

LAW, ECONOMICS AND MANAGEMENT

# Digital marketing and e-business 2nd year

Master in Marketing and sales



**Target level**  
Baccalaureate  
+5



**ECTS**  
60 credits



**Duration**  
1 year



**Component**  
Grenoble IAE -  
INP (Graduate  
school of  
management),  
UGA



**Language(s) of  
instruction**  
French

## Presentation

To view the presentation of the Digital marketing and e-business 2nd year program in French click on the following link : [🔗 Parcours Marketing digital et e-commerce 2e année](#)

## Admission

### Access conditions

Eligibility : University degree of 240 ECTS; for non-Europeans, a 4-year university degree minimum (approved by a university committee). Application form.

Advanced level in English (TOEIC, TOEFL, BULATS, IELTS, CLES, Cambridge Assessment English ou test Erasmus+ OLS)

Admission : Interview with a committee of academics and specialists

To find out about the admission requirements, please consult our ["🔗 apply"](#) section directly on the Grenoble IAE website.

Public continuing education :

You are in charge of continuing education:

- if you resume your studies after 2 years of interruption of studies,
- or if you followed training under the continuous training regime one of the previous 2 years
- or if you are an employee, job seeker, self-employed. If you do not have the diploma required to integrate the training, you can undertake a validation of personal and professional achievements (VAPP).

## Candidature / Application

Access the ["🔗 apply"](#) section directly on the Grenoble IAE website

## Useful info

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## Contacts

### Program director

Agnes Helme-Guizon

✉ Agnes.Helme-guizon@grenoble-iae.fr

### Administrative contact

Administration M2 Marketing Digital et  
Consommateur Connecté

📞 04.76.82.73.75

✉ marketing-m2mdc-alternance@grenoble-iae.fr

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## Course location(s) - City

📍 Grenoble

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## Campus

🏠 Grenoble - University campus