

PSM
Paris School of Management

PARIS SCHOOL OF MANAGEMENT

Online MBA in Digital Marketing Brochure

www.psm-paris.fr

ABOUT US

PSM
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Établissement d'enseignement supérieur privé technique (UAI: 0756652Y)

We are a unique, innovative, and international business and management school, with highly experienced professors from some of the world's most prestigious universities.
We offer cutting-edge research, high-level professional practice, and relevant education.
Paris School of Management is a research-driven institution, with a faculty from top universities and students from over 150 different countries.

The foundation of our success lies in our commitment to fostering a collaborative and inclusive environment where diversity thrives, creativity flourishes, and innovation becomes second nature.

Our international student community is supported by renowned faculty members who will encourage you to develop both technical expertise and essential human skills.

OUR PROGRAMS

We are unique

Programs Designed with Industry Partners

One of the most distinctive features of Paris School of Management is that our programs have been developed in collaboration with over 30 international companies. This allows us to offer high-quality educational courses on a wide range of management and finance topics while delivering top-tier education.

Professional Development

Our goal is to provide you with a superior learning experience that will have a direct impact on your professional development. Through our unique programs, you will enhance your strategic vision, efficiency, and leadership skills to successfully manage today's organizations.

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OUR ALUMNI NETWORK

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"I wanted a program that combined academic credibility with real-world relevance.
The Swiss–French Dual Degree DBA delivers exactly that."

Pim Reuderink, Regional Technical Manager Nordics and Netherlands



"I chose PSM because of its strong balance between academic rigor and practical relevance.
The program is clearly designed for professionals who want to apply research to real business challenges."

Pamela Hanna, Marketing Manager



"I chose PSM for its strong academic standards, its international orientation, and the alignment between the DBA program and my research interests. "

Zohra Doux-Karmas, Directrice Administrative et Financière



"The decision to choose Paris School of Management for my next Doctoral degree is driven by the high quality of education and the presence of prestigious research institutions in France."

Dr. Jerry Kombat-Monfant, Chief Economist based in Brussels

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WHY CHOOSE OUR MBA?

- Get a holistic and strategic understanding of business
- Strengthen your business and leadership skills
- Acquire a collaborative mindset
- Gain innovative and creative thinking
- Act more decisively and lead more persuasively



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ONLINE MBA IN DIGITAL MARKETING

Online MBA in Digital Marketing

Our MBA in Digital Marketing is designed to produce marketing business leaders of the future through a comprehensive program that equips business professionals with the knowledge and skills needed to navigate the dynamic landscape of digital marketing strategies.

Through a blend of theoretical insights and practical applications, the Online MBA in Digital Marketing aims to foster strategic thinking and decision-making in the digital realm. You will explore advanced topics such as social media marketing, search engine optimization (SEO), content strategy, and data analytics.

The program seeks to empower you with the expertise to lead digital marketing initiatives, drive organizational growth, and stay ahead in the ever-evolving digital business environment.

The curriculum is designed to help you:

- Understand basic and advanced digital marketing concepts
- Demonstrate critical understanding and integration of digital marketing within a business context
- Develop critical digital marketing skills
- Demonstrate the value of digital marketing in real-world contexts

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OVERVIEW

- Duration: 12 months
- Language: English
- 60 ECTS
- Major in: Digital Marketing
- Location: Online
- Tuition fee: 6.500 EUR
- 10 mandatory courses

Online MBA in Digital Marketing Curriculum

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- Introduction to Digital Marketing
- Social Media Marketing and Management
- Strategic Marketing
- SMarketing - Integration of Sales and Marketing
- Digital Advertising Media Planning
- Costumer Data-Driven Marketing Analytics
- Web Analytics, SEO, SEM
- Business Communication
- AI in Marketing
- Capstone project

* final list of available courses is subject to change

Admission Requirements and Finance

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- Undergraduate degree (Bachelor) from a recognized university or equivalent*
- Grade Transcripts
- CV or Resume
- Copy of ID or Passport
- A Recent Photo



Finance:

- Tuition fee: 6.500 EUR
- We offer **various scholarship opportunities.** We invite you to carefully check which one can apply to you.
- The tuition fee includes all program related costs. Additional costs may apply in some circumstances.
- We offer **flexible payment methods.**

* Applicants who do not have a Bachelor's degree in the related field may be admitted subject to the Recongition of Prior Learning policy.

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CONTACT

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