

MSC DIGITAL MARKETING & OMNICHANNEL STRATEGY



PROGRAMME OVERVIEW

The marketing challenges of tomorrow will consist in understanding digital marketing and the omnichannel approach to make the decisions that will capture value from your customers and create value for your company. In this specialisation, you will find out what digital marketing is in a customer centric perspective as well as how to implement an omnichannel strategy to manage a growing digital culture. You will focus on developing and implementing tools to improve the consumer experience and increase your sales. Last but not least, you will deal with applying creativity to innovate when defining meaningful and useful metrics.

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ACCESS

3 or 4 year university degree



DIPLOMA

MSc



LEVEL

Bac +5
(5-year university degree)



RHYTHM

Full time



INTAKE

September



LANGUAGE

English

OBJECTIVES:

- Understand what digital marketing and an omnichannel strategy is.
- Drive digital marketing strategies through customer-centricity approach.
- Implement an omnichannel strategy focus on the customer journey.
- Define creative and innovative digital metrics to measure the customer experience within your organisation.



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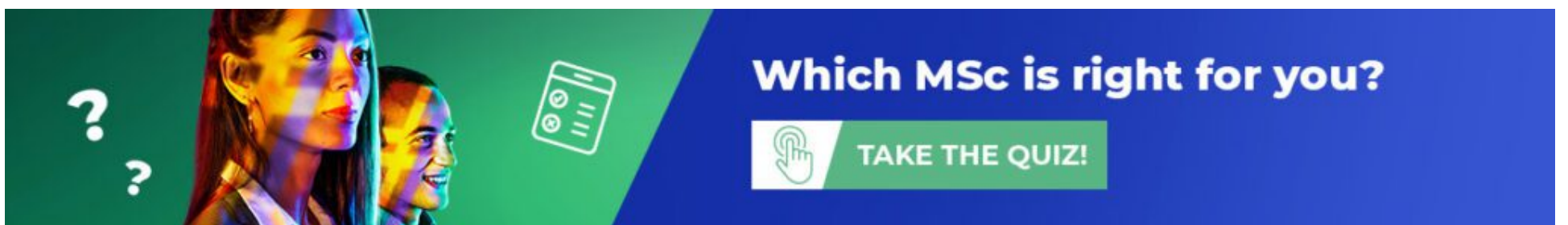
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CAREER

- Digital Marketing Specialist
- CEM/CXM Specialist
- Marketing Manager
- Web Campaign Specialist
- Business Analyst
- Marketing and Communications Consultant
- Brand and Client Experience Designer
- E-Commerce Manager



MSc DIGITAL MARKETING & OMNICHANNEL STRATEGY : WHY CHOOSE THIS MSc?

Discover the MSc Digital Marketing & Omnichannel Strategy at MBS



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“The world is increasingly digital. Upskilling and graduating with an MSc programme in Digital Marketing and Omnichannel strategy prepares you to create and capture value for you and your company in this current and future digital world. You will explore the latest digital marketing trends to get a real advantage in a competitive labour market. You will then become an expert capable of managing your future company’s digital strategy. Last but not least, you will join a school with strong values – ethics, openness, inclusiveness, sensitivity to societal and environmental challenges – and integrate these core values to your curriculum through dedicated courses. Ready to start the adventure? ”



Dr Carlos Raul SANCHEZ

Dr Carlos Raul SANCHEZ

Head of the Programme



Carlos Andres RINCON ALVARADO, Colombia

Msc in Marketing and E-commerce assistant at L'Oréal, France

My Master's in Marketing at MBS was truly exceptional. The diverse international professors, emphasis on practical learning through "learning by doing" rather than just theory, and the vibrant Montpellier backdrop made it a standout experience. This program not only deepened my knowledge but also equipped me with hands-on skills for the dynamic world of marketing. It's an experience I'll always cherish.

PEDAGOGICAL PROGRAMME

↓ 1-year MSc

For students with a four-year degree. If you have a three-year degree, the 2-year MSc programme is for you.

(If you need further details on the content of each module, please feel free to contact us).

FIRST SEMESTER

MANDATORY

- Digital Marketing Strategy
- Consumer psychology & behavior in digital era
- Digital communication
- Customer Experience Management (CEM/CXM) and Omnichannel strategy
- Marketing design for augmented and virtual reality
- Community management and Social media strategy & optimisation (SMO)
- Online Marketing Research Methods
- Research methodology

OTHER SKILLS

- Power platform by Microsoft
- Soft skills



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SECOND SEMESTER

MANDATORY

- Marketing Challenge
- Pricing and customer value
- Storytelling in the digital era
- Mobile strategy
- Introduction of digitals metrics
- Graphic and web design & Brand Communication
- Gamification in marketing
- Research methods in Marketing

TWO ELECTIVE COURSES

- Advanced digital metrics
- Digital marketing law
- Aviation: Understanding the challenges of the aviation industry
- Luxury Attitude (certificate)
- CRM and big data
- Sustainability in the Tourism Industry

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Need **more information** on this programme (course, calendar...) ? Download the MSc brochure.



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FREE TRAINING SESSION TO HELP YOU PREPARE THE INTERNATIONAL EXAM

The training sessions are free and will help you to prepare yourself for the international admission exam.

They are common to all of our programmes (Bachelor Programme, Master in Management Programme, Masters of Science Programmes). The different training sessions will be 100% online.



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Wednesday, **January 17** 2024

Registration 4pm-5:30pm (CET)



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Wednesday, **February 28** 2024

Registration 4pm-5:30pm (CET)

Wednesday, **March 27** 2024

Registration 4pm-5:30pm (CET)

Wednesday, **April 24** 2024

Registration 4pm-5:30pm (CET)

Wednesday, **May 22** 2024

Registration 4pm-5:30pm (CET)

TOOL BOX

Discover our MSC Tool Box, including a presentation of each test as well as exercises and solutions to train for the 2024 competition !



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