

M.A. Digital Marketing

ISM – Pôle Léonard de Vinci

ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences



German-French double degree

ISM students who opt for the program at Pôle Universitaire Léonard de Vinci in France spend their first two semesters at the ISM campus, followed by one semester at Pôle Universitaire Léonard de Vinci and an internship. Here you can study in modern lecture rooms and libraries on an international campus. Students who have achieved all the necessary credits for study and examinations are awarded a Master of Arts in Digital Marketing, and the Pôle Universitaire Léonard de Vinci the diplôme de l'École de Management Léonard de Vinci. With this double degree program of the ISM you acquire two master's degrees within two years plus master's thesis.

Additional degree available at Pôle Universitaire Léonard de Vinci

- Le diplôme de l'École de Management Léonard de Vinci

Study language

Lectures are held in English at Pôle Universitaire Léonard de Vinci.



3rd semester

- Social media marketing
 - Digital advertising
 - Social gaming & gamification
 - Online reputation & crisis management
 - Web project management
 - Web project mgt. II (SEO / SEA, analytics)
 - UX Design
 - Marketing 360 / Cross Channel
 - E-mailing campaign with MailChimp
 - Data management & statistical methods
 - Mobile marketing
 - Law & new technologies
 - Current & emerging trends in digitalization
 - Consultant Project
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- Internship
 - Thesis

Please note that courses and the course structure itself are subject to change by the international partner university.