

IESE
SCHOOL

BETTER SOCIETY

FULFILL YOUR POTENTIAL - BECOME A RESPECTFUL, DYNAMIC AND PRODUCTIVE BUSINESS LEADER

> A series of specialized Master programs with one ambition: to help you excel as you pursue your career path.

MASTER OF SCIENCE PROGRAMS



IESEG
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY



CLASS PROFILE

ACADEMIC BACKGROUND

27.8%	Business Administration	13.9%	Advertising and Medias
19.4%	Communication	8.3%	Engineering
	and Marketing	5.6%	Sciences
19.4%	International Business	5.6%	Information Technology

AGE RANGE

25%	< 23
42%	23-27
33%	27+



CAREER OPPORTUNITIES*

ROLES

- > Business Development Analyst
- > Community Manager
- > CRM Data Analyst
- > CRM Specialist
- > Digital Marketing Specialist
- > Growth Marketing Specialist
- > Marketing Manager
- > Product Manager
- > Web Campaign Specialist

POST-MSC SALARY

- > **€53,163** Average Annual Salary (bonus included)

EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > ESTÉE LAUDER COMPANIES
- > GOOGLE
- > ACCENTURE INTERACTIVE
- > ALLIANZ
- > DELOITTE
- > STUDIO CANAL
- > UNILEVER
- > KERING
- > PHILIPS
- > INVESTMENT SOFTWARE GROUP

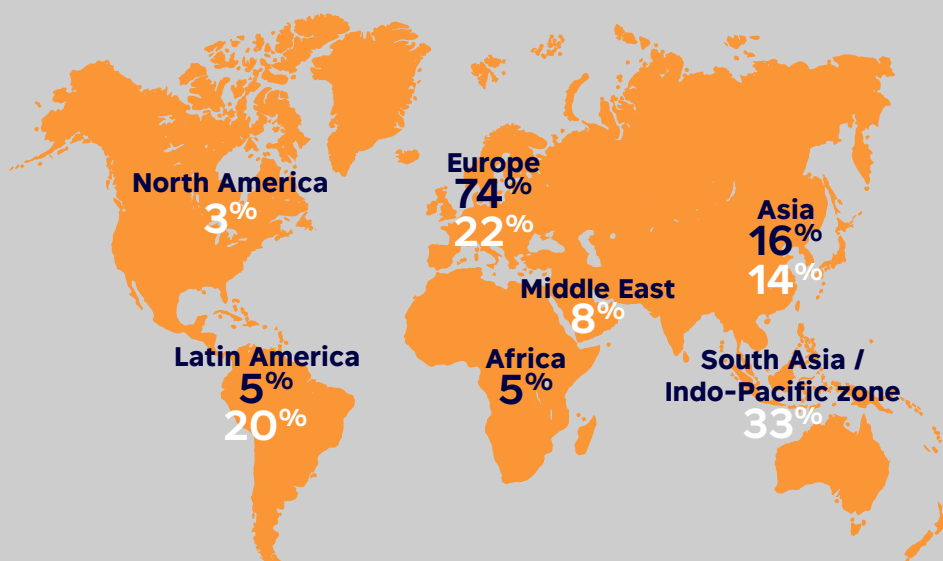
THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



ORIGIN OF OUR CURRENT STUDENTS



LOCATION OF OUR ALUMNI



*2021 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2018, 2019 and 2020 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.

MSc IN DIGITAL MARKETING AND CRM

EMPOWER YOUR INNOVATIVE MINDSET TO BOOST DIGITAL AND CRM STRATEGIES!



OBJECTIVES

The main objective of the MSc in Digital Marketing and CRM is to prepare future managers to work in Digital Marketing and CRM, two rapidly emerging and complementary fields that represent new ways of conducting marketing and improving relationships with clients. The program's focus is on combining theory with practical knowledge. This is the foundation for the development of all professionals who would like to improve their effective digital marketing strategy by capitalizing on customers' data. Students will also gain an understanding of the importance of managing customer relationships in a day-to-day business environment.

QS Business Masters Rankings 2022: IESEG is ranked 23rd worldwide out of 105 programs for its MSc in Digital Marketing & CRM.



