

Master / Marketing & Digital Business

FULL-TIME STUDY

Esdes Business School

Brand manager program / marketing manager program / customer relationship program

Manage the tools and skills of marketing and digital communication for companies evolving in an international context, in B2C and in B2B.

[French version](#)

[Download the detailed course list for the Master Marketing & Digital Business](#)

Top 78

The Esdes master is in Top 78 from Master in management 2023 ranking

3

semesters at Esdes, including 1 possible exchange at a partner university, or a double degree with 1 or 2 semesters abroad

Top 3

MDB Program is ranked Top 3 in Auvergne Rhône-Alpes region and Top 10 in France, according to Eduniversal ranking

MASTER / MARKETING & DIGITAL BUSINESS

STUDY IN FRANCE

PRESENTATION

Studying at Master's level allows you to choose your specialization path, to become an expert in your chosen field. The MasterClasses chosen each semester offer advanced teaching to strengthen this expertise and clarify your professional project.

The Digital and Marketing Business specialization is full-time and **100% in English**.

OBJECTIVES

- Provide students with a critical mindset on marketing activities
- Gain solid experience in marketing strategy (theory) and its implementation (practice) in a digital environment.
- Master digital marketing and communication tools and skills
- Understand the digital transformation of business data and evolving marketplaces

HIGHLIGHTS

- A program structured around the main activities of a typical marketing agency, a consulting company or a marketing department.
- Experience the reality of the business world throughout the two years with projects carried out for companies, in the context of different courses, and two 6-month internships
- Real life projects with local and international companies
- Project management skills involving skills and theory from multiple courses

DIGITAL MARKETING INSTITUTE CERTIFICATION



Students having completed the Marketing and Digital Business specialization are [“Certified Digital Marketing Associates”](#). They have access to a set of online courses, templates, databases, news ... in short, content relevant to their career. They are also recognized as true digital marketing professionals and thus accelerate their professional integration.

CAREER OPPORTUNITIES

- Project manager
- [Brand manager – Job description](#)
- Customer Relationship manager
- [Search Engine Marketing manager – Job description](#)
- [Social Media Manager – Job description](#)
- [Marketing manager – Job description](#)
- [Marketing director – Job description](#)

Degree: Master in Management

Duration: 2 years

Professional experience during the program: [Consultancy project](#) and 6-month [internship](#)

Good to know: 100% of Students are Certified by the Digital marketing institute.

EFMD accredited

The Grande Ecole Program has been [EFMD accredited](#) since March 2020 and **AACSB Accredited** since November 2021



STATE RECOGNITION

The Master in Management has achieved the highest state recognition (« Grade de Master »).



The program also has a RNCP title which assures a high quality training.

(RNCP n°36271 : [see more](#))



Replay - “Meet the digital pioneers webinar” - May 2021 - Esdes

OBJECTIVES

PROGRAM OBJECTIVES

- To master and apply the knowledge and skills required for functioning effectively in a specialized field of business.
- To adopt ethical, social and responsible behavior by engaging in activities that impact society
- To manage operations in companies or organizations within an international context
- To contribute to the collective performance of the group by being an effective team member.
- To work efficiently with people from different cultures and operate successfully in various environments.
- To develop professional hindsight to solve problems and make subsequent decisions.
- To acquire communication skills in order to engage with a wide range of audiences in at least two different languages.
- To contribute the digital transformation of organizations through their development of a digital mindset and expertise.

HIGHLIGHTS

- Ideal for students who want to study business in France and wish to follow a program taught

in English.

- A balanced mix of academic and professional learning
- Acquire a solid and lasting foundation for an evolutionary career
- 2 years to become an expert in one of our 5 specializations
- Develop your managerial skills and reveal your leadership potential
- Benefit from an individualized path: MasterClasses, professionalization, internationalization
- It is possible to obtain a [double Master's Degree](#) during the final year at one of our partner universities

