



“ After a couple of years of working in the mobile internet sector in China, I decided to join Rennes SB.

This adventure has privileged me with a rapid access to some cutting-edged topics and very innovative practices in this domain, in horizontal and vertical senses. I felt very often enlightened and inspired by the insights shared by professors and also experts in this field. In addition, the school atmosphere is very

dynamic, emphasising the involvement of international students in various social activities offering exposure to French language and culture. For younger students, it is a highly desirable, enriching and impressive experience of self-exploration. This can definitely act as a springboard for their personal development.

Jing Jin, Chinese, alumna ”



RANKINGS

TOP 10 IN FRANCE

2

Le Parisien
Étudiant

LE PARIISIEN
International
Ranking 2022

INTERNATIONAL RANKINGS

9



Shanghai Ranking's Global Ranking of
Academic Subjects 2019 Management
among French Business Schools

23



Master in Finance
Ranking 2022

48



Executive MBA
Ranking 2020

54



European Business Management
Ranking 2020

88

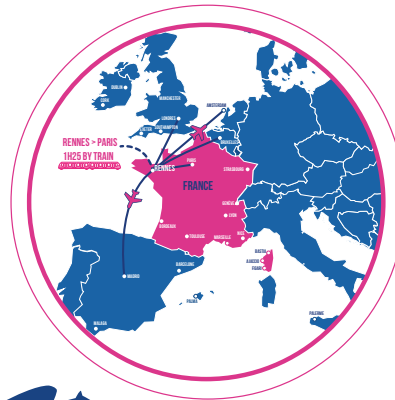


European Business Schools
Ranking 2021

97



Executive MBA
Ranking 2019



RENNES
SCHOOL
OF BUSINESS
UNFRAMED THINKING

2 rue Robert d'Arbrissel 35065 Rennes
9 rue d'Athènes 75009 Paris
Tel: +33 (0)2 99 54 63 63

rennes-sb.com

Apply: apply.rennes-sb.com

Contact: inquiries@rennes-sb.com

MSc IN STRATEGIC AND DIGITAL MARKETING

SPONSORED BY YUMENS **yumens**
CRÉATEUR DE SUCCÈS DIGITAUX

BUILD YOUR BRAND, MARKET YOUR FUTURE

This programme enables students to gain knowledge and skills in Strategic and Digital Marketing that are highly demanded in today's global business.

The programme is a perfect blend between theory and practice, using advance teaching methodologies based on simulation games, real business cases, collaboration with experts and market research - all to ensure gaining the required competencies for the digitalized business environment.

Our graduates are holding high-profile jobs in the most unframed companies all around the world, contributing the marketing communication industry while acting responsibly, innovating and making positive changes.



DR LJUPKA NAUMOVSKA,
PROGRAMME DIRECTOR



UNFRAMED THINKING



European Business Schools
Ranking 2021

PROGRAMME

120 ECTS

SEMESTER 1

COMPULSORY MODULES

- Omni-Channel Consumer Behaviour
- Marketing of Innovation
- Integrating Online and Offline Marketing Communications

SEMESTER 2

COMPULSORY MODULES

- Marketing Research in a Digital Environment
- Customer Experience Management
- Strategic Management OR Advanced Strategy
- Corporate Social Responsibility "Winter session" abroad or in Rennes

DURATION

15 months

STARTING DATES

September and January

TEACHING LANGUAGE

English

ACADEMIC CALENDAR

- > **January 2023 intake:**
- > **Modules:** January to December 2023
- > **Internship:** (4 to 6-month duration):
May to August 2023 OR
January to August 2024
- > **Graduating project:**
August 2024
- > **September 2023 intake:**
- > **Modules:** September 2023 to April 2024
- > **Internship:** (4 to 6-month duration):
May 2024 to
February 2025
- > **Graduating project:**
October 2024

TUITION FEES

Non-EU students: €18.200
EU students: €16.200

SPECIALISATION TRACKS

DIGITAL MARKETING AND COMMUNICATION

- Designing User Experience & Webanalytics
- Digital Advertising and Communication
- Web Based Project Management
- Database for Direct Marketing and E-CRM
- Digital Marketing and Branding

STRATEGIC MARKETING

- International Marketing Management
- Marketing Intelligence and Pricing Strategy
- Omni-Channel Distribution and Retail Management
- Contemporary Brand Management
- B2B Marketing

93%

of Rennes SB students are employed 6 months after graduation

FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

German/Italian/Spanish for French speaker

ALUMNI

CAREER OPPORTUNITIES

Digital Marketing expert, Brand Manager, Trade Marketing Manager, International Sales Developer, Fan Experience Manager, Promotion Analyst, Operational Marketing Manager, International Digital Project Manager, Marketing & Communication Manager, Business Development Manager, Public Account Manager, Account Executive...

COMPANIES

Tesla Motors, L'Oréal, Nestlé, Redbull, Microsoft, Amazon, Valentino, Guerlain, Pernod-Ricard, Auchan, Sanofi, Unilever, JCDecaux, Samsonite, Chanel, Aoste, IPSOS, Barilla Group, Ubisoft, Marriott...

ADMISSION

REQUIREMENTS

- **English Proficiency (one of the following):**
 - > TOEFL > 80
 - > TOEIC > 750
 - > IELTS > 6.0
 - > Cambridge Proficiency Exam > B2 OR
 - > Native Language OR
 - > Previous studies taught in English (minimum 2 years)
- **A strong academic background**
- **Bachelor or equivalent (diploma)**