ADVANTAGES

- > A specialized and innovative program designed by academic and industry experts
- > An interactive approach integrating both academics and professionals
- > The possibility of obtaining different Google, Hubspot, Hootsuite certificates
- > Exposure to leading technologies and software such as Salesforce, SPSS, Python, Mention, Mailchimp and many others
- > The opportunity to engage in webstore development
- > A partnership with Le Wagon - a leading international coding School



IESEG CAMPUS

- > LILLE



ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in Business, Marketing, Communications, Engineering, IT or similar from a recognized institution. Basic marketing knowledge is required (either from academic and/or professional path).



IN PARTNERSHIP WITH



For more information: www.ieseg.fr/en/msc-digital-marketing/



“Match your digital passion with your innovative mindset to optimize digital marketing strategies based on the smart use of customer data.”

Dr. Nico HEUVINCK
Academic Director,
Professor of
Marketing

■ ZOOM ON... THE CLICKSTREAM AND WEB ANALYTICS COURSE

The Clickstream and Web Analytics course gives students the opportunity to take the Google Analytics® Certification, a recognized industry certification that will help students get the most out of digital analytics.

In addition to obtaining the Google Analytics® certification, participants of the program will work in the Google Analytics accounts of international non-profit organizations in order to acquire real-time experience by analyzing and reacting to the data these companies accumulate.

Students will be divided into groups and will be assigned an organization in order to analyze a significant amount of data before presenting their recommendations. Along the way, students will be taught best practices for integrating analytical data into current marketing efforts, understanding key metrics and mastering advanced functionalities of Google Analytics® in order to grasp the added value of web analytics for companies with an online presence.

■ PARTNERSHIP

With 9,000 employees and 42 countries covered worldwide, Lyreco is the European leader and the 3rd global leading actor in the distribution of products and services for the work environment. As a multi-specialist and expert, Lyreco covers 4 fundamentals that make the work environment a strong lever of business performance: people efficiency, connected people, people safety, and people well-being in the workplace. Being a partner of the MSc in Digital Marketing and CRM gives Lyreco the opportunity to collaborate with and onboard new talents in line with its own requirements in terms of customer marketing and digital marketing skills. Through this partnership, Lyreco is able to propose diverse missions and jobs on a broad geographic scale to IÉSEG students and graduates.

Stevy MATTON
Director of Online Solutions - LYRECO



Irene,
Graduate - Italy

The MSc in Digital Marketing and CRM gave me the opportunity to acquire knowledge in the fields of project management, digital marketing and social media strategies, SEO and SEM, and allowed me to develop essential soft skills for my career path like the capability to work efficiently in teams, flexibility for rapidly changing contexts and an open mindset.

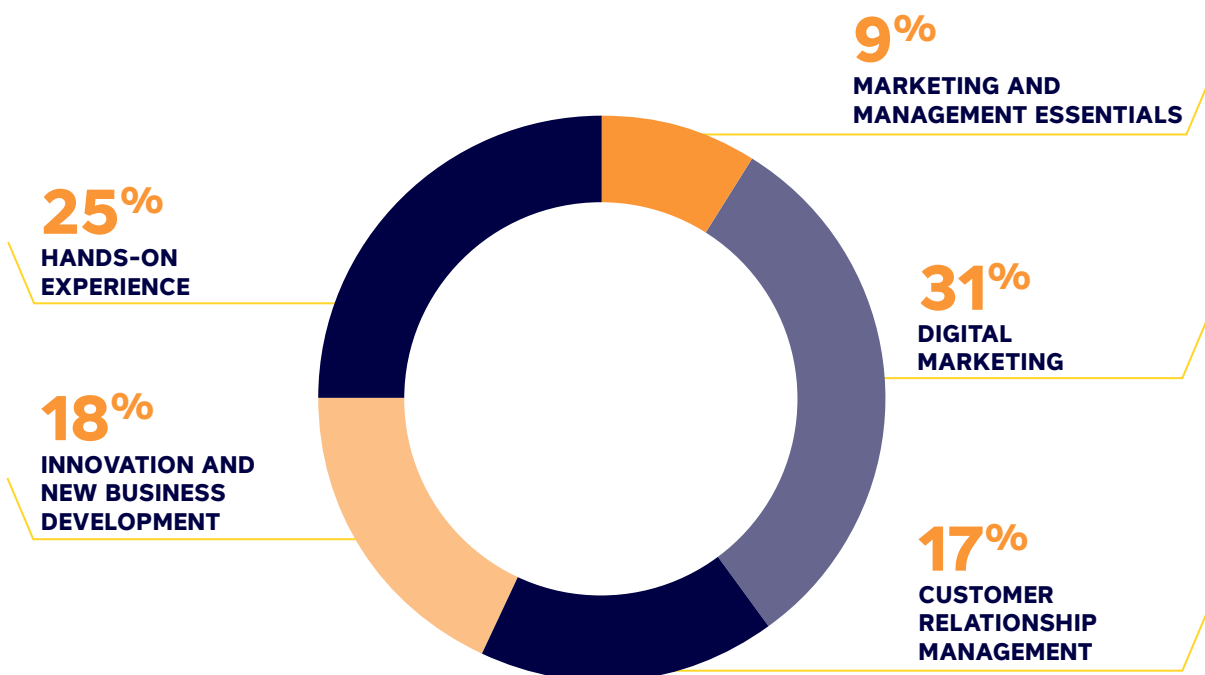
After graduation, my classmates and I chose different paths and moved to different countries but this did not stop us from staying in touch and sharing our experiences.

