

## ACADEMIC ELEMENTS

## EXPERIENTIAL ELEMENTS

### YEAR 1

SEPTEMBER

DECEMBER

- Innovation business game
- Digital advertising
- Data analysis and SQL
- Project management fundamentals etc.

JANUARY

MARCH

MAY

- Strategyzing complexity
- Marketing analytics
- Field Project

2-month international term in Europe

MAY  
SEPTEMBER

Optional Professional Experience

Hackathon

Discovery of  
Paris Tech Eco system

Inspiring talks

PARIS

### YEAR 2

OCTOBER

DECEMBER

- Content Marketing and generative AI
- Business Intelligence
- Alternative digital marketing
- Digital Data acquisition analytics etc.

JANUARY

MARCH

MAY

- Governance, ethics and sustainability thinking
- Ethics of data marketing

2-month international term

MAY  
DECEMBER

Compulsory Professional Experience

Master's  
thesis

International seminar

Company visits

Career services

PARIS