



**MSc in
Marketing
& Digital Media**



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

ESCP Quick Facts

The World's
1st
Business School (est. 1819)

9,200+
students in degree
programmes representing
130
different nationalities

Multi-accredited:
AACSB, EQUIS, EFMD MBA,
EFMD EMBA, 5 European
Higher Ed Standards

6 ESCP campuses
in Berlin, London, Madrid,
Paris, Turin, and Warsaw

A comprehensive
portfolio
of 46 programmes:
Bachelor, MiM, 27 Specialised
Masters, MBA, 2 PhDs, 12
Executive Masters, EMBA,
Global EPhD, as well
as a custom and open
programme offer

180
research-active professors
representing over 33 nationalities
across our campuses

Over **145**
academic alliances
in Europe and the world
in 48 countries

5,000
high-level participants
in customised trainings and
executive education

75,000
active alumni in
over 200 countries
in the world

MSc in Marketing & Digital Media

This specialisation is the right choice if you want to:

- Obtain an integrative view of the different digital marketing tools and how they can play an important role in brand building.
- Gain the right mix of marketing techniques and key strategic marketing aspects to become future leaders and top executives in the digital sphere.
- Have the unique opportunity to interact with professionals and experts from the sector.
- Discover diverse and innovative developments in the digital marketplace.

Why choose this specialisation?

1 Hands-on experience

This specialisation focuses on giving students strong theoretical foundations and ample practical experience. You will have the opportunity to apply your skills and knowledge through:

- International Consultancy Projects
- An International Seminar
- 4-month minimum Internship
- Live Case Studies with L'Oréal, Google, HAVAS & WAVEMAKER

... and numerous practical workshops and seminars with companies and industry experts.

3 Blended learning as well as case and project-based teaching


4 Skills and competencies for a successful international career

Skills

 System & critical thinking


 Interpersonal skills

 Personal brand cultivation

 Analytical skills

 Digital skills

Competencies

 Perseverance and focus

 Product conception

 Team management

 Adaptability

 Creativity

2 Study tracks

• London

If you chose to go to London you will be able to follow the **Fashion, Luxury and Innovation track**.

• Berlin

The **Big Data & Analytics** track will help you develop your analytical skills and how to use data to inform business decisions.

Learning objectives

The MSc in Marketing and Digital Media aims to equip students with the skills and knowledge to succeed in an international, cutting-edge career in marketing. To do so, this specialisation focuses on how to apply key strategic marketing aspects in an increasingly digital and globalised world.

The MSc includes two full study terms in Madrid, an international seminar, one term in Berlin/London, and one term to focus on your internship and thesis. This is your first step toward a successful and international career!



Dr. Vladimir Melnyk
Academic Director



Dr. Gustavo García-Mansilla
Executive Director



Your curriculum



Key facts

- ③ **Degree:** This specialisation is part of the ESCP Master of Science (MSc) programme. You will obtain the French Master degree (DEAMIE) and an ESCP diploma, the MSc in Marketing and Digital Media
- ③ **Duration:** 15 months
- ③ **Language:** English
- ③ **Study location:** Madrid & London/Berlin
- ③ **Go-To-Market Specialization tracks in London and Berlin**
- ③ **A Spanish Immersion Course**
- ③ **An International Seminar**
- ③ **4-month worldwide internship**
- ③ **A professional Master thesis**
- ③ **Starts:** October

Study track for candidates with 240 ECTS

Study track for candidates with less than 240 ECTS

July-Sep Term 1*

ONLINE

Core courses

- Economics
- Marketing
- Strategy
- Accounting & Finance
- Statistics
- Leadership

Oct-Dec Term 2

MADRID

- Introduction to Digital Marketing
- Brand Building
- Customer Experience
- Creativity in Advertising
- Finance for Marketing (E)
- Digital Project Management for marketers (E)
- Decision Making in Business (E)
- Design Fiction: Creating Desirable Futures (E)
- Live Case Study 1: L'Oréal
- Master Thesis Seminar

Jan-March Term 3 a

MADRID

- Communication 360 (strategy)
- Data and Analytics for Decision Making
- Social Media Management
- Advertising in the Digital Age
- Branded Content
- Mobile Strategy
- Pricing & Customer Value
- Research Methods for Marketers
- Strategic planning for consultancy projects
- Sustainability Management

April - May Term 3 b

MADRID

- International Seminar
- Digital Analytics: Website Design Project
- Digital Analytics: SEO
- Digital Analytics: Google Analytics
- Digital Analytics: Google Adwords
- Media planning and buying negotiation (E)
- Robots and AI in Business (E)
- Innovation in Marketing (E)
- Affiliate marketing and Paid Ads Strategy (E)
- Live Case Study 2: Havas Media & Wavemaker
- Research Methodology Seminar online
- ICP (International consulting projects)

June Term 3 c

LONDON/BERLIN,
MADRID

London

- Fashion, Luxury and Innovation track

Berlin

- Big Data & Analytics

July-Dec Term 4

PROFESSIONAL
EXPERIENCE

Company Internship
4-months minimum

Master Thesis

*Only for students starting the programme with less than 240 ECTS.

