



## Schiller International University (Paris)

### Master of Science in Digital Marketing and E-commerce

#### Study details

**Course type:** Master's degree

**Degree:** Master of Science in Digital Marketing and E-commerce

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 19 560 EUR

**Reg. fee :** N/A EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

Oct

#### Requirements

As a Graduate student:

You will need the official transcripts from the institution that awarded your undergraduate degree or its equivalent.

- If you do not have a degree recognized in the United States, you must arrange to have an evaluation of your foreign transcript by American Association of Collegiate Registrars and Admissions Officers (AACRAO)'s International Education Services, a member of Association of International Credential Evaluators (AICE), or National Association of Credential Evaluation Services (NACES) prior to the evaluation and award.

- All costs for foreign transcript evaluation must be covered by the applicant.

- You must provide a copy of your official ID or passport (Visa Students).

- You must submit a signed enrollment agreement.

§ If you are not a native English speaker, did not complete your post-secondary education exclusively in the English language, or did not complete at least 24 academic credits in a university-level program taught in English you will have to provide proof of English proficiency:

§ TOEFL (Test of English as a Foreign Language) 89 (IBT – Internet version) for Masters, Schiller, TOEFL number is 0835.

§ TOEIC (Test of English for International Communication) score of at least 700 for Masters.

§ IELTS (International English Language Testing System) score of at least 6.5 for Masters.

§ CAMBRIDGE FCE (First Certificate in English) grade of "B" (B2 level) or higher -Cambridge Advanced (CAE) or Proficiency (CPE) preferred.

§ Duolingo English Exam: score of at least 105 for all programs.

§ Pearson English Test (PTE): obtain a GSE score of 76 or higher.

§ If you successfully graduated from the Tampa Language Center with a Level 6 program, you are eligible for admission.

## Accommodation

Housing - € 950

Food -€ 320

Transportation - € 40-84

Telephone - € 32

Miscellaneous Personal Expenses - € 300

Books, Course Materials, Supplies, & Equipment - € 35

TOTAL - € 1 721

## Additional information

### Degree Overview

Study in Madrid and Paris to learn how to craft a compelling 360° marketing strategy for effective digital campaigns and long-term growth with Schiller International University's Master of Science in Digital Marketing and E-commerce program. Gain a deep understanding of how to seamlessly integrate social media, SEO, SEM, and paid media, as well as master essential tools such as Google Ads and Meta Ads to help you make a real impact in the digital marketing and e-commerce field.

By pursuing our MSc in Digital Marketing and E-commerce, you will have the opportunity to learn various content marketing strategies that can help you attract, engage, and convert customers through innovation. You will learn how to foster lasting connections and align your marketing efforts with your business goals. Study in Paris and Madrid and join our comprehensive program to develop a strong online presence through digital branding and elevate user experiences with UX design. You will also have the chance to explore digital communication and social media marketing, allowing you to strategically engage with your target audience and create impactful brand messages that resonate across various platforms.

**Growth Digital Strategy Expert** - Craft a 360° marketing strategy for impactful digital campaigns and sustainable growth with our master's degree in digital marketing in France. Seamlessly integrate social media, SEO, SEM, and paid media, mastering tools like Google Ads and Meta Ads for enhanced performance.

**E-commerce Innovation & UX Design** - Enroll in our MSc in Digital Marketing and E-Commerce degree to develop a strong online presence through digital branding and elevate user experiences with the power of a well-developed UX design.

**Creative Inbound Marketing** - Study Digital Marketing & E-Commerce to attract, engage, and convert customers creatively with content marketing. Learn the power of fostering lasting connections and aligning your marketing efforts with business goals can help you take your career to the next level.

**Strategic Digital Communication** - Delve into digital communication and social media marketing with a master's in digital marketing in Madrid. Strategically engage audiences, creating impactful brand messages that resonate across various platforms.

## Course Highlights:

- Master the **FOUNDATIONS** of digital marketing and e-commerce to gain a comprehensive understanding of the various strategies and tools.
- Delve into **DIGITAL COMMUNICATION AND SOCIAL MEDIA MARKETING**, learning how to strategically engage with audiences across various digital platforms.
- Explore **INBOUND MARKETING AND CONTENT MARKETING** techniques to attract, engage, and convert customers with our Master of Science in E-commerce, and foster a creative and customer-centric approach.
- Develop expertise in digital **BRANDING**, creating a strong and memorable online presence that resonates with target audiences with our digital marketing and e-commerce course.
- Learn how to use and the importance of **SEARCH ENGINE OPTIMIZATION (SEO) AND SEARCH ENGINE MARKETING (SEM)** strategies to enhance online visibility and drive targeted traffic.
- Master **DATA ANALYSIS** for data-driven marketing strategies, leveraging advanced technologies to derive actionable insights and enhance marketing effectiveness.
- Explore **GROWTH MARKETING STRATEGIES** and financial analysis, aligning marketing efforts with business goals for sustainable growth and propelling your career to new heights with a master's degree in digital marketing & e-commerce.

- Understand **USER EXPERIENCE (UX) DESIGN** principles to create seamless and engaging online customer experiences, maximizing satisfaction and retention.