

# UPES

Faculté Privée des Sciences de Gestion et de  
la Technologie

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## Professional Master in Marketing: Digital Marketing

Semester 1

UNIT	COURSE	ECTS		Coefficient		Teaching Methodology			Assessment Mode	
		ECUE	UE	ECUE	UE	L	T	P	CA	MS
<b>UEF1 : Project management</b>	Project management and agile method	4	7	2	3.5	42H				X
	Affiliation and partnership	3		1.5		42H				X
<b>UEF2 : Personal development</b>	Personal branding and relationship capital	4	7	2	3.5	42H				X
	Design thinking	3		1,5		42H				X
<b>UEF3: Enhancing of the company</b>	Brand Content et Storytelling	3	6	1.5	3	42H				X
	E-reputation	3		1.5		21H				X
<b>Softs Skills</b>	Career management	3	5	1.5	2,5	42H				X
	Business English	2		1		21H				X
<b>General Culture</b>	Conflict Management and Economic Growth	3	5	1,5	2,5	42H				X
	Tunisian economy - Social negotiation	2		1		21H				X
<b>Total</b>		<b>30</b>	<b>30</b>	<b>13</b>	<b>15</b>	<b>357H</b>				

*L: Lecture; T: Tutorial; P: Pratical Work; CA: Continuous Assessment; MS: Mixed System*

UNIT	COURSE	ECTS		Coefficient		Teaching Methodology			Assessment Mode	
		ECUE	UE	ECUE	UE	L	T	P	CA	MS
UEF1 : Customer relations	E-CRM	4	7	2	3,5	42H				X
	Programmatic marketing	3		1,5		42H				X
UEF2 : Commercial aspect	Management of subscription and unsubscription interfaces	3	6	1,5	3	28H				X
	Digital advertising	3		1,5		28H				X
UEF3 : IT tools	Graphic design	4	7	2	3,5	42H				X
	Video creation	3		1,5		21H				X
Softs Skills	Internal communication policy	3	6	1,5	3	28H				X
	Conflict management	3		1,5		28H				X
ICT and operational training	I Initiation to the Integrated Management System (ERP, CRM)	2	4	1	2	21H				X
	Digital Project Management case study	2		1		21H				
<b>Total</b>		<b>30</b>	<b>30</b>	<b>15</b>	<b>15</b>	<b>301H</b>				

## Semester 3

UNIT	COURSE	ECTS		Coefficient		Teaching Methodology			Assessment Mode	
		ECUE	UE	ECUE	UE	L	T	P	CA	MS
<b>UEF1 : Mobile</b>	Marketing mobile	6	<b>6</b>	3	<b>3</b>	42H				<b>X</b>
<b>UEF2 : Online promotion</b>	Web design and referencing	4	<b>7</b>	2	<b>3,5</b>	42H				<b>X</b>
	Community management	3		1,5		42H				<b>X</b>
<b>UEF3 : Automation</b>	Emailling	3	<b>6</b>	1,5	<b>3</b>	28H				<b>X</b>
	UX design	3		1,5		28H				<b>X</b>
<b>UEF4</b>	Marketing law	3	<b>6</b>	1,5	<b>3</b>	28H				<b>X</b>
	Digital Marketing Strategy	3		1,5		28H				
<b>ICT and operational training</b>	Internet of things (IoT)	2	<b>5</b>	1	<b>2,5</b>	21H				<b>X</b>
	Big data	3		1,5		42H				<b>X</b>
<b>Total</b>		<b>30</b>	<b>30</b>	<b>15</b>	<b>15</b>	<b>301H</b>				

UNIT	COURSE	ECTS		Coefficient		Teaching Methodology			Assessment Mode	
		ECUE	UE	ECUE	UE	L	T	P	CA	MS
	Internship	30	30	15	15					