

istec

BUSINESS SCHOOL . PARIS

Grande École – The Ivy League of Business Schools in France



Master of Business Administration

MBA

Digital Marketing

istec-me.org



SUMMARY

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Welcome to ISTEC Business School. Paris

At ISTECH, we don't just teach management—we empower you to master it. Our Bachelor's program is built to sharpen your ability to think strategically, understand business dynamics, and adapt to an ever-changing world.



LAURENT PLOQUIN
Director General of ISTECH Business School

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Our commitment to academic excellence is reflected in our learning-by-doing methodology, which ensures that students can seamlessly integrate management theories into practical business applications.

What sets ISTECH apart? Real-world immersion from day one. Through our learning-by-doing approach, you won't just learn management, you'll apply it in professional settings, gaining the expertise to lead and innovate with confidence.

ISTECH offers a unique advantage among Grandes Écoles (CGE). With 80% of our students actively engaged in work-study, ISTECH remains committed to providing industry-relevant education and career readiness.

Choosing ISTECH means embracing a rigorous, immersive, and future-focused academic experience that enhances professional success.

ISTECH, A School of the Imparare Group

IMPARARE, through its schools—ISTECH, EEMI, Skale, and Skillogs—redefines education with an innovation-first approach that prepares students to lead in a fast-changing world.

Our MISSION is to fuse advanced technology with hands-on learning, ensuring students gain the practical expertise and strategic vision needed to excel in modern industries.

Our VISION is to make future-focused, multidisciplinary education accessible to all, empowering learners from diverse backgrounds to thrive in an increasingly digital and interconnected economy.

We are committed to reshaping higher education with a bold, forward-thinking model that blends academic excellence, industry relevance, and groundbreaking digital innovation.

ISTEC's Journey of Excellence: Milestones & Achievements

1961

Establishment of ISTECE, the Higher Institute of Science, Technology, Economics, and Commerce.

1978

Official recognition by the French government, affirming ISTECE's academic standing.

1986

ISTEC's diploma approved by the Ministry of Higher Education, Research, and Innovation

2013

The Bachelor's degree receives official accreditation from the Ministry of Higher Education.

2018

ISTEC joins the Conférence des Grandes Écoles (CGE), an elite network of France's top engineering and business schools.

2020

The French Ministry of Higher Education officially approves the Diplôme Visé Bac+5 (Master's degree).

2021

Formation of the Imparare Group and the ISTECE x EEMI Incubator, fostering multidisciplinary innovation and entrepreneurship.

2022

ISTEC becomes a member of AACSB, marking the start of its international accreditation process

2023

ISTEC joins EFMD Global and further strengthens its accreditation efforts. The school also receives the "Bienvenue en France" label, recognizing its commitment to welcoming international students.

2024

ISTEC expands its global footprint with the opening of its first campus in Chongqing, China.

2025

2025 - Earns a state-accredited MBA, certified at Bac+5 level (RNCP Level 7) and officially recognized by the French Ministry of Higher Education, Research and Innovation.

- ISTECE partners with the UAE-based ATMS Education Group to expand its BBA and MBA offerings in the Middle East.

Our Values

SOLIDARITY

Mutual aid. Collaboration.
Kindness.

BOLDNESS

Imagination. Anticipation.
Decision.

CURIOSITY

Openness. Astonishment.
Innovation.

RESPECT

Listening. Tolerance.
Humility.

ENGAGEMENT

Involvement. Initiative.
Responsibility.



ISTEC has seen significant growth, with a diverse student body and numerous recognized programs. The school is part of a larger educational group, enhancing its reach and resources.



3500 partner COMPANIES

91.7 % of the Grande Ecole Program graduates found employment within 6 months*

100% net employment rate for Bachelor's graduates*

*CGE 2022 survey conducted on 2021 graduates

Pedagogical Positioning

A Dynamic, Human-Centered Learning Approach

At ISTEC, we are committed to fostering individual growth and success, ensuring students gain the knowledge, skills, and perspective to thrive in an ever-evolving world.