IÉSEG Network, the Alumni Association, offers the opportunity to stay updated on the latest news in the School's community and participate in different online events and networking.

After my internship at Robilant Associati, the first and leading brand and design consultancy in Italy, I got hired by the company as a digital project manager, and I collaborate with clients located all around the world on a daily basis.

PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



MARKETING AND MANAGEMENT ESSENTIALS

9%

- > Brand Communications
- > Business Ethics and Sustainability
- > Innovative Project Management
- > Marketing Research Methods with SPSS
- > New Trends and New Information Technologies

DIGITAL MARKETING

31%

- > Clickstream and Web Analytics
- > Consumer Behavior in a Digital World
- > Data Marketing – Programmatic Advertising
- > Data Protection for (Digital) Marketers
- > Digital Marketing Strategy
- > Direct and Email Marketing
- > Innovation with Consumers
- > Marketing Performance and ROI Optimisation
- > Mobile Marketing
- > Omni-Channel Strategy
- > Online Reputation Management
- > Search Engine Marketing
- > Social Media Marketing
- > Website Design and Development (UX, Coding)
- > Web Store Development and Mobile Apps

CUSTOMER RELATIONSHIP MANAGEMENT

17%

- > CRM, Loyalty and Customer Success
- > CRM and Sales
- > Customer Service and Complaint Management
- > Customer Intelligence 1: Descriptive Analytics
- > Customer Intelligence 2: Predictive Analytics
- > CXM
- > Data Analysis with Python
- > E-CRM
- > Introduction to Analytical CRM

INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > Business Consultancy in a Digital Environment
- > Career Program
- > Creativity and Design Thinking
- > Entrepreneurship and New Business Development
- > Language Courses

HANDS-ON EXPERIENCE

25%

- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



ADMISSION PROCESS

2 types of candidates are eligible to apply for the MSc programs:

- International candidates that have graduated (or will graduate) from a Bachelor degree (minimum)
- Candidates from the French Education system that have graduated (or will graduate) from a Licence (minimum)

APPLICATION PROCESS

Admission is via an online application at apply.ieseg.fr, the review of the supporting documents and an online conversation with a recruiter. A rolling admission is offered to qualified candidates starting in October 2021.

Application Checklist for all the MSc programs

- Online application form
- Recent CV/Resume
- English proficiency test for non-native speakers: IELTS 6.5, TOEFL IBT 85, TOEIC 4 skills 850, Duolingo 105, Cambridge Exam B2 - students with IELTS 6.0, TOEFL IBT 75, TOEIC 4 skills 800, Duolingo 100, Cambridge Exam B2 will also be considered
Native English speakers or candidates who have had two years of courses taught in English are exempt.
- Transcripts and diploma
- GMAT/GRE is a plus (yet not mandatory)
- Copy of passport
- €100 application fee

There are specific admission requirements for each of the proposed degree programs. For more information, please refer to the individual program pages.

Application Deadlines

January 2022 intake (MSc in International Business in Lille only):

- November 14th 2021 for all candidates
- Early bird deadline: October 17th 2021

September 2022 intake

- May 31st 2022 for all candidates
- Early bird deadline: January 16th 2022



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