designed for:

- New marketers and future managers who need to master new key concepts: dematerialization, new distribution features, multi and cross channel, big data opportunities, new marketing features;
- Those who wish to acquire the basics of digital project management in order to be ready to participate and lead

teams and project in complex web project including agile process, user experience, digital technology, project planning and budgeting.

## Career opportunities

This Master intends to help students start a rewarding career with a large choice of positions and careers:

- Digital Marketer
  - Social Media Strategist
  - Web Analyst
  - Digital Account Executive
  - E-Business Developer
  - E-Commerce Entrepreneur
  - E-Marketing Developer
  - Internet Marketer
  - Digital Transformation Officer



**The** growing digital transformation (Internet, Big Data, Artificial Intelligence, IoT, etc.) had and will have a tremendous influence on many aspects of B to C and B to B businesses.

Digital transformation is on the way to blend traditional business features and new businesses opportunities. Thus, there is great demand for e-Business professionals with specific knowledge and skills. The main objective of this program is to prepare future managers to work in a disrupted and fastmoving digital environment.

The focus is on acquiring a digital culture and practical knowledge which will be necessary to work in any field



## Admission procedures

- Eligibility: Holder of Bachelor degree, background diversity is welcomed;
- Application file: Complete application form in English, CV, Academic certificates;
- 2 recommendation letters (from professional or academic endorsers);
- Interviews with the Admission board;
- Admission decision based on the Application file + interviews + recommendations;
- Admissions take place all year round;
- Admission deadline for non-EU students: end of June.

## Certification

Students will acquire 2 degrees:

- Master Droit, économie et gestion mention marketing vente **E-Business and Digital Marketing**
- MSc **E-Business and Digital Marketing**
- Eligible to national scholarships:
  - > the Government (Bourse du gouvernement français BGF)

- **[iim.cnam.fr](http://iim.cnam.fr)**
- **Online information meeting**
- **Join us on:**



## Contact

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