



STUDY IN EUROPE



1st Year in Spain | 2nd Year in France

Complete 1st year Ms in Spain and the possibility to pursue 2nd year Ms in France

(In case of 2nd year Student is not able to get Student visa for France Student will Continue the course in Spain)

Ms Marketing and Social Media

★ Duration: 24 Months (Full-time)

★ Intake: Jan, Apr & Sep

About Programme

This technical course of this Ms degree integrates methods related to developing technologies and the research conducted in this environment. Internet of Things, Artificial Intelligence, and Sustainable Innovation are all areas that will affect a new generation of managers who want to go beyond the basics of marketing to enable future generations to have the tools to shape and optimize the world tomorrow. During the year, you will also learn how to manage with this goal in mind to maximize your team's performance and drive your projects with efficiency. In addition, creative tools, also essential to the innovation process, are integrated into the program with the sprint design and the creative strategy.

Educational Goals

- Understand the challenges of innovation in business
- Master the managerial practices related to innovation
- Be able to define a complete digital strategy and master its implementation
- Develop and push the reflection of a technical project
- Learn to identify and use current market trends in your field of activity

Studying Benefits

- Study in Europe
- Stay Back Available
- Training 100% in English
- Students are legally allowed to work 30 hrs a week
- Accommodation: Government Benefit (CAF) only in France
- 25 Excellent Student will get Change to do Semester Aboard with Housing and Return Ticket Paid (Conditions Apply*)

Accreditation Category:

Level 3 Professional Qualification
(for Spain qualification)GOBIERNO
DE ESPAÑAMINISTERIO
DE EDUCACIÓN
Y FORMACIÓN PROFESIONAL

Programme Units

The full-time Ms Marketing and Social Media will be carried out over an 24-month period, into 4 semesters with internship and will be structured as follows:

Semester 1

- Spanish language by Ascencia
- Market Research and Data Collection
- Processing and Analysis of Market Information

Semester 2

- Spanish language by Ascencia
- Information and Operational Management of International Trade
- International Negotiation and Contracting
- International Marketing Policies
- International Marketing Plans and Reports

Semester 3

Cross-Functional Management

- Start-up management
- Fund Raising
- Management
- Recruitment 2.0
- Country Management
- Import and Export
- Management in FRENCH
- International E-commerce

Semester 4

Digital Communication and E-Influence

- Advanced Web Marketing & Social Media
- Influencer Marketing
- Acquisition Campaign / Cross-Channel Strategy
- Mobile Marketing 2
- WordPress – Storytelling
- Creative Strategy & DTP
- UX Design
- FRENCH
- E-CRM & M-CRM
- Social Ads
- SPRINT DESIGN
- Masterclass
- Workshop
- Professional Project

Admission Checklist

- Curriculum Vitae
- Copy of Passport (first and last page)
- Visa and/or Residency Card (if any)
- Statement of Purpose
- Passport Size Photo
- Work Experience
- Scanned copy of the Application Form (fully filled and signed)
- Marksheets, Transcripts, Consolidated, Provisional and Degree certificates for high school or higher
- Additional certificates (if any)
- IELTS or similar (if any)
- MOI (if any)

Relationship to Occupation

- Social Media Coordinator
- Brand Management
- Content Marketing
- Social Media Analyst
- Marketing Communications
- Marketing & Community Manager
- Digital Marketing
- Art Director
- Marketing Strategy
- Public Relations Specialist