

# PROFESSIONAL MASTER DIGITAL MARKETING AND DATA ANALYTICS

## Program Objective

This master's program aims to meet the needs of companies by training specialists who are capable of:

- Defining and implementing the company's digital marketing strategy
- Using marketing data analysis tools
- Collecting, processing, analyzing, and interpreting data and information from a company's digital ecosystem (social media, websites, mobile devices, tablets, etc.)

## Admission Requirements

- Applied or Fundamental Bachelor's Degree in Management Sciences, with priority given to Marketing tracks
- Engineering Degree

## Program Specifics

During the program, students receive specialized instruction in their field and progressively take multiple modules in IT and digital tools relevant to their domain, enabling them to master and apply tools specific to digital marketing and analytics. They also follow modules in soft skills development.

The program combines theoretical and practical teaching with case studies focused on the targeted professions, as well as problem-based and inquiry-based learning. It is delivered by experienced university faculty and industry professionals.

## Advantages

- Master both the various business functions and the managerial aspects of digital transformation
- Lead the digital transformation of organizations
- Flexible class schedule (every Friday and Saturday)

## Career Prospects

- Digital Transformation Manager
- Digital Strategy Consultant
- ERP Consultant
- Business Process Engineering Consultant
- Digital Transformation Consultant

## Program

# DIGITAL MARKETING AND DATA ANALYTICS

## SEMESTRE

1

- Introduction to Digital Marketing
- Strategic and Operational Marketing
- Internet of Things (IoT)
- Services Marketing
- Information Systems Technologies & Management
- R Statistical Software
- Web Development 1 (Python)
- Infographics and Web Design
- Innovation & Innovative Business Models
- Emerging Business Technologies
- Business English 1
- Entrepreneurship

## SEMESTRE

2

- Customer Relationship Management (CRM)
- Search Engine Marketing (SEM)
- B2B Marketing
- Business Network Marketing
- Customer Experience
- Responsible and Ethical Marketing
- Web Development 2 (JEE, .NET)
- Intercultural Marketing
- Data Mining
- Introduction to Business Intelligence (BI)
- Business English 2
- Digital Law & Electronic Security
- Web Development I (Python)
- Infographics and Web Design
- Innovation and Innovative Business Models
- Emerging Business Technologies
- Business English I • Entrepreneurship

## SEMESTRE

3

- Artificial Intelligence Applied to Marketing
- Supply Chain Management (SCM)
- Digital Communication
- Social Media Marketing
- Marketing Data Analysis Methods
- Big Data Marketing Analytics
- Territorial Marketing
- Sectoral Marketing
- Methodology Seminar
- Reporting
- Professional Skills for Innovation
- Project Management

## SEMESTRE

4

- PFE