

COMMUNICATION

MASTERS IN COMMUNICATION

Management and Digital Marketing

The objectives of the Masters in Digital Communication are clear: research-action and professional practice around digital issues and their contemporary use.

Combining the acquisition of critical analysis and a practical knowledge of digital tools and their uses, this course offers an original approach to the digital world.

It aims to **develop knowledge of the design, development and implementation of digital communication projects**, which involves **training communication professionals** who imagine, use and design digital tools and practices to participate in social, cultural, economic and entrepreneurial innovation.

From learning about marketing techniques which have evolved through digital technology and its uses to the acquisition of knowledge of contemporary communication issues, the course offers students the possibility of training for a career with a view to moving into corporate and institutional marketing professions: online marketers, digital communication managers, visual strategy development managers, etc.



OBJECTIVES

THE MASTERS IN DIGITAL COMMUNICATION AIMS TO TEACH THE ACQUISITION OF PRACTICAL AND THEORETICAL SKILLS RELATING TO DIGITAL COMMUNICATION STRATEGIES.

This Masters also aims to enable students to acquire a pragmatic understanding of the current issues facing corporate communicators in a context which systematically uses digital tools and strategies.

New forms of management now involved in digital techniques, as well as marketing practices which involve a strong visual component are also at the heart of this two-year course.

National diploma: Master (120 ECTS)

Final qualification: Bac + 5

Length of course: 2 years

Accessible as

Initial study programme /
Continuous education programme /
VAE (Validation of Prior Experience)

MASTERS IN COMMUNICATION Management and Digital Marketing

A CAREER-FOCUSSED MASTERS WITH PROFESSIONAL INTEGRATION MODULES TO HELP STUDENTS PREPARE FOR AN INTERNSHIP AND DEFINE THEIR ACADEMIC AND CAREER PLANS.

OUTLINE OF THE TWO-YEAR COURSE: In both years, classes take place in the first term, while the second term is set aside for the internship and remote learning, such as a working on a digital logbook of the internship or tutorials about the dissertation.

THE FIRST YEAR consists of investigative seminars, workshops, classes in research cultures and practical workshops (e.g. CAM and other digital tools).

THE SECOND YEAR consists of two research seminars and takes place essentially in the form of projects ranging from one to ten weeks. Students are thus encouraged to work in teams in the style of an agency with the professional staff who are up to date with the latest trends in digital marketing.

The internship is significant and makes up a large part of students' training.

At the end of their Masters, students will have more than a year of professional experience. This is in addition to the experience acquired during the class projects.

It is therefore important for students to define their career plan and connect it to their course: internship, dissertation and career development are connected to give students the best chance of success.

Staff are present to help students, although they are encouraged to begin their research around their career plan, particularly in terms of the internship, to facilitate their integration.



Zahi Bouchera
International projects and events manager, Morocco:

"These two years contributed towards my professional development. The lengthy internships helped me refine my vision of the communications industry, coupled with drafting a dissertation which was closely linked to the issues of contemporary digital communication."

Mélody Fassina,
Blog and influencers manager, Laboratoire Boiron, France:

"The project-based work is great, it enables us to develop our independence, a sense of critical analysis and, above all, to be immersed in the work of communication services."

Career prospects

This Masters trains professionals in the design and production of interfaces, digital communication and information measures (communication, events, marketing, politics, culture, education, sales, management).

Professions:

- Head of digital communication
- Head of digital marketing
- Public and institutional communication manager
- E-commerce manager
- Events manager
- Online marketers
- Community manager
- Innovation development manager (R&D)
- Digital project manager
- Press relation manager
- Artistic development manager
- Teaching
- Cultural mediator
- Graphic designer

Admission

Recruitment level: Bac + 3

Conditions for admission

All applicants holding a degree in information-communication, IT, commerce and marketing, sociology and graphic design.

Recruitment:

Recruitment is through application with presentation of a career and academic plan and an additional questionnaire. Applicants are expected to have a good knowledge of digital tools (CAM, video, photo, Office Pack), coupled with a clear awareness of the issues relating to digital communication.

WARNING: Admission is restricted to the number of places and digital tools available.

Compulsory internship

lasting 4-6 months in the first year and 5-6 months in the second year of the Masters.

How to apply ?

On the IAE Saint Etienne website from March.

This course is also open to employees who are retraining and who hold at least an undergraduate degree and sufficient professional experience as assessed through the Validation of Acquired Experience (VAE).



CONTACTS

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