(E) Elective (to choose 1 per term)

We confirm that our MSc is a European multi-campus programme, which includes seminars and workshops in different countries including France. The students from the MSc have attended or followed remotely professional seminars and workshops of Paris directed to the mandatory Internship/Professional Experience, which are part of their curriculum.

NOTE: ESCP is committed to delivering the curriculum as is, unless external circumstances (such as the COVID-19 pandemic) are in the way, in which case(s) we will develop alternatives to deliver the programmes's learning objectives.

Specialisation Objectives

- **Digital marketing and communication**
Enhance your communication skills across various media channels with a focus on digital marketing.
- **Marketing Strategy**
Learn about key foundations in the marketing domain that will enable you to formulate strategic marketing initiatives.
- **Digital tools**
Obtain hands-on experience with key digital tools used by leading companies in the digital sphere.
- **Specialisation and professionalisation**
Develop your expertise further in one of our specializations and apply your new gained knowledge to develop your future career.

All courses are taught in English.

For the most up-to-date information please visit our website:



Job Survey 2021

100%

were employed 6 months after graduation

69%

have a job with an international dimension

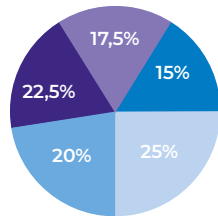
39,335€

Average annual salary

4,730.86€

Average annual bonus

Industries



- 20% Communication/Advertising
- 22,5% Fashion, Luxury & Cosmetics
- 17,5% Hospitality & Tourism
- 15% E-commerce
- 25% Other

Companies hiring

L'Oréal
Amazon
PwC
CELINE
Adidas
Huawei
Sisley Paris
Calzedonia

Vinci
Danone
Nestlé
Coca-Cola
Renault
Unilever
Guerlain
Amadeus

Club Med
Dim
Moët & Chandon
TBWA
Société Générale
Microsoft France
Pfizer – Sanofi

Student Profile Class of 2023

Nationalities · 34
Women · 82%
Men · 18%
Average age · 24

Admission requirements

- Bachelor or Master degree in any discipline, preferably in business, science, architecture or engineering; Candidates with less than 240 ECTS (less than 4 years of full-time study at a higher education level) will be required to attend an additional online semester from July to September. Candidates may obtain exemption from attending this semester based on their previous working experience if they have more than three years of post-study work experience.
- **Advanced English level: C1**
TOEFL IBT: 100
TOEFL written: 600
TOEFL computer based: 250
IELTS: 7
Cambridge: C1 level
TOEIC: 945
- **Two references** (ideally one academic, one professional)
- **Letter of motivation**
- **12 months of professional experience is recommended**

How to apply

- 1 **ONLINE APPLICATION**
WWW.ESCP.EU
- 2 **PROFILE EVALUATION**
- 3 **PERSONAL INTERVIEW**
IF ELIGIBLE

2023 Rankings

#1 Best Digital Marketing Master in Spain

ELMUNDO

Career opportunities

The MSc in Marketing & Digital Media equips students with the skills and knowledge to succeed in an international, cutting-edge career in marketing.

This MSc would be suitable for anyone considering a career in:

- Consulting
- Marketing & Communication
- E-merchandising and Conversion Management
- Brand and Client Experience
- Design
- Digital Media
- Business Development
- Product Management
- Marketing Management
- Digital Marketing Activation
- Business Analysis
- Brand Management
- Global Trade Marketing

This is a university level specialisation leading to a degree in line with the current French educational system (recognised by the Madrid Autonomous Region according to the RD 640/2021).



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Note: The information contained herein is subject to change.

MSc in Marketing & Digital Media*

* This specialisation is part of the French Master Degree (DEAMIE)

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.



**5 European Higher Ed
accreditations**

BERLIN

Heubnerweg 8–10
14059 Berlin, Deutschland

LONDON

527 Finchley Road
London NW3 7BG, United
Kingdom

MADRID

María de Molina, 4
28006 Madrid, España

Arroyofresno, 1
28035 Madrid, España

PARIS RÉPUBLIQUE

79, av. de la République
75543 Paris Cedex 11, France

PARIS MONTPARNASSE

3, rue Armand Moisant
75015 Paris, France

TURIN

Corso Unione Sovietica, 218 bis
10134 Torino, Italia

WARSAW

c/o Kozminski University
International Relation Office
57/59 Jagiellońska St.
03-301 Warsaw, Poland