

## Master in Management Program E-Business and Digital Marketing\*

### Pacing with Digital transformation in Business:

The growing digital transformation (Internet, Big Data, Artificial Intelligence, IoT, etc.) had and will have a tremendous influence on many aspects of B to C and B to B businesses. Internet has not only transformed existing market structures but also given rise to new markets. Digital transformation is on the way to blend traditional business features and new businesses opportunities. Thus, there is great demand for e-Business professionals with specific knowledge and skills.

The main objective of this program is to prepare future managers to work in a disrupted and fastmoving digital environment. The focus is on acquiring a digital culture and practical knowledge which will be necessary to work in any field today and in the future.

### 8 reasons why this Master is the right choice for you:

- Acquire theoretical and practical knowledge in **e-business** and **digital marketing**;
- Be able to develop a **competitive digital marketing strategy**;
- Understand the big picture of digital marketing but also **acquire an operational expertise**;
- Operate, create and improve the **disrupted business** through new-technology, social media marketing and communication;
- Learn by doing with a combination of theory, real business cases, live case studies through a **hands-on approach**;
- Participate in **digital forums** in Paris within the curriculum with inspiring teachers to melt into the concrete innovative business and marketing context;
- Study and practice skills in the **international language** of business: English, yet obtain additional French language and culture;
- Study in the **center of Paris**, close to one of the most important business hubs in the world.

This Master is open to all students with a Bachelor degree from any academic field: Management, Finance, Engineering, Fundamental Science, Linguistics, etc.

Our students come from all over the world which, in addition to building a wide network, provides an inspiring and stimulating working environment.

Whatever your initial background is, we truly believe in candidates' potential and make it our mission to support and guide you to achieve your professional aspirations.

*« I have always been appreciating the experience that Cnam gave to me as a student. The chance to meet people from many countries in the world and to understand their culture was precious. Besides, I had taken with me a lot of skills to support my professional career from our great team of professor and the interesting lectures. The life in Paris is of course not easy, there are full of challenges but on the other hand it's worth fighting for.»*



Duc Thai Nguyen, Vietnamese, cohort 2014  
Data Manager, KellyDeli

\* The Master's degree is a national degree in line with the European System's standards.  
Code Cnam (120 credits) : MR11802A Master Droit, économie et gestion, Marketing vente,  
Parcours 2: E-Business and Digital Marketing.

## This Master is designed for:

- New marketers and future managers who need to master new key concepts: dematerialization, new distribution features, multi and cross channel, big data opportunities, new marketing features;
- Those who wish to acquire the basics of digital project management in order to be ready to participate and lead teams and project in complex web project including agile process, user experience, digital technology, project planning and budgeting.

## This Master aims at:

- Combining E-commerce and Digital Marketing. This combination gives participants a broad view of E-business challenges and key principles, Practical knowledge and Critical thinking in Digital Marketing and Communication, to be ready for E-business models (new models, new channels, new media, logistics, human, physical and virtual resources, etc.);
- Mastering the bases of Digital Marketing tools and Engineering. These tools are a combination of a large range of topics including Social Media and search, new Consumer Behavior, Web Analytics skills but also Cyberlaw, E-commerce and Logistic, Project Management, B to B Marketing, etc;
- Enabling the capacity to participate and lead complex digital projects. The program includes a broad range of topics such as Agile Process, User Experience, Digital Technology, Project Planning and Budgeting. The pedagogical approach provides students with relevant tools and skills to manage challenges of complex web projects.

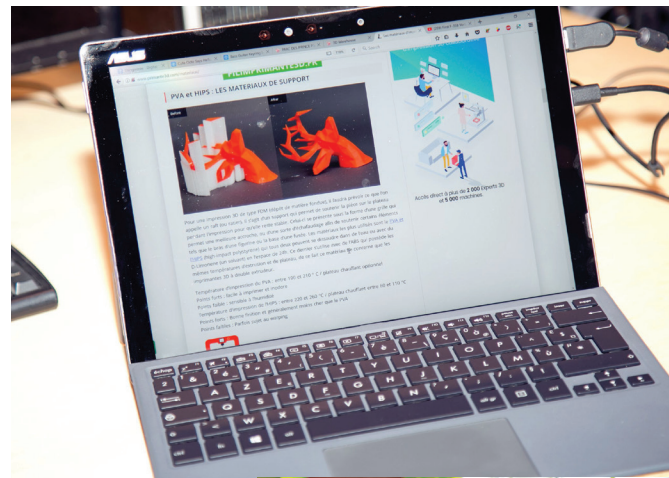
## Core skills:

- Ability to contribute or to run a digital business;
- Ability to build a digital marketing strategy;
- Ability to upgrade traditional businesses with digital strategies.

