

# MASTER

# MKD

## DIGITAL MARKETING



**Level**  
Professional Master



**Prerequisite**  
Bac + 3 & plus



**Credits**  
120 ECTS



**Duration**  
4 semestres



**Study Mode**  
Initial training  
Full time



**Opportunity to  
Double Degree**



[www.esb.tn](http://www.esb.tn)

## Objective

The **Professional Master in Digital Marketing** aims to train digital marketing and communication experts capable of defining strategic and operational actions and putting online and offline communication plans into practice.

The **Professional Master in Digital Marketing** is available as a double degree in Luxury Marketing with MBS and in Communication Management with Sup' de COM.

## Content

### DIGITAL

Webmarketing, E-business, E-communication, Computer graphics and Web design, Web analysis, etc.

### MARKETING

Strategic / Operational Marketing, Marketing Research, E-Consumer Behavior Analysis.

### SOFT SKILLS

Seminars, Personal Development, Project Management, Languages, etc.

### PROFESSIONAL PROJECT

Tages, PFE, Integrated Projects, Company visits, etc.



# MKD



## Skills

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

## Sectors of activity

- ▶ Digital service companies
- ▶ Consultancy firms
- ▶ Communication agencies
- ▶ Banking & Insurance
- ▶ Commerce & e-Commerce
- ▶ Telecommunications

## Professions

### ► Web Communications Manager

Communications Director, Communications Consultant, Social

### ► Media Manager

Digital Media Expert: Digital Project Manager, Account Manager, Content Creator

### ► Web Designer, Copywriter

Copywriter, Strategic Intelligence, Editorial Manager

### ► Marketing Manager

Marketing Consultant, Data Manager, Brand Manager, e-Commerce Manager

## Professional partnerships

► Communication agencies

► Consulting firms

► Banking & Insurance

► Commerce & e-Commerce Companies



✉ [contact.esb@esprit.tn](mailto:contact.esb@esprit.tn) ☎ +216 70 168 700

📍 Campus ESB Lot N° 46, Z.I Chotrana II, 2088, Ariana, Tunisia