# MSc in Digital Marketing

**Discover our program**

Do you enjoy generating new ideas, analyzing human behavior and seeing your good work play out in measurable data? As a digital marketer, you get to be both creative and analytical at work. Join us in beautiful Nantes, France, to develop expertise in qualitative, quantitative, technical and strategic aspects of marketing, with a user experience (UX) orientation. Here, you'll make important connections in France, throughout Europe and across the globe.  
  
The academic content of the MSc in Digital Marketing is systematically reviewed and redeveloped, and includes practical workshops with real-world situations and boosts your operational skill set.  
  
As part of the program, you will participate in exclusive projects with Audencia partner companies such as the Éram group, Galeries Lafayette, TSC, Converteo, Cdiscount or Rakuten.

**Program Benefits**

* Gain a comprehensive understanding of key theories and concepts, as well as knowledge of the latest industry trends, technologies and best practices.
* Gain expertise in the use of various digital marketing channels.