



AMITY
UNIVERSITY
ONLINE

**STUDY
ABROAD**

M.Sc. (Digital Marketing Management)

GLOBAL PATHWAY PROGRAM

YOUR PATHWAY TO SUCCESS



YOUR SURE SHOT OPPORTUNITY
TO STUDY ABROAD FROM TOP FOREIGN UNIVERSITIES

ABOUT RENNES

School of Business, FRANCE

Rennes School of Business (RSB), France is a globally respected Grande École de Commerce established in 1990 in Rennes, the capital of Brittany, with additional presence in Paris. Known for its triple accreditation—AACSB, AMBA, and EQUIS—RSB is part of the elite ~1 % of business schools worldwide meeting the highest standards of international business education and academic quality.

RSB delivers a broad portfolio of Bachelor's, Master's, M.Sc., PhD, and Executive Education programs across management, finance, marketing, luxury brand management, supply chain, and digital business, with most courses taught entirely in English to support a truly global student experience.

Its Master in Management (Programme Grande École) is ranked among the top 100 in the world by the Financial Times 2025, reflecting the school's international outlook, teaching excellence, and strong professional outcomes. RSB's community is deeply international: over 100 nationalities are represented on campus, a majority of programs are delivered in English, and the faculty includes a high percentage of international scholars, reinforcing global perspectives in teaching and research. Students benefit from a wide network of 350+ global partner universities, double-degree options, and structured exchange programs that enhance intercultural competence and professional mobility.

On career outcomes, Rennes School of Business reports strong employability metrics with graduates across programs frequently securing employment within six months of graduation and average salaries often around €60,000 annually—particularly for Master in Management alumni—with placement rates exceeding 85–89 % in recent cohorts.

The school's dedicated Career Center supports students with coaching, internships, recruitment events, and employer engagement, preparing them for careers in sectors such as consulting, finance, marketing, operations, and technology.

Although the institution does not publish an official public list of hiring partners, Rennes SB graduates are consistently recruited by major global and French firms such as Accenture, Deloitte, EY, KPMG, Google, Microsoft, Hermès, Capgemini, Danone, TotalEnergies, Amazon, and L'Oréal—illustrating strong industry demand for its alumni across diverse corporate environments.

With strong academic credentials, a highly international community, extensive global partnerships, and excellent professional outcomes, Rennes School of Business offers students a comprehensive, globally oriented education that prepares them for leadership roles in today's interconnected business landscape.

Rankings and Accreditations

- Rennes School of Business holds the prestigious AACSB, EQUIS, and AMBA accreditations, a distinction achieved by less than 1% of business schools worldwide, confirming the highest global standards in teaching, research, and industry relevance.
- Fully recognised by the French Ministry of Higher Education, ensuring international degree validity across Europe and globally.
- Membership of France's most elite academic association, Conférence des Grandes Écoles (CGE), representing top-tier institutions known for academic excellence and strong employer trust.
- Consistently featured in the Financial Times Global Rankings, highlighting its international outlook, faculty diversity, and graduate outcomes.
- Several programs at Rennes SB are recognised by the European Foundation for Management Development (EFMD), reinforcing global academic quality.

ABOUT AMITY UNIVERSITY

Established over 30 years ago, **Amity University Noida** is the flagship institution of India's leading not-for-profit global education group, recognized for its unparalleled academic excellence and innovation. Ranked among the **top 3% universities globally** by QS and THE, Amity continues to redefine higher education with its student-centric approach and research-driven focus.

Why Amity University Noida?

- **Global Presence:** Campuses across India, London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, Muscat, South Africa, Amsterdam and Tashkent
- **Research Excellence:** Over 2,200 patents filed and 36,000+ research papers published
- **World-class Facilities:** 35+ research centers, hi-tech labs, and self-sustained campuses across 2,000 acres
- **Industry Collaborations:** Partnerships with Tata, RICS (UK), and CII to deliver industry-led education
- **Alumni Network:** 700,000+ alumni excelling globally in top organizations and universities

With a strong focus on nurturing leadership, innovation, and a global outlook, Amity University Noida stands as a beacon of excellence in education.

Rankings and Accreditations

- QS and THE: Top 3% Globally
- India Today: Ranked India's No.1 Private University (11 consecutive years)
- THE Global Employability Survey: Among the Top Universities for Graduate Employability



FRANCE

Best Destination For Global Learners

1. Globally Respected Higher Education System

France is one of the world's top study destinations, hosting 400,000+ international students across leading universities and Grandes Écoles. French degrees are globally recognised for their academic rigour, research excellence, and strong industry integration, particularly in business, analytics, and technology.

2. Strong Economy & Data-Driven Job Market

As one of Europe's largest economies, France is home to global leaders such as BNP Paribas, Capgemini, Accenture, L'Oréal, Airbus, Orange, and TotalEnergies. With rapid growth in data analytics, AI, consulting, finance, and digital transformation, France offers strong career opportunities for analytics and business graduates.

3. Excellent Quality of Life & Student Benefits

France consistently ranks high for quality of life, healthcare, public infrastructure, and cultural richness. International students benefit from affordable public education, subsidised housing support (CAF), student transport discounts, and access to world-class healthcare, making it a cost