Our educational approach is built on collaboration, innovation, and ethical leadership, shaping tomorrow's business leaders through four key pillars:

-  **New Business Models** - Students explore alternative business strategies, gaining the expertise to design, launch, and manage innovative, resilient enterprises.
-  **Global Issues** - We cultivate a profound understanding of environmental and economic challenges, equipping students with the knowledge and skills to create innovative, sustainable business solutions.
-  **People & Organizations** - Leadership starts with people. We emphasize responsible management, equity, and the creation of inspiring workplaces.
-  **Humanities** - Beyond business, we integrate languages, philosophy, and history to refine critical thinking and broaden perspectives.

Our faculty is a dynamic mix of renowned researchers and industry experts, blending academic excellence with practical insights. Through hands-on learning, real-world applications, and an immersive curriculum, ISTEC equips students to shape the future's economic, social, and inclusive progress.

Accreditation

Since 2024, ISTECH has been eligible for the EFMD accreditation process.



Labels

In the process of accreditation

The **ISTEC Business School MBA** is a flagship executive education program designed to develop ambitious leaders with a global outlook. Aligned with the provisions of French education law, this program is recognized at the **BAC+5 level**, equivalent to a master's degree in the **French higher education system**. Upon graduation, students are eligible to pursue doctoral-level studies such as the **DBA** or **EDBA**.

Graduates of the **ISTEC MBA** program earn **90 ECTS (European Credit Transfer and Accumulation System)** credits, ensuring the degree is recognized across European universities. This underscores the academic value, mobility, and international credibility of the **ISTEC MBA**.

ISTEC, a proud member of Campus France, received the "**Bienvenue en France**" label in **2023**, highlighting its commitment to creating a welcoming and supportive environment for international students.



ISTEC Business School is proud to be part of France's prestigious Grande École system, an exclusive group of top universities known for strong academics, competitive admissions, and a long-standing reputation for excellence. Often compared to leading institutions like the Ivy League in the U.S., these schools offer exceptional learning environments, strong industry connections, and access to powerful alumni networks.

Officially recognized by the **French Ministry of Higher Education** and accredited by the CEFDG to confer the **Grade de Master (Bac+5)**, ISTECH is ranked among the country's leading business schools, preparing graduates for leadership roles in management and entrepreneurship on a global scale.



Qualiopi certification acknowledges training providers that meet the government and regional quality standards, ensuring excellence in education for trainees.

ISTEC has been awarded this quality certification for the following areas:

- Training programs
- Experience validation initiatives
- Apprenticeship training

This recognition reinforces ISTECH's commitment to delivering high-quality, impactful education tailored to professional success.



Accreditations and labels serve as key benchmarks of excellence, signifying a business school's quality and global recognition. Awarded after rigorous evaluation, they assess the institution's education standards, research impact, and strategic vision. These distinctions enhance credibility, helping business schools stand out in a competitive landscape and attract both students and recruiters.

Academic Focus: Digital Marketing

Strategic Leadership for the Digital Age.

In the rapidly evolving digital landscape, organizations require strategic leaders who can develop impactful marketing initiatives, enhance brand visibility, and make informed decisions to drive business growth. The MBA in Digital Marketing equips professionals with the expertise to design effective campaigns, engage target audiences, and respond to industry shifts. By integrating advanced marketing methodologies with fundamental business principles, graduates are prepared to lead high-impact digital strategies and establish a strong competitive presence.

What You Will Gain:

- **Develop Strategic Digital Marketing Expertise** – Craft data-driven strategies that align with business objectives and industry trends.
- **Strengthen Brand Positioning Online** – Build and differentiate brand identity across digital platforms to enhance engagement and loyalty.
- **Optimize SEO & SEM Strategies** – Improve digital visibility and campaign performance using advanced search engine techniques.
- **Harness social media & Influencer Marketing** – Leverage key platforms and collaborations to expand audience reach and engagement.
- **Analyze Consumer Behavior & Marketing Data** – Utilize analytics to refine digital campaigns and maximize return on investment.
- **Integrate AI & Automation in Marketing** – Apply emerging technologies to enhance personalization, efficiency, and predictive marketing.
- **Master Content Marketing & Digital Storytelling** – Create compelling narratives that drive interaction and conversion across digital channels.
- **Navigate E-commerce & Omnichannel Strategies** – Optimize customer experiences across online and offline touchpoints for business growth.

