



MAJOR IN

# WEBMARKETING

The Webmarketing Master's programme has been created to address the significant shortage of skills in the Internet-based professions; it is aimed at students who wish to combine marketing and the Internet in their professional project. They will work in webmarketing and communication consulting agencies but also in companies that are now making massive inroads on the Web.

The skill-based educational approach of the Master's programme is spearheaded by experienced webmarketing professionals (Google, Intuit, GetA Links, etc.), who each bring their strong domain expertise. Students thus receive both solid academic input and a highly operational approach to the concrete difficulties companies are now facing.

## CURRICULUM

### SEMESTER 1 (Sept-Dec)

#### ANGERS OR PARIS - 30 ECTS

##### Core courses

- The various types of Marketing
- Digital Marketing
- Innovation Marketing and Creativity
- Leadership and Strategy
- French Language

### SEMESTER 2 (Jan-May)

#### ANGERS OR SHANGHAI - 36 ECTS

##### ANGERS

###### Core courses

- European Integration and Business Environment
- Business and Market Dynamics
- International Strategic Management
- Business Communication in an International Environment
- Country Risk Analysis
- French Language

##### SHANGHAI

###### Core courses

- Strategic and Supply Chain Management
- Branding in Asia
- Cross Cultural Management and Negotiation

###### Electives

- Asian Business Research Project
- Asian Economy and Geopolitics
- Country Risk Analysis
- Chinese Language

### SEMESTER 3 (Sept-Dec)

#### PARIS - 30 ECTS

##### Core courses

- Internet and Corporate Strategies
- Web Technologies
- Internet and Market Studies
- Communicating and Selling on the Web
- E-CRM

##### Electives

- French Language

### SEMESTER 4 (Jan-June)

#### APPLIED RESEARCH SEMESTER

##### During this semester, students complete:

- A six-month in-company internship
- A master's thesis based on a concrete topic of Marketing in coherence with the student's professional project and including significant empirical work. The thesis is written under regular supervision of a faculty member.

*Courses are weighted 6 ECTS except where indicated.*

*All ESSCA course offerings are subject to availability and modification.*

## Educational Goals

- Grasping fully the issues and consequences deriving from the e-marketing strategies in terms of organization, innovation, value creation, and consumer relations.

- Acquiring the Web-related fundamental technical skills the future marketing managers will need to bring into play in a professional setting.

- Understanding the behaviors of Internet users and gaining mastery of the new tools for analysis of consumers, brands (e-reputation), and performance (webanalytics).

- Being aware of the various channels, actors, and tools of Internet-based communication and e-commerce resources.

## Work and Career Perspectives

This programme teaches future marketing professionals how to use the latest internet technologies and apply them strategically in companies.

Graduates may pursue positions in modern fields (Community Manager, Traffic Manager, Web Planner, Search Manager) as well as traditional marketing roles for which IT skills have become indispensable.

## Eligibility

The programme has been designed for students from all over the world who:

- Have obtained a first degree (bachelor's) and ideally have some professional experience thanks to a first job or in-company internships;
- Can provide a GMAT (Graduate Management Admissions Test) score with their application information.

For further details, please log on to [www.gmat.com/gmat/thegmat/](http://www.gmat.com/gmat/thegmat/).

Candidates may also take the SHL Test via ESSCA;

- Have a real international outlook, a coherent professional project and open-mindedness to people from different cultural backgrounds.

## Application and admission

Please consult our website for information on the application process.

- If you have any questions, please contact International admissions: [infomaster@essca.fr](mailto:infomaster@essca.fr)

- For questions on program content, contact Prof. Dr. Jean-François LEMOINE: [jean-francois.lemoine@essca.fr](mailto:jean-francois.lemoine@essca.fr)

**Applications must be submitted by early June 21, 2019**

## Tuition Fees

Tuition fees for ESSCA's graduate programme for the academic year are:  
-2019-20: €10,500

ESSCA does offer a limited number of partial and total scholarships for students from outside France. For more information, please log on to our website.

## Accommodations and Practical Information

ESSCA student services can assist students in their search for accommodations and with their administrative formalities. Please contact:

- Nadège PICQUENARD in Angers and Paris: [nadege.picquenard@essca.fr](mailto:nadege.picquenard@essca.fr)
- Carole ZHU in Shanghai: [carole.zhu@essca.fr](mailto:carole.zhu@essca.fr)

Further information on ESSCA's sites:

[www.essca.fr/en](http://www.essca.fr/en) > About ESSCA > Our Campuses

## Information and enrolments

[infomaster@essca.fr](mailto:infomaster@essca.fr)



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