EUROPEAN MASTER'S
DIGITAL COMMUNICATIONS

With the rise of digital technology, effective digital communications are increasingly important. There is a need for experts possessing precise, up-to-date knowledge and mastery of strategic tools that will enable companies and brands to optimise their visibility and improve their market position and image.

Career prospects for graduates of the European Master's in Digital Communications are varied and numerous, with roles available in a range of organisations and sectors. E-communications managers have a broad but expert knowledge of communications, project management and management -- all essential for entering a thriving careers sector with excellent future prospects.

✓ KEY SKILLS

• Identify the opportunities and risks of the market

• Analyse an organisation's communications needs

• Design an interactive and coherent communications procedure

• Coordinate the production chain

• Launch a website and improve visibility, indexing and traffic

• Produce a business plan for a communications or digital media agency

• Establish an appropriate communications mix

• Use a buzz to your advantage and calculate its impact in terms of company image

✓ CAREER DESTINATIONS

- Digital Media Agency Manager
- Research Director in the digital communications technology sector
- Project Manager in an indexing agency
- Community Manager
- Digital Communications and Digital Marketing Consultant

Designed by experts and professionals in the field, the European Master's in Digital Communications is an innovative, hands-on and specialised programme that provides students with the analytic and practical skills sought by contemporary employers. Graduates are fully prepared for successful career growth in the sector.

EUROPEAN MASTER'S
Digital Communications

120 ECTS credits

Admission requirements

The European Master's in Digital Communications requires:

• either prior completion of a European Qualifications Framework (EQF) level-6 degree (120 ECTS credits);

• or official validation of equivalent experience (at least one year's recognised sector-relevant experience).

PROGRAMME CONTENTS

1 - The Digital Sector: Overview

This module ensures students:

• have a basic knowledge of accounting and financial management;
• are familiar with the main tools needed for producing a financial plan and can create a dashboard;
• can distinguish between objective and subjective law;
• are familiar with general and human resources management;
• can employ various management techniques suitable to a business's culture;
• understand the importance of interpersonal communications;
• can use socioeconomic management tools as part of a quality-assurance strategy;
• develop a solid general knowledge of the digital sector thanks to an understanding of its present and future economic, technological and sociological contexts;
• are familiar with the main actors, tools and functions of digital technology;
• are comfortable with Internet jargon.

2 - Communications and the Internet

This module ensures students:

• can apply the basics of strategic marketing and global communications to the growing digital communications market;
• can analyse communications needs on the basis of internal resources, goals and market expectations so as to make appropriate recommendations;
• can design a well-structured communications plan that corresponds to given marketing objectives;
• understand the basics of 3.0 and 4.0 communications;
• can effectively manage communications methods;
• can set up natural indexing and email campaigns;
• can design and promote a website;
• understand the role and impact of social media;
• are familiar with the structure and job roles of a digital media agency's production chain.

3 - Management in the Digital Economy and the Technological Environment of Digital Communications

Based on two modules, this unit ensures students:

• understands team management and possess basic managerial techniques;
• can use management tools to manage teams effectively;
• can communicate, delegate and manage team relations;
• can produce a business plan in order to position and improve their project management;
• are familiar with national and international Internet laws;
• can choose the right tools to launch an affiliate marketing campaign;
• have a basic knowledge of mobile marketing and can design innovative procedures as part of an appropriate communications mix;
• can implement a loyalty plan using the Internet or geolocalisation;
• can conduct technological intelligence as regards digital technology, online reputation and trends.

4 - Professional Experience

A strong point of FEDE European master's degrees is the requirement for students to consolidate their learning and gain a careers head start through hands-on work experience.
The first-year professional project addresses management issues encountered during an internship or the work portion of sandwich training. The student produces a dissertation outlining the strategy adopted and the strategic tools employed.
In the second year the student undertakes a three-month internship and produces a professional dissertation on issues relevant to decision-making strategies in the field of digital communications. The student analyses a business's environment and makes orientation and strategic recommendations.
The two dissertations are presented orally.

5. Businesses, Competition, and Europe

This module ensures students:

• are conversant with issues surrounding concepts of business, competition and markets, as defined by EU legislation and decrees issued by the Court of Justice of the European Union;
• can demonstrate the importance of changes to rules concerning the behaviour of companies and concentrations between undertakings;
• know the role of the authorities in charge of applying business competition rules;
• are familiar with processes to ensure products comply with European internal standards.

6 - Modern European Language

This module ensures students:

• have CEFR level B2 (writing and speaking) in a modern European language.

It results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:
https://www.fede.education/fr/nos-diplomes/

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