An MBA in Digital Marketing empowers working professionals to advance their expertise in strategy, analytics, and digital engagement. The program integrates branding, AI-driven automation, and omnichannel marketing, equipping leaders with the skills to drive business growth and stay ahead of industry trends. With a focus on practical application, innovation, and data-driven decision-making, graduates are prepared to lead impactful digital initiatives in competitive markets.



Program Overview

MBA in Digital Marketing

The MBA in Digital Marketing is designed for professionals seeking to master the intersection of business strategy and digital innovation. This program provides a comprehensive foundation in management principles while equipping students with specialized expertise in digital marketing strategies, analytics, and emerging technologies. By integrating theory with practical applications, graduates gain the leadership and technical skills necessary to drive digital transformation and market success.

Program Structure

The program is structured across three semesters, integrating fundamental business principles with specialized digital marketing expertise and practical industry applications:

Semester 1: Business Fundamentals

This semester establishes a strong foundation in management and leadership through essential business principles. Students develop communication, negotiation, and financial management skills while exploring entrepreneurship and innovation. The coursework also enhances strategic decision-making with insights into organizational behavior, managerial economics, and information systems.

Semester 2: Digital Marketing Specialization

This semester focuses on advanced marketing strategies, equipping professionals with expertise in analytics, branding, and social media. Students refine their ability to optimize campaigns and leverage consumer insights for competitive market success.

Semester 3: Applied Learning and Professional Growth

This final semester focuses on hands-on experience, where students apply their skills through a capstone project and internship report, demonstrating strategic thinking and industry expertise.

Why Choose This Program?

- **Career Advancement & Leadership Growth** – Strengthen your expertise in digital marketing while gaining leadership skills to excel in managerial roles.
- **Practical, Industry-Focused Learning** – Apply innovative strategies through real-world case studies, projects, and internships.
- **Flexible & Applicable Across Industries** – Digital marketing skills are valuable in sectors like finance, healthcare, retail, and technology.
- **Data-Driven Decision Making** – Leverage analytics, AI, and automation to make informed marketing decisions that drive business success.
- **Expand Professional Networks** – Connect with industry experts, peers, and mentors to broaden career opportunities and collaborations.

An MBA in Digital Marketing equips working professionals with the skills and strategic insights needed to lead digital initiatives, optimize brand performance, and drive measurable business impact. With an emphasis on practical application, leadership, and industry adaptability, graduates are prepared to advance their careers in an evolving digital landscape.

Program Curriculum

Build Your Journey

- Award: **Master of Business Administration in Digital Marketing**
- Credits: 90 ECTS
- Duration: 12-15 months / 3 semesters

Semester 1 & 2 (60 ECTS)

Semester 1:

1. Communication and Negotiation Skills
2. Entrepreneurship & Innovation
3. Financial Management
4. Organizational Behaviour & Leadership
5. Management Information System
6. Managerial Economics

Semester 2:

7. Marketing Management
8. Operations & Project Management
9. Research Methods
10. Digital Marketing Analytics
11. Marketing in the Digital World
12. Social Media Marketing

Semester 3: Capstone & Practical Exposure – 30 ECTS

1. Capstone Project / Thesis
2. Internship Report

Your Faculty: Leaders in Business & Academia

ISTEC's faculty comprises experienced academics and industry professionals who bring a blend of theoretical expertise and real-world insights. Their commitment to quality education and innovation ensures students gain the skills needed to excel in global business