DETAILED PROGRAM

Specialization Courses - Semester 7&8

Module title	Teaching hours (exams included)	ECTS	Semester
Digital Marketing Strategy	24	3	7
Desktop Publishing (Beginner)	24	3	7
Data Analytics	24	3	7
Excel Reporting and Analysis	24	3	7
Digital Event Management	24	3	7
Digital Project Management	24	3	7
Financing Digital Ventures	24	3	8
Search Engine Marketing (SEM)	24	3	8
Video Communication	24	3	8
Desktop Publishing Advanced	24	3	8
Marketing Automation Platforms	24	3	8
Common Modules			
Data Management	24	3	7
Responsible Management	24	3	7
Managing Cultural Diversity	24	3	8
Strategy: choices and implementation	24	3	8
Choice of 4 Masterclasses			
* To be chosen within a list of available Masterclasses		8	7 & 8
Foreign language (French for non-French speakers, English, German, Spanish or Italian)	24	2	7 & 8
Career Project (PEP'S)	15	2	7 & 8
Program events	24		7 & 8
Internship Master 1		3	8
TOTAL TEACHING	495	60	

Specialization Courses- Semester 9&10

Module title	Teaching hours (exams included)	ECTS	Semester
UX Design	24	3	9
Data Driven Marketing	24	3	9
Web Design Programming	24	3	9
Markstrat Online (Business Game)	24	3	9
Blockchain & Cryptocurrencies	24	3	9
Programmatic Advertising	24	3	9
Common modules			
Research Methodology	24	3	9
Choice of 2 Masterclasses			
<i>* To be chosen within a list of available Masterclasses</i>	36	4	9
Business Strategy Game	24	3	9
Career Project (PEP'S)	8	1	9
Foreign language (French for non-French speakers, English, German, Spanish or Italian)	12	1	9
Program events	12		9
Professional thesis and Grand Oral		20	10
Internship Master 2		10	10
TOTAL TEACHING	260	60	

[Download the detailed course list](#)

ADMISSIONS

REQUIREMENTS

The candidate must currently be finishing or have already completed their third year of a bachelor degree (equivalent to 180 ECTS credits).

After receiving the application, including supporting documents, the admissions board will review the complete file. Candidates will then be invited for a personal interview by Teams or Zoom.

After the interview, the final admission results will be communicated by email.

Applications are evaluated as follows:

Admission for Master's degree Weighting

Application form	10
English test	4
Interview	6
TOTAL	20

Native English speakers or candidates who have been studying in English for at least two years will be exempt from the English test requirement. In this case, applications are evaluated as follows:

Admission for Master's degree Weighting

Application form	10
Personal interview	10
TOTAL	20

APPLICATION CHECKLIST

Documents required for your application:

- Completed application form
- Transcripts of your Higher Education studies
- Transcripts of baccalaureate or equivalent high school diploma
- Two academic and / or professional recommendation letters
- Official English test results (TOEIC, TOEFL, IELTS, CAMBRIDGE EasySPEAKing*...), native English speaking students are exempt.
- Cover letter
- Résumé / CV
- Copy of passport (photograph page)
- ID photo
- Application fees: €50 (non-refundable).

*Easy Speaking: realize this official English exam with ESDES. If you wish to pass this test, (50€ fees), please inform us in your application form.

Fees per year

[See rates.](#)

Early bird: international students from outside the EU, applicants for the 2024 start of the school year – annual preferential rate of 10% applicable subject to receipt of the completed registration file and registration fees paid before February 28.

A question about this process? Please contact: join@esdes.fr

FLYWIRE, POWERFUL GLOBAL PAYMENT NETWORK

Esdes Business School has partnered with Flywire to accept payments from international students worldwide.

You can easily pay your tuition and fees online: Flywire provides a secure global payment network that simplifies paying your fees from your home country and countries around the world.

Payment options can include bank transfers, credit cards, e-wallets and more, typically in your home currency for most countries.

[Check out how it works](#)



Available for non E.U international students : [Discover more](#)

Do you have a question about ESDDES? [Contact us!](#)

The international recruitment team will answer you as soon as possible

Benefits of training

**100% taught in
english**

**100% DMI
certification
(Digital
Marketing
Institute)**

**Real life
projects with
local and
international
companies**

Contact us

04 72 32 50 12

Monday to Friday, 9AM to 6 PM

Saint-Paul Campus

10, place des Archives - 69002 LYON

Métro Perrache (ligne A)

Tramways T2 et T1

Carnot Campus

23, place Carnot - 69002 LYON

Métro Perrache (ligne A)

Tramways T2 et T1

Alpes Europe Campus

25, rue de la cité

74000 ANNECY