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# Communication and Digital Marketing Route

## 2014-2015



# CDM ROUTE OVERVIEW

## 5 axes & 7 courses

- (1) Communication/advertising
- (2) Creativity and Web design
- (3) Web marketing + web analytics
- (4) Monetization of online/electronic communication tools
- (5) Legal context.

**OBJECTIVE:** to understand advanced principles of online marketing/communication, as well as the main players' business models/strategies (Google, Facebook, Twitter...)



# CDM ROUTE OVERVIEW

## 5 axes & 7 courses

- (1) Communication/advertising**
- (2) Creativity and Web design** (including, but not limited to, Web sites → communicating with social medias, mobile apps, advergames, etc.);
- (3) Web analytics;**
- (4) Monetization** of online/electronic communication tools;
- (5) Legal context.**

**OBJECTIVE:** to understand advanced principles of online marketing/communication, as well as the main players' business models/strategies (Google, Facebook, Twitter, etc.).



# ICN2 COURSES (3x30hrs)

**CDM1-Communication Management**

**CDM2-E-commerce & M-Marketing**

**CDM3-Digital Marketing & Social Medias**





## ICN3 CDM COURSES (3x30 + 1x20)

**CDM4-Advertising Management**

**CDM5-Industry-Specific Comm.**

**CDM6-New Tools & Innovation in  
Digital Mkg**

**CDM7-Comm. & Digital Mkg  
Strategic Management**



# STATISTICS

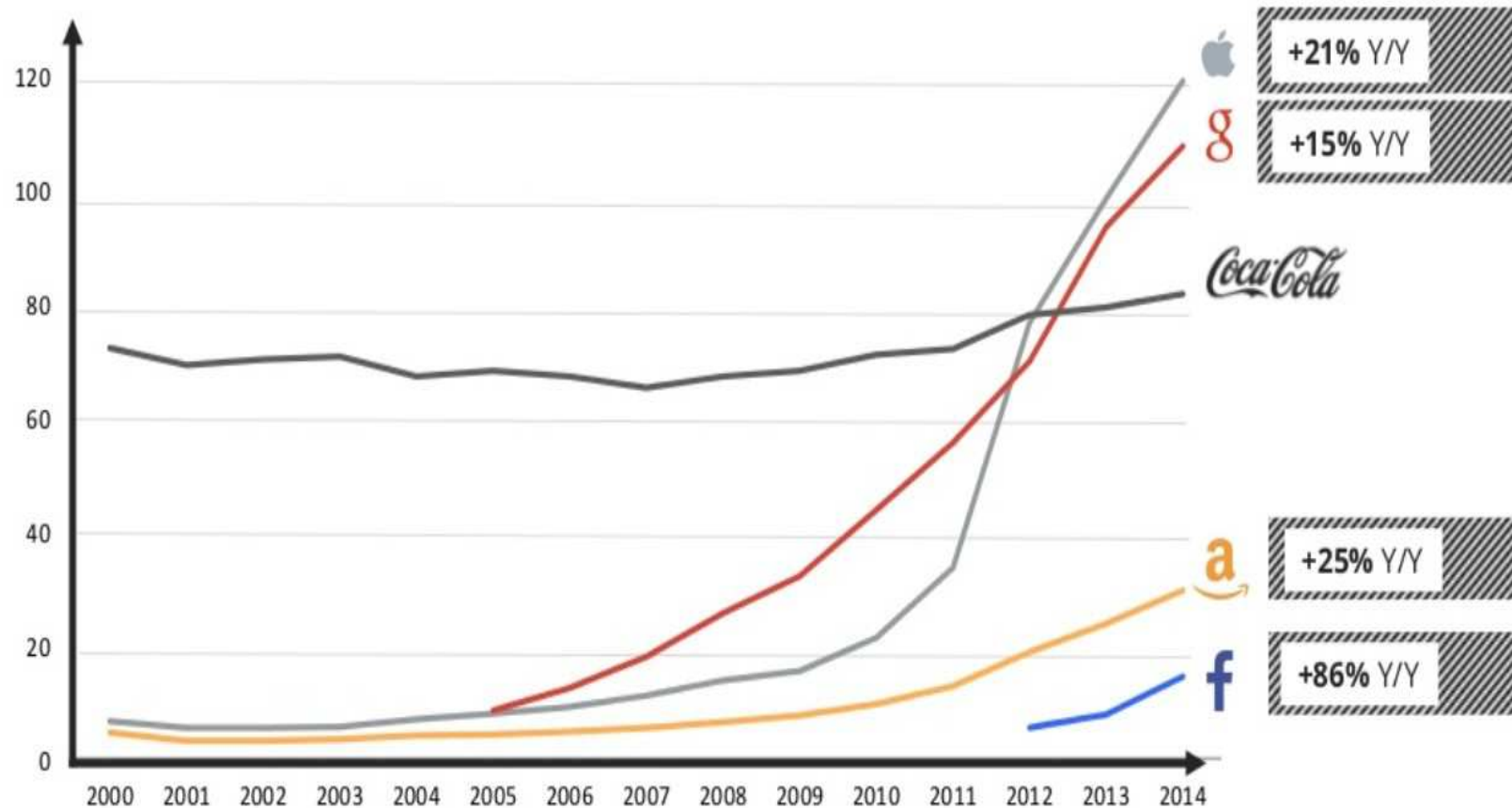


- **2015 Videogame industry = \$75bn**
- **esp. consoles, mobile phones +  
online**
- **France = 5-7% mkt, 80% x**



**Apple and Google are the two most valuable brands in the world, outperforming Coca-Cola (the past 12 years' leader). Facebook and Amazon are top risers and among the 30 most valuable brands.**

Brand value  
(in \$Bn)



Sources: INTERBRAND 2014, FABERNOVEL

# POSSIBLE JOBS



- Online Marketing Manager/Director
- Community Manager
- Webmaster
- Web Designer
- Online Promotions Manager
- Online/Interactive Media Buyer
- Online/Interactive Media Planner
- Search Engine Marketer
- SEO Specialist
- Web Content Manager
- E-commerce Project Manager

**Ex. France/videogames = 5,000 jobs + 250 companies**