Mr. Daniel Pearce



Dr. Colm Hickey



Dr. Gabriella



Dr. Jean Philippe Serbera



Mr. Sean Kemp



Dr. Peter Stokes



Dr. Ioannis Dermitzakis



Mr. Kees Smeets



Mr. Adam Raman



Dr. David Gordon



Dr. Clayton Davies



Ms. Catherine Bone



Dr. Alex Tziamalis



Mr. Matthew Rogers
Draycott



Dr. Henry Sidsap

MBA Class at ISTEC Business School



Virtual Live class



Assignment



Business Presentation



Western-qualified Faculty



Group Discussion



Class Activity



Interdisciplinary Approach



Diverse Peer Group

10 Compelling Reasons to Pursue a Master's Degree at ISTEC Business School

- International Prestige with Official Recognition - Earn a globally respected degree accredited by the French Ministry of Higher Education, ensuring academic excellence and international recognition.
- Elite Business School in Central Paris - Join a Grande École of Management located at the heart of Paris, Europe's center for business, culture, and opportunity.
- Accredited and Government-Recognized Programs - Graduate with a state-controlled Visa diploma and RNCP Level 7 title, providing both national validation and international relevance.
- Industry-Aligned Curriculum - Programs are developed in close consultation with employers to reflect the latest market needs and practices.
- Expert Faculty with Real-World Insight - Learn from an accomplished mix of academic scholars and seasoned professionals with practical experience and deep subject expertise.
- Tailored Specializations - Choose from 15 career-focused tracks designed to equip you for leadership roles in evolving industries.
- Entrepreneurial Focus - Strengthen your innovation, leadership, and strategic thinking to succeed in entrepreneurial or intrapreneurial environments.
- Inclusive and Accessible Education - Study in an environment that prioritizes equity, affordability, and diverse learning pathways.
- Global Alumni Community - Tap into an active international network of graduates making an impact in business and beyond.
- Career-Centered Learning Experience - Benefit from strong industry connections, real-world projects, and dedicated career support that align your studies with long-term goals.

Empower Your Next Move

Program Flexibility

Empowering Professionals to Learn on Their Terms

ISTEC Business School recognizes the evolving needs of today's professionals, demanding flexibility without compromising academic quality. Its MBA program is designed to adapt to diverse lifestyles, providing a globally accessible, structured learning experience.

100% Online Format - Study anytime, anywhere.

ISTEC's advanced digital platform enables students to:

- Access recorded lectures for on-demand learning
- Participate in interactive discussions and assignments
- Join live sessions with faculty and peers
- Receive personalized academic support and guidance

Whether managing a business, traveling frequently, or balancing professional responsibilities, students benefit from a seamless, high-quality learning journey that transcends time zones and geographic boundaries.

Non-term Enrollment - Begin when it suits your schedule.

With rolling admissions and a non-term academic model, ISTEC offers:

- Immediate enrollment upon application acceptance
- Flexible commencement dates
- Customizable academic calendars
- Self-paced program progression

Students may complete their MBA in as little as 12 months or extend to 18 months, aligning their studies with professional ambitions and personal commitments.





MBA Admissions

Empowering Professionals to Drive Meaningful Change

ISTEC Business School's MBA program is tailored for ambitious professionals committed to advancing their careers and making an impact within their industries. The admissions process takes a holistic approach, evaluating both academic credentials and leadership potential.

Admission Criteria

To be considered for the MBA program, applicants must meet the following requirements:

- A bachelor's degree from a recognized institution (in any discipline)
- Relevant professional work experience

Academic Counselor Guidance - Personalized Support from Enquiry to Enrollment.

From the initial enquiry to program enrollment, each applicant is guided by a dedicated academic counselor. ISTEC's experienced counselors provide:

- Personalized consultations to clarify career goals.
- Support in selecting the program format and specialization aligned with individual aspirations.
- Assistance in preparing the application and required documentation.
- Step-by-step guidance through the enrollment process.

This personalized support helps every student start the program with a clear understanding of what to expect and how it fits with their goal, whether they're aiming to lead teams, start a business, or take the next step in their career.

2025 Fee Structure:

Registration Fee: **AED 2,500**

Course Fees: **AED 3,500 x 12 = AED 42,000**

Administration Fee: **AED 6,000**

Total Fees: AED 50,500

- Convocation/Graduation Ceremony Fee - To be informed later
- Certificate Attestation: AED 2500

- 5% VAT exclusive
- Refer to the Course Fee Contract for other charges.
- Any fees paid are non-refundable under any circumstances



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