



Digital Strategy Management (MS)

Advanced Master - Titre RNCP de niveau 7*
PART-TIME WORK/STUDY

Join the Digital Strategy Management program to develop your digital management capacities and be at the forefront of future digital transformations. This 100% digital oriented program, allowing participants to earn while they learn, combines topics in agile project management, digital marketing, online advertising, e-commerce, digital content creation and other web-focused disciplines. Its 360° approach gives students the skills they need to manage challenges in digital technology and digital transformations.

DURATION

15 months alternating work / academic study

START DATE

September

PROGRAM STRUCTURE

Part-time (alternance/ apprenticeship):

Approximately 1 week every 3 weeks in class

LOCATION

Paris

LANGUAGE

English

FEES

€16,900 part-time program

€17,900 part time program with business English

ADMISSIONS

Online application followed by an admission interview

APPLY ONLINE

en.grenoble-em.com/digital

360°

approach to digital

Digital GEMs

A blog sharing digital thinking from the lecturers, students and alumni of the program
medium.com/digital-gems

Program mission

- To provide digital business strategy training for managers within an international context.
- To provide training for future managers and directors in charge of digital business transformations over the medium and long term.
- To enable middle and top management as well as future managers to make the right choices for a digital transformation and deploy them effectively within their organizations.
- To meet the needs of companies for postgraduate professionals with competitive skills in digital strategy projects and change management.

Who should apply?

- Leaders seeking to drive digital transformation and innovation.
- Managers looking to leverage digital opportunities for growth.
- Students and professionals passionate about the digital world and ready to lead the way.

Candidates should have :

- Any Master's degree (MA, MSc, MS, MEd...) or doctoral degree; or
- Any BA, BS or equivalent undergraduate degree and three years' relevant work experience; and
- Advanced English language proficiency (TOEFL - IBT: 80/ computer based:213 /paper based: 550; TOEIC: 850; or equivalent).

CONTACT

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* Title of "Manager des Stratégies Digitales (MS)" registered in the French Professional Certificates Index (RNCP) under n°36369. This certification also benefits from the Label granted by the French Conférence des Grandes Ecoles. **Advanced Master (Mastère Spécialisé)**



Eligible for French Validation des Acquis de l'Expérience

PROGRAM AND TARGETED SKILLS

CORE MODULE SUBJECTS

- Content Creation and Organic Social Media Marketing
- Digital Marketing and Advertising
- Big Data and the Internet of Things
- Scrum and Agile Project Management
- Digital Innovation
- Gamification and Nudge Theory
- Digital Knowledge Management Strategy
- Live Digital Consultancy
- Real World Content Marketing
- Ethics and Sustainability
- Digital Geo Strategy

SKILLS ACQUIRED

- To design a sustainable digital strategy
- To lead and manage a digital project
- To set up a digital marketing strategy
- To implement digital communications campaigns
- To define an online sales strategy and customer relationship

Program content subject to change

EVALUATION & VALIDATION

Evaluation: Assignments and reports on real-world case studies for each skills blocks. Individual and/or group work. In addition, students are required to pass certifications in agile project management, SEO and other digital skills.

Validation: Verification of skills and competences acquired through continuous assessment, exams. The certification is validated if all skills blocks are acquired plus a defense of a professional thesis before a jury made up of academics and professionals. In the event of non-total validation of the targeted professional certification, the validated skills blocks are acquired and are the subject to a certificate (certification of skills blocks). Details of the Title of "Manager des Stratégies Digitales (MS)" registered in the French Professional Certificates Index (RNCP) can be found under under n°36369.

Key benefits

- A cutting-edge program ahead of the latest trends in digital business, digital communications and marketing, and agile project management.
- A program entirely focused on digital business strategy management.
- Highly-qualified teachers and professionals from the digital sector.
- Innovative and digital teaching methods (in English): live business cases, blended learning, blog, video interviews and podcasting, etc.
- Partnerships with leading companies worldwide.
- An enriching and multicultural learning environment.

Pedagogy

- Innovation in teaching methods: Learning by doing
- Teachers use digital to prepare their lectures and evaluate students, manage projects and assignments.
- Students write posts on their blog: medium.com/digital-gems. They also teach each other in flipped teaching sessions.

Career placement opportunities

This program will facilitate your evolution towards a variety of career opportunities worldwide such as:

- CDOs (Chief Digital Officers) and CDMOs (Chief Digital Marketing Officers), for executive and more experienced students
- Digital and social media directors and digital managers
- E-marketing and e-business managers
- Specialist consultancy in areas such as digital transformation
- Web agency directors
- Project managers
- Digital web entrepreneurs



Program Director :

James Barisic,

Former CEO of a UK digital marketing and training agency and ex-corporate solicitor with three decades of experience across online marketing, geopolitics and law.

TESTIMONIALS

“While working as a marketing manager for an industrial company, I felt the need to strengthen my knowledge in digital culture. This program helped me to have a robust digital culture: to understand what digital is about, what are the different jobs involved, and how they interact with one another. The faculty, which are all professionals from different digital sectors, keep the theory fairly low and leave great time for practicing. Though the program was intense, it remained feasible. Being a graduate of the program gives me a lot of confidence and authority. As digital has grown very quickly, companies are looking for references. The training helps me a lot in being able to relate to every profession. Since graduating, I have created my agency, Pluvian, which specializes in Inbound marketing.”

Renaud VUILLET CEO & Founder -
Pluvian.com

“I really appreciated most of the courses. The Advanced Master in Digital Strategy Management helped me to gain a more precise vision of the different characteristics impacting both technical and strategic aspects of the information technology sector. The teaching staff, composed of internationally recognized professionals, guarantees content of high quality, based more often than not on practical cases. Thanks to the insights I received, I have strengthened my knowledge in all the aspects mentioned above, and have had the opportunity to apply most of them in the different projects I have worked on since graduation. On top of that, it has provided me with the tools and abilities to be more pro-actively involved in my company's digital transformation.”

Carlos MANJÓN GUZMÁN Group
Digital Communications Manager
CACEIS



Courses take place on our Paris campus

Established in 1984 by Grenoble's Chamber of Commerce and Industry, Grenoble Ecole de Management (GEM) is one of the best French (Top 8) and European (Top 30) business schools. It is based in Grenoble, the French capital of the Alps and of innovation. Each year, GEM trains approximately 7,000 students and executives, delivering over 50 national and international programs from the undergraduate to the Doctoral level, on several campuses worldwide.

ACCREDITATIONS

It is one of only a few business schools worldwide to hold the triple accreditation crown EQUIS, AACSB and AMBA, a clear indication of the quality of its activities. Its programs are regularly ranked by major international economic newspapers and magazines.



Ranked 3rd in France
in the category
Digital Marketing and Data Analytics

GEM QUICK FACTS

Triple-accredited:
Among the top

01%

of business schools worldwide holding this distinction

Over

7000

students from more than

120

nationalities



International faculty comprising reputable academics and leading corporate professionals

200

international partner institutions (alliances, student and faculty exchanges, research...)

Dedicated career center with over

9000

online job and internship offers per year

Vast network of more than

45000

alumni holding positions of responsibility

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