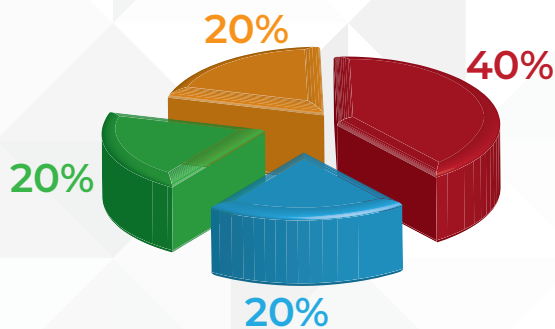


PROFESSIONAL MASTER'S DEGREE MKD DIGITAL MARKETING

Level professional master's degree	Prerequisite Baccalaureate + 3	Credits 120 ECTS	Duration 4 semesters	Study mode Basic training/ Full time
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The aim of the Master Digital Marketing is to train marketing and communication specialists who can support companies in their digital transformation processes.



DIGITAL

e-business, Web Marketing, e-communication, Infographic & Web Design, Web Analysis...

MARKETING

Strategic Marketing, Operational Marketing, Marketing Research...

SOFT SKILLS

Seminars, Personal development, Business games, Languages...

PROFESSIONNEL PROJECT

Internships, Final Project, Cross-disciplinary projects, Company visits...

Skills

- Prepare the contents of the communication (Benchmarking, monitoring, collection, evaluation, etc.).
- Develop and administer an editorial line of publications, content, messages and communication materials.
- Define communication policy and budget communication actions.
- Identify innovation/design techniques and processes.
- Understand the specificities of web-related technologies.

Jobs

Responsible for web communication

Communications Manager, Communications Advisor, Social media Manager...

Digital Media Expert

Digital media content artist, Reputation manager, Web master, Web Content Specialist...

Multimedia Content Designer Marketing Manager

Marketing Assistant, Marketing Consultant...

Activity Area

Digital service

Consultancy firms

Communication agencies

Banking & Insurance

Commerce & e-commerce

Telecommunications