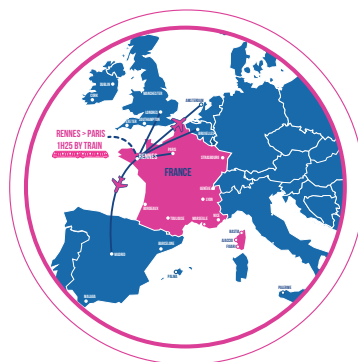




After a couple of years of working in the mobile internet sector in China, I decided to join Rennes SB. This adventure has privileged me with a rapid access to some cutting-edged topics and very innovative practices in this domain, in horizontal and vertical senses. I felt very often enlightened and inspired by the insights shared by professors and also experts in this field. In addition, the school atmosphere is very dynamic, emphasising the involvement of international students in various social activities offering exposure to French language and culture. For younger students, it is a highly desirable, enriching and impressive experience of self-exploration. This can definitely act as a springboard for their personal development.

Jing Jin, Chinese, alumna



## RANKINGS

### TOP 10 IN FRANCE



### INTERNATIONAL RANKINGS



**RENNES SCHOOL OF BUSINESS**  
**UNFRAMED THINKING**

2 rue Robert d'Arbrissel 35065 Rennes  
9 rue d'Athènes 75009 Paris  
Tel.: +33 (0)2 99 54 63 63

[rennes-sb.com](http://rennes-sb.com)

Apply: [apply.rennes-sb.com](http://apply.rennes-sb.com)

Contact: [inquiries@rennes-sb.com](mailto:inquiries@rennes-sb.com)



# MSc IN STRATEGIC & DIGITAL MARKETING

SPONSORED BY **yumens**  
CRÉATEUR DE SUCCÈS DIGITAUX

## BUILD YOUR BRAND, MARKET YOUR FUTURE

This programme enables students to gain knowledge and skills in Strategic and Digital Marketing that are highly demanded in today's global business.

The programme is a perfect blend between theory and practice, using advance teaching methodologies based on simulation games, real business cases, collaboration with experts and market research - all to ensure gaining the required competencies for the digitalized business environment.

Our graduates are holding high-profile jobs in the most unframed companies all around the world, contributing the marketing communication industry while acting responsibly, innovating and making positive changes.



**DR LJUPKA NAUMOVSKA,**  
PROGRAMME DIRECTOR



**RENNES SCHOOL OF BUSINESS**  
**UNFRAMED THINKING**



# PROGRAMME 120 ECTS

## SEMESTER 1

### COMPULSORY MODULES

- Omni-Channel Consumer Behaviour
- Marketing of Innovation
- Integrating Online and Offline Marketing Communications

## SEMESTER 2

### COMPULSORY MODULES

- Marketing Research in a Digital Environment
- Customer Experience Management
- Strategic Management OR Advanced Strategy
- Corporate Social Responsibility "Winter session" abroad or in Rennes

### DURATION

15 months

### STARTING DATES

September & January

### TEACHING LANGUAGE

English

### ACADEMIC CALENDAR

- > **January 2023 intake**
- > **Modules:** January to December 2023
- > **Internship:** (4 to 6-month duration): May to August 2023 or January to August 2024
- > **Graduating project:** August 2024
- > **September 2023 intake**
- > **Modules:** September 2023 to April 2024
- > **Internship:** (4 to 6-month duration): May 2024 to February 2025
- > **Graduating project:** October 2024

### TUITION FEES

Non-EU students: €18,200  
EU students: €16,200

93%  
of Rennes  
SB students  
are employed  
6 months after  
graduation

### FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

German/Italian/Spanish  
for French speaker

## SPECIALISATION TRACKS

### DIGITAL MARKETING AND COMMUNICATION

- Designing User Experience & Webanalytics
- Digital Advertising & Communication
- Web Based Project Management
- Database for Direct Marketing & E-CRM
- Digital Marketing and Branding

### STRATEGIC MARKETING

- International Marketing Management
- Marketing Intelligence & Pricing Strategy
- Omni-Channel Distribution & Retail Management
- Contemporary Brand Management
- B2B Marketing

## ALUMNI

### CAREER OPPORTUNITIES

Digital Marketing expert, Brand Manager, Trade Marketing Manager, International Sales Developer, Fan Experience Manager, Promotion Analyst, Operational Marketing Manager, International Digital Project Manager, Marketing & Communication Manager, Business Development Manager, Public Account Manager, Account Executive...

### COMPANIES

Tesla Motors, L'Oréal, Nestlé, Redbull, Microsoft, Amazon, Valentino, Guerlain, Pernod-Ricard, Auchan, Sanofi, Unilever, JCDecaux, Samsonite, Chanel, Aoste, IPSOS, Barilla Group, Ubisoft, Marriott...

## ADMISSION

### REQUIREMENTS

- **English Proficiency (one of the following):**
  - > TOEFL > 80
  - > TOEIC > 750
  - > IELTS > 6.0
  - > Cambridge Proficiency Exam > B2
  - > or Native Language
  - > or Previous studies taught in English (minimum 2 years)
- **A strong academic background**
- **Bachelor or equivalent (diploma)**