## Career opportunities

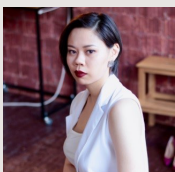
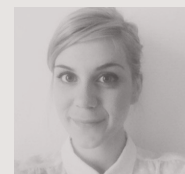
This Master intends to help students start a rewarding career with a large choice of positions and careers:

- Digital Marketer
- Social Media Strategist
- Web Analyst
- Digital Account Executive
- E-Business Developer
- E-Commerce Entrepreneur
- E-Marketing Developer
- Internet Marketer
- Digital Transformation Officer



«This program allowed me to find my dream job.»

Margaux Turret Kapfer, Russian, cohort 2015  
Head Of Account Management, Back Market

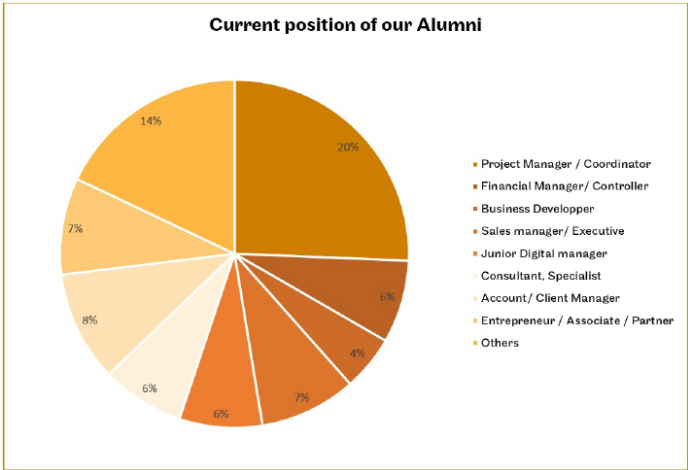


«For me it was such a great experience and it was big step for my career. I've gotten an internship without problems. My gained knowledge help me every day at my work.»

Valentina Tsyrenova, Russian, cohort 2017  
Junior Digital Manager, Digital BBDO

Master Program structure	
Master 1 (60 credits) Acquire general management knowledge (8 months – Full time – October to May)	
Orientation week (Paris student life and French Culture)	
<ul style="list-style-type: none"><li>• Financial Accounting</li><li>• Marketing</li><li>• Human Resources Management</li><li>• Management of the Firm</li><li>• French language (different levels)</li></ul>	<ul style="list-style-type: none"><li>• Organization Theory</li><li>• E-Business</li><li>• Management Accounting</li><li>• Finance</li><li>• Integrative Group Project</li><li>• Professional Orientation Seminars</li></ul>
From June to September: non mandatory internship	
↓	
Master 2 (60 credits) Specialize in E-Business and Digital Marketing (8 months – Full time – October to May)	
Orientation week (Paris student life and Muticultural Environment)	
Courses	Core skills
New Consumer Behavior Social Media and Search B to B Marketing Digital Marketing International Corporate Strategy Business Model Evolution & Strategic Marketing Business Law and Cyberlaw	360° Digital & Strategic Marketing
E-Commerce & Logisitcs	Supply Chain
Project Management Fundamentals Web Analytics Management and Information Systems Business Simulation	Technical & Project Competences
Career Management French Language	Professional skills development
From June to September: mandatory 3 months Professional experience	

Master in Management Alumni Survey



International Diversity

- 16 % Africa
- 32 % Asia
- 26 % Eastern Europe
- 6 % Latin America
- 22 % Western Europe





# MIM E-BDM

The Master Program receives applications all-year-round. Admission process starts in November and ends:

- by **end of June** for non-EU students
- by **mid -September** for EU students
- by **mid-March** for applicants sponsored by companies

However, the limited seats (each class of 25-30 students) are reserved for early-bird applicants.

Download our Application Form at:

<http://iim.cnam.fr/mim/>

Application Requirements:

- Bachelor's Degree & Transcript
- Proficiency in English (Toefl IBT: 85 | IELTS: 6.0 | Bulats B2/C1 - 4 skills required)
- Students with Master 1 level are entitled to apply directly to Master 2 depending on the field & duration of Bachelor's degree and professional experience)

Admission process:

- Complete application form in English
- 2 recommendation letters (from professional or academic endorsers)
- Interviews with the Admission board
- Admission decision based on the Application file + interviews + recommendations

Tuition fees and Scholarships:

- 13 500 € for the whole program (M1+M2)
- 7 500 € for the second year (M2)
- Eligible to full and partial scholarships:
  - > the Government (Bourse du gouvernement français BGF)
  - > CampusFrance (Bourse d'Excellence Eiffel)
  - > Île-de-France Region (Bourse Master Île-de-France)
  - > MIM scholarship
- Financial support for French professionals (Fongecif, Dif, Cif, Opco)

## Le Cnam and its International Institute of Management - facts & figures

A unique French Public University with more than 200 years of experience in delivering professional and academic programs (591 diplomas and certifications offered)

Circa 1,000,000 le Cnam alumni network.

Located in downtown Paris.

Our Post Graduate Programmes & Degrees are fully accredited by the State Grade Level, AMBA (Association of MBAs) and CGE Accreditation.

Faculty combined of university professors and industry professionals offering a dual academic approach applied and reflected in practice.



### Contacts

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