



**MASTER**

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**DIGITAL MARKETING  
& COMMUNICATION**



## WE LIVE IN A CONNECTED AND FAST CHANGING WORLD, WHERE DIGITAL AND NEW TECHNOLOGIES ARE KEY FACTORS FOR GROWTH.

Each companies' department, such as communication, PR, product marketing, Retail, CRM.. is impacted by these strong and fast evolutions and it is necessary to embrace them and adopt them wisely no matter which activities future students are interested in.

At CREA we believe that it is important to teach these new tools through our network of renowned specialists across Europe, but also, to develop in our program a new set of teaching modules to provide the right methods to face technology complexity and succeed in your future projects, such as agile project management, client centricity, creativity and leadership.

"Learn from Experience" is also our educational approach, where students will mostly acquire these competencies and know-hows through practice and workshops, rather than only listening.

This pedagogy approach that is specific to CREA follows one goal, which is to transform our students into future digital thinkers and project leaders with the ability to adapt to all the changes of tomorrow.

### ALEXANDRE WEHRLIN

Program Director  
Master in Digital Marketing & Communication  
Founder – ebooster.ch, Geneva

120  
ECTS  
CREDITS

# CORE PROGRAM CONTENT

10 MONTHS FULL TIME STUDY (MASTER 1 + MASTER 2) 5 MONTHS INTERNSHIP (MASTER 2) 1 TRIP TO EUROPE (MASTER 2)

The Master in Digital Marketing & Communication Program is a hands on approach with case studies that enable an understanding of how to gain advantage and seize opportunities in this new, connected and fast evolving world.

The objective of this comprehensive on-the-job training is to learn the fundamentals of brand marketing and how the digital world is offering new opportunities and process to be able to:

- Learn how to drive a marketing strategy in a digital world
- Develop relevant brand content strategy
- Effectively and optimally use different communication channels such as mobile platforms, social networks, emails or display
- Leverage analytics to continually optimise recommendations

## 1 | MARKETING STRATEGY & PLANNING

The main objectives of this module are to develop a critical analysis of the business objectives of a brand in a connection with its target customers and to develop a comprehensive understanding of the digital strategy that is integrated and directly operable.

- Audit of a marketing environment for a business
- Understanding the new connected consumer
- Brand strategic planning
- Development of an integrated marketing strategy
- Recommendations for implementation and budgeting
- Performance & analytics: continuously improving the ROI of operations

## 2 | DIGITAL MARKETING CHANNELS

Understand the new media landscape and how to use the main platforms. Learn how to make the most of them by testing them in real case studies. Anticipate the evolution of social networks and learn how to exploit their strength in the service of the brand.

- Integration of social networks into strategic recommendations
- Brand presence management and optimization on Facebook and Instagram
- Developing an editorial calendar & publication plan
- Mobile marketing & proximity marketing
- Optimising the role & the experience of a website
- Search Engine Optimisation (SEO)
- CRM strategy & email marketing

## 3 | MEDIA

Get a complete view of the new AdTech platforms and capabilities. Learn how and where to find your customers through data and optimized targeting in the digital world.

- Omnichannel media planning
- Strategies for sponsored links (SEM)
- Management & optimisation of campaigns on the major platforms (Google, Facebook, YouTube, etc.)
- Integration of advertising on mobile platforms
- Innovation & real time bidding

## 4 | BUSINESS MODELS & TRANSFORMATION

From retail to cars, learn how companies are all rethinking their business models by creating new compelling value for consumers.

- New business models
- Design thinking
- Data driven Management
- Project Management

## 5 | BRAND CONTENT

Beyond strategy and tactics, it is necessary to have a clear purpose that informs all of your content decisions. This purposeful element is a crucial component of any effective brand content effort.

- Trends and consumer behaviour
- History of communication and the web
- Brand content & role of communication
- Media evolution
- Most impactful formats

## 6 | LEADERSHIP

Study in-depth techniques that will enable you to embrace new technologies, face complexity and lead projects successfully within the professional sphere with assurance and skills.

- Brainstorming techniques
- Art of negotiation
- Agile project management
- Storytelling & Creativity
- Branding workshop

### » WORKSHOPS AND TRAVEL

During this Master course, students will have the opportunity to work on actual projects during workshop sessions and apply the knowledge that they have acquired in actual company assignments. By going to places, they will also have the opportunity to discover and interact with companies and understand what their current key challenges are.

## SOME JOB OPPORTUNITIES

THIS MASTER TRAINING WILL ALLOW YOU TO ACQUIRE A HIGH LEVEL OF COMMITMENT, COMPETENCE AND RESPONSIBILITY FOR THE POSITIONS OF :

### DIGITAL MARKETING MANAGER

The Digital Marketing Manager has strong marketing skills mixed with a sound understanding of the technological environment and evolution. He analyses a market, determines brand positioning, designs a digital communication campaign or launches the marketing of a product on the Internet. Familiar with all web media, he works closely with product managers, traffic managers and creative people.

### BRAND MANAGER

The Brand Manager is a marketing specialist who guides marketing of the brand through choice, tracking and guidance. He guarantees identity, sensitivity and the values he promotes in order to try to guide consumer decisions.

### WEB PROJECT LEADER

The Web Project Leader possesses both strong technical knowledge, considerable familiarity with web culture and good marketing skills. At the heart of an Internet project, he coordinates all development stages, from strategy to production through creation. He prepares the budget and planning, supervises the creative people and technical teams as well as external service providers. As the main contact with customers, he also listens carefully to their needs.

### E-BUSINESS/E-COMMERCE CONSULTANT

The e-business or e-commerce consultant defines the best commercial approach to a business on the web. He identifies its needs, writes specifications, sets up a strategic online plan, measures its impact and strives to optimise it. As an Internet expert, he suggests the technical and financial solutions that are most appropriate for his company and which integrate perfectly with business challenges.

### SOCIAL MEDIA MANAGER

The Social Media Manager develops and implements brand marketing strategy on social networks. The content of a brand (brand content) is a key aspect of his work as well as the return on investment (ROI) from his recommendations. The analytical monitoring and optimisation of social campaigns have become key responsibilities in this type of profession. According to the goals set by the brand, he will need to develop brand awareness, relationship marketing and conversion strategies.

### ONLINE MEDIA PLANNER

The Online Media Planner has many roles. As a passionate connoisseur of new technologies, he is responsible for the visibility of a business on the web and for increasing the flow of visitors. By mastering media tools in social, SEO or display and exploiting new knowledge of advertising media on the Internet, he is in charge of online media budgets and measures their performance.

# ADMISSION & CONDITIONS

## MASTER IN DIGITAL MARKETING & COMMUNICATION – 120 ECTS CREDITS

### MASTER I – PROGRAM

**TEACHING, WORKSHOP & E-LEARNING / WEBCAST :** About 455 hours  
**PROGRAM LENGTH :** 5 months  
**TEACHING METHOD :** Full time  
**TIMETABLE :** From Monday to Thursday 9-12 a.m. / 1-5 p.m.  
**COURSE LOCATION :** CREA Geneva  
**COURSE FEES :** 9'000 €

### MASTER II – PROGRAM

**TEACHING, WORKSHOP & E-LEARNING / WEBCAST :** About 455 hours,  
 1 trip to Europe, 5 months internship and personal work for Master's thesis  
**PROGRAM LENGTH :** 5 months  
**TEACHING METHOD :** Full time  
**TIMETABLE :** From Monday to Thursday 9-12 a.m. / 1-5 p.m.  
**COURSE LOCATION :** CREA Geneva  
**COURSE FEES :** 10'500 € (including 1 trip to Europe)

**GENERAL ADMISSION REQUIREMENTS :** Bachelor's degree (or equivalent)

**NOTE :** – The school reserves the right to accept or reject a candidate for any reason; a minimum of 15 students is required for the program to start  
 – The program content is subject to change



## A WHOLE WORLD OF OPPORTUNITIES

CREA BENEFITS FROM INTERNATIONAL RECOGNITION VARIOUS ORGANIZATIONS AND INSTITUTIONS WHICH FACILITATE INTER-SCHOOL EXCHANGES (I.E. SUMMER SCHOOL, INTERNATIONAL INTERNSHIPS, EDUCATIONAL EXCHANGES)



Eduqua, Swiss quality certificate  
for continuing education institutions  
Switzerland



Inspiring Excellence  
in Communications  
Worldwide

International Advertising  
Association  
New York



European Institute for Commercial  
Communications Education  
Brussels



Geneva Association  
of Private Schools  
Geneva



SWISS FEDERATION  
OF PRIVATE SCHOOLS

Swiss Federation  
of Private Schools  
Switzerland



Private  
school register  
Switzerland



The INSEEC Group, through Sup de Pub, has been partnering closely with CREA since 2008. This successful collaboration has resulted in CREA officially joining the Group in September 2014. With more than 22,000 students and 40,000 alumni, the INSEEC Group has strengthened its rank among the most important French higher-education institutions. Present in four large French cities (Paris, Lyon, Chambéry and Bordeaux), as well as abroad (Monaco, London, San Francisco and Shanghai), the INSEEC Group brings together all the exciting

possibilities and stimulating environments that large cities provide. Backed by a network of 180 prestigious universities, the INSEEC Group offers numerous possibilities of double-diplomas and academic exchanges worldwide to its students (under certain conditions).

CREA students now benefit from the strength of an international group that provides global recognition of their diplomas and allows them to continue their studies in Switzerland or abroad.  
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