

**MSc in Digital Marketing Management - Master 2 - 2026/2027**

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

MAJ 14/04/2026

**Semester 9 - August 2026 to December 2026**

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
<b>Specialization</b>							
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
SU500N_DMK	Skills Up! PreLearning Content		24.0			24.0	-
TS504N_DMK	Learning Expedition	25				25	-
<b>Career Development</b>							
CP501E	Career Passport : Expert	18				18	-
<b>Compulsory Events</b>							
5PUMM	Programme Update Meeting M2 Rennes	2				2	-
EV001N	Welcome [Back] Days	8				8	-
EV002N	International Day	6				6	-
<b>TOTAL PERIOD</b>		<b>242.0</b>	<b>24.0</b>	<b>0.0</b>	<b>0.0</b>	<b>266.0</b>	<b>30</b>

**Semester 10 - January 2027 to July 2027**

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
<b>Specialization</b>							
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
<b>Research</b>							
GP5	Graduating Project			18		18	12
<b>Career Development</b>							
CP501E	Career Passport : Expert			18		18	4
EP502N	End of Studies Internship						(P/F)
<b>Compulsory Events</b>							
5PUMM	Programme Update Meeting M2 Rennes			1		1	-
<b>TOTAL PERIOD</b>		<b>0.0</b>	<b>0.0</b>	<b>140.0</b>		<b>140.0</b>	<b>30</b>
<b>TOTAL YEAR</b>		<b>242.0</b>	<b>24.0</b>	<b>140.0</b>	<b>0.0</b>	<b>406.0</b>	<b>60</b>