MSc DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE

Professional certifications, the latest tech, real-world projects and personalised coaching

Programme outline

The Master of Science in Digital Marketing and Artificial Intelligence programme equips students with practical, technical, and operational skills in three key domains: AI fundamentals, transformative applications in Digital Marketing, and Project Management. It emphasises digitalising business processes, improving online communication, mastering UI/UX design, managing social networks, analysing marketing data, and automating processes. We also address ethical challenges in AI, providing technology management guidelines. This prepares students not only to augment business workflows but also to meet the evolving job market demands.

Why choose this programme

Opt for this programme for a distinctive and enriching learning journey that sets it apart from the rest. It bridges the gap between academic studies and real-world applications through collaborations with renowned companies. Here are key programme highlights:

AI in Digital Marketing & Business Analysis:
▸ Develop advanced analytical skills and immerse in hands-on AI technologies to drive data-centric decisions in the digital marketing sphere.
▸ Cultivate expertise in using AI for market analysis, automating marketing, and ethical AI use for consumer engagement and business refinement.

Technical Skills with Academic Knowledge:
▸ Go beyond traditional academics, mastering coding and non-coding tools that are indispensable in the contemporary corporate sphere.
▸ Learn to use cutting-edge tools for data analytics, project management, website oversight and digital marketing prowess.

Understanding the Risks of AI for Ethical and Responsible Usage:
▸ Explore the ethical implications and privacy intricacies of AI in digital marketing.
▸ Mould graduates into discerning leaders, adept at traversing the complex digital terrain with ethical stewardship.

Hands-on Experience with Company Projects:
▸ Engage in real-world projects mentored by industry professionals, visionary CEOs, and esteemed professors.
▸ Apply knowledge and skills in marketing, business strategy, web marketing, CRM, e-CRM, e-commerce, risk management and digital marketing schematics in corporate settings.
▸ Accumulate invaluable experience in navigating professional plans and frameworks, equipping you with a practical understanding prepared for the contemporary corporate landscape.

Professional Certifications for Your Career:
▸ Gain globally recognised certifications valued in the HR community.
▸ Certifications include those from PMI, Agile Project Management, Google, and Microsoft Power Platform, giving you a competitive edge.

Career opportunities

In the ever-evolving digital landscape, our MSc in Digital Marketing and AI goes beyond adapting to modern business trends. It fosters innovation with a strong focus on ethical considerations in AI. This degree empowers students to understand customer behaviour and make data-centric decisions through robust analytics. Graduates from our programme seamlessly transition into a range of roles, including but not limited to Project Manager, Web Traffic Analyst, Customer Experience Analyst/Manager, Digital Advertising Specialist, Performance Marketing Analyst/Manager, Marketing Technology (MarTech) Specialist, Data Visualization Specialist, AI/ML Engineer, Search Engine Marketing (SEM) Specialist, CRM (Customer Relationship Management) Specialist/Manager, Marketing Automation Specialist, AI Ethicist, and AR/VR Marketing Consultant.

Two intakes: September and January

Campus:
▸ Sophia Antipolis

Tuition fees
▸ One-year MSc: €18,000
▸ Two-year MSc option: €35,000 (total fees for two years' tuition)

95%
found a job in less than six months

€42,000
Average salary after graduation

Recruiting companies:
Accenture, Amadeus, Capgemini, Carrefour, Chanel, Danone, Disneyland Paris, Effilab, Genki & Co, Google, Havas, HLKL Studio, Jow, LinkedIn, LVMH, Manucurist, Microsoft, Nike, Northern Trust, Orange, Oscaro.com, PepsiCo, PlayPlay, Publicis, Schneider Electric, Transavia, Wavestone.

"In a rapidly evolving digital landscape marked by AI systems, generative AI, metaverse, VR, and emerging technologies, remaining competitive necessitates acquiring new skills.

This programme serves as a pathway to gain a deeper understanding of customers, analyse data, delve into the realm of predictive models, and create innovative experiences. It equips the Managers of the Future to excel in an AI-enabled environment and shape the marketing landscape of the future."

Margherita Pagani
Professor of Digital and Artificial Intelligence in Marketing
Director SKEMA Center for Artificial Intelligence

"Artificial Intelligence has transformed our approach to marketing, offering unparalleled customer insights and reinforcing ethical engagement.

With AI, we can tailor our strategies without compromising customer privacy. This ethical approach allows us to gain consumer trust while enhancing our competitiveness in the market. AI becomes a valuable partner for businesses striving to balance commercial efficiency with unwavering ethics, fostering enduring relationships with their customers. In an interconnected and globalised world with complex and systemic issues and risks, the use of AI has become an indispensable element."

Marco Landi
Europia Institut President
Former World Apple CEO

skema | AI SCHOOL

The mission of SKEMA AI School for Business is to advance artificial intelligence research and pedagogical experiences to prepare the managers of the future to work in an AI-enabled environment. It aims to impart a wide range of AI fundamentals and managerial perspectives to students and leaders from different fields.

More details about the programme

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