



EUROPEAN MASTER'S IN DIGITAL COMMUNICATION AND MARKETING - LEVEL 7 EQF



Level
7 EQF (European
Qualifications Framework)



Duration
2 years



Credits
120 ECTS



Target group
Students - people seeking
employment - employees and
professionals in the sector



Admission requirements
Candidates holding a level 6
EQF qualification or a
qualification equivalent to the
attainment of 180 ECTS



Course Structure
Full-time or work-study



Pedagogical methods
Theoretical courses, tutorials
and practical work
Case studies and professional
scenarios
Individual and group projects



First Year Assessments

- Continuous assessment
- Written examinations 1 (3h)
- Written examinations 2 (3h)
- Thesis defence (1h)

Modern language

- Reading (1h45)

Second Year Assessments

- Continuous assessment
- Written examination (3h)
- Case study (4h)
- Thesis defence (1h)

Modern language

- Listening (45 min)

The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

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The Internet has transformed communication between companies and their customers, opinion leaders and influencers. A digital ecosystem brings together entities that interact via the Internet, using NICTs to enhance their communication strategy through social media, mobile applications, digital points of sale and blogs.

Employers are looking for strong Internet skills to create optimal user experiences and innovative digital communication tools. **The European Master's in Digital Communication and Marketing** prepares operational professionals with a mastery of business and technical aspects, capable of anticipating digital developments and excelling in digital communication.

LEARNING OUTCOMES

- Understand the digital ecosystem and develop your business using digital levers
- Master the technical, marketing and communication aspects of the Internet with a view to developing and deploying the company's digital communication strategy and plan
- Use digital tools to implement a business development strategy
- Steer the communication and design plan for the digital project
- Draw up and monitor the communications budget
- Analyse and optimise the user experience

PROGRAMME

PROFESSIONAL SKILLS (655-865 HOURS)

Master's Year 1

General Culture of Companies in the Digital Sector

Digital marketing - Digital strategy and customer experience - General knowledge of the digital sector - Internet and e-commerce law

Communication & Internet

Communication environment and strategy - Internet copywriting - Social media strategy and community management - Website design

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

Master's Year 2

Project Management and Steering

Agile Management - Financial Management

Internet technology environment

Internet monitoring and analysis - Mobile marketing - Web Development - Web Design - Technological and Strategic Monitoring

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR level B2
German, English, Spanish, French, Italian, Portuguese

Modern language 2 and 3 (optional)
German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

Management

Digital communications project director / Strategic communications expert / Online marketing manager

Team Management

Digital strategy manager / Digital strategy consultant / Web division manager

Project Management

Digital Project Manager / Community Manager / Traffic Manager / Webmarketer

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

Businesses and the challenges of the ecological transition

- The climate crisis and the destruction of biodiversity: causes and consequences
- The regulatory framework governing the green transition
- The green transition: a response to crises
- Key actors in the green transition and sustainable development
- Citizens as agents of change
- The role of businesses in the green transition
- Cross-cutting skills and interdisciplinarity

CCE (Company Skills Certificate) Assessments

Quiz (1h)