KEDGE Business School opens its Master of Science in Digital Marketing & Sales at the Marseille campus starting in September 2018

KEDGE has made marketing one of its priorities for excellence by producing high-level academic research that is internationally recognised and permeates through all of its training programmes. In September 2018, KEDGE is strengthening its initial training offering by launching the Master of Science in Digital Marketing & Sales.

In addition to the MSc in Marketing & Brand Management that KEDGE offers already, the new MSc in Digital Marketing & Sales - a general degree covering strategy, design and digital technologies - aims to train professionals to bring companies a cross-disciplinary view of digital marketing.

"Digital is in everything we do, whether personal or professional", explains José Milano, Director General of KEDGE Business School. The challenge for companies is to have the skills they need in-house to be able to foresee technological changes and tailor them to their commercial and marketing strategies".

The MSc Digital Marketing & Sales will be conducted entirely in English at the Marseille campus, in the French tech environment of the Aix-Marseille area. The programme offers immersion-based teaching methods that revolve around projects and the identification and development of emerging technical skills in the form of AdWords, Analytics solutions and coding certifications, etc., which are all highly sought after by recruiters.

"New professions and new practices have emerged, resulting in a skills gap in the market and an urgent need for new management training in these areas", says Cédric Ghetty, Head of the programme.

The MSc in Digital Marketing & Sales was developed and created in close collaboration with Oxatis, a major player in the digital ecosystem and no. 1 in Europe for e-commerce content management systems (CMS). This partnership guarantees that future graduates will have the latest operational skills and expertise required to meet the sector's needs.

The three teaching modules of the MSc in Digital Marketing & Sales:

**STRATEGY**

- NICT law and IT Security
- Business Model & Digital Economy
- Digital Management Project
- E-commerce Management Activities (Payment, KPI, Analytics, M-commerce, Cross-channel, Supply chain, etc.)

**DESIGN & TECHNOLOGY**

- E-commerce CMS and Search Engine Optimisation (Technique)
- UX Design and Web Ergonomics
- Graphic design (InDesign/Photoshop/Video/Infographics)

**DIGITAL MARKETING**

- Digital Strategy & Content Marketing (Inbound, Brand Content)
- Social Media (Community Management and SMO) and Influence Marketing
- Advertising & SEA (Display, Affiliation, Facebook Ads, Retargeting)
- Loyalty and Data Analytics (Emailshots, Data Management, Customer Relations)
- AdWords (Certification)

**Practical information:**
The Master of Science is a high-level programme accredited by the *Conférence des Grandes Ecoles* that enables students to specialise or obtain a joint degree at an international level. The programme, which can be completed in one or two years, requires 3-5 years of higher education, is for students of all nationalities seeking an international career. The MSc is between a bachelor's and a PhD, and is worth 90 ECTS credits. It is thus a master's level programme equivalent to 5 years of higher education (Bac+5).

- Admission level: 3-5 years of higher education (Bac+3 or Bac+4/5)
- Duration: 30 or 18 months
- Degree: Master of Science (5 years of university studies)
- Campus: Marseille
- Full time in English

**About the Marketing Center of Excellence:**
The Marketing Center of Excellence, run by Prof. Boris Bartikowski, focuses on companies and markets on the one hand, and consumers and consumption on the other. For the last three years, major emphasis has been placed on the following areas from a research and development perspective, namely on Purchasing and Market Studies within the B2B field, and on Branding, Consumer Culture Theory, Customer Relationship Marketing, Digital Marketing, Entertainment, and Innovations in Services within the B2C field. This has enabled a collective research approach with significant results. A team of 35 researchers is currently involved in multiple projects that are paying off in terms of results and teaching and sectoral impact.


**About KEDGE Business School:**
KEDGE is a leading French business school with four campuses in France (Paris, Bordeaux, Marseilles and Toulon), three abroad (Shanghai, Suzhou and Dakar) and three partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (including 25% coming from abroad), 183 professors (including 44% coming from abroad), 275 international academic partners and 55,000 alumni around the world. KEDGE offers 32 programmes in management, designed for students and industry professionals. It also provides tailor made educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Ecoles. It is also recognised by the French government, with labelised programmes, and has obtained the EESPIG label. KEDGE was ranked 40th by the Financial Times in the European Business School ranking and 37th globally in its Executive MBA ranking.

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