

MSc in Digital Marketing Management - Master 2 - 2025/2026

Diplôme préparé : Diplôme Supérieur en Management du Marketing Digital & Master of Science in Digital Marketing Management
Campus : Rennes
Format : Fulltime

MAJ 25/06/2025

Semester 9 - August 2025 to December 2025

Semester 9 - August 2023 to December 2023							
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
Specialization							
CR515E	Corporate Social Responsibility in Marketing	24				24	4
IS515E	CRM Systems with AI integration (Part 1)	24				24	4
MK531E	AI and Marketing	24				24	4
MK536E	Marketing of Innovation	24				24	4
MK542E	Contemporary Brand Management	24				24	4
MK552E	Digital Advertising and Communication	24				24	4
OB519E	Unframed Leadership and Collaborative Intelligence	15				15	2
RM512E	Research Methods in Marketing	24				24	4
TS504N_DMK	Learning Expedition	25				25	-
Career Development							
CP501E	Career Passport	21				21	-
Compulsory Events							
5PUMM	Programme Update Meeting M2 Rennes	2				2	-
EV001N	Welcome Days	12				12	-
TOTAL PERIOD		243.0		0.0	0.0	243.0	30

Semester 10 - January 2026 to July 2026

Semester 10 - January 2020 to July 2020								
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	
		Face to face	Online	Face to face	Online			
Specialization								
IS513E	Database for Direct Marketing and E-CRM (Part 2)			24		24	4	
MK514E	Omni-Channel Distribution and Retail Management			24		24	4	
MK551E	Social Media and Search Engine Advertising			15		15	2	
MK554E	Advanced Digital PR and Corporate Communications			15		15	2	
TS504N_DMK	Learning Expedition			25		25	2	
Research								
GP5	Graduating Project			18		18	12	
Career Development								
CP501E	Career Passport			18		18	4 (P/F)	
EP502N	End of Studies Internship						(P/F)	
Compulsory Events								
5PUMM	Programme Update Meeting M2 Rennes			1		1	-	
		TOTAL PERIOD	0.0	0.0	140.0		140.0	30
		TOTAL YEAR	243.0	0.0	140.0	0.0	383.0	60