

Master / Marketing & Digital Business

ESDES Lyon Business School

Brand manager program / marketing manager program / customer relationship program

FACULTY OF ECONOMIC SCIENCES AND MANAGEMENT

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

[French version](#)

1

semester minimum
abroad

4

masterclasses of
your choice

12

months of
professional
experience

STUDY IN FRANCE

MASTER / MARKETING & DIGITAL BUSINESS

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 market places

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
- Customer Relationship manager
- Search Engine Marketing manager
- Marketing manager

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.



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 1

Course Title	Hours	ECTS
Inbound marketing	24	3

Brand Management	24	3
Product Marketing	24	3
Google analytics & tag manager	24	3
Graphics for Web Design	24	3
Search Marketing	24	3
Data Management	?	?
Financial Management	?	?

Specialization Courses- Semester 2

Course Title	Hours	ECTS
Cross Channel UX	24	3
Markstrat online	24	3
Market research technics	24	3
Inbound marketing: content strategies	24	3
B2B Sales and marketing	24	3
Managing Cultural Diversity	-	-
Strategy: Choices and Implementation	-	-

Specialization Courses - Semester 3

Course Title	Hours	ECTS
Data Marketing	24	3
Online advertising	24	3
Email marketing	24	3
Growth hacking	24	3
Excel reporting and analysis	24	3
Crisis communication	24	3
Business Strategy Game	-	-
Research Methodology	-	-

Semester 4

Internship

[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 Skype.

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: €180 (non-refundable).

Fees per year *

€10 380 E.U. / €11 630 non E.U.

* 2020-2021 rates

CONTACT US

Do you have a question about ESDES? [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

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9.00 am to 6.00 pm
Monday to Friday

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