

Master in Digital Marketing Management (Master DMM) Master 2 DMK - Full-Time - Rennes - 2024/2025

MAJ 24/04/2024

Semester 9 - September 2024 to December 2024								
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
Specialization modules								
OB519E	Unframed Leadership and Collaborative Intelligence (Onboarding Seminar)	18				18	4	POSTG_CG2_LO1
CR515E	Corporate Social Responsibility in Marketing	24				24	4	POSTG_CG3_LO1
IS515E	CRM Systems with AI integration	24				24	4	POSTG_CG3_LO2
MK531E	AI & Marketing	24				24	4	POSTG_CG1_LO1
MK536E	Marketing of Innovation	24				24	4	POSTG_CG2_LO2
MK542E	Contemporary Brand Management	24				24	4	POSTG_CG1_LO3 POSTG_CG2_LO2
MK552E	Digital Advertising and Communication	24				24	4	POSTG_CG1_LO1
RM512E	Applied Marketing Research (linked to the Graduating Project)	15				15	2	POSTG_CG1_LO2
TS504N_DMK	Learning Expedition	18				18	-	POSTG_CG1_LO3
Career development								
CP501E	Career Passport	21				21	-	POSTG_CG3_LO3
	TOTAL PERIOD	216		0.0	0.0	216.0	30	

Semester 10 - January 2025 to July 2025								
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
Specialization modules								
IS513E	Database for Direct Marketing and E-CRM			24		24	4	POSTG_CG3_LO2
MK514E	Omni-Channel Distribution and Retail Management			24		24	4	POSTG_CG3_LO1
MK551E	Social Media Advertising			15		15	2	POSTG_CG1_LO1
MK554E	Advanced Digital PR & Corporate Communications			15		15	2	POSTG_CG1_LO3
TS504N_DMK	Learning Expedition			32		32	2	POSTG_CG1_LO3
Research								
GP5	Graduating Project			18		18	12	
Career development								
CP501E	Career Passport			24		24	4	POSTG_CG3_LO3
EP502N	End of Studies Internship						(P/F)	POSTG_CG3_LO3
		TOTAL PERIOD	0	0.0	152.0		152.0	
		TOTAL YEAR	216.0	0.0	152.0	0.0	368	
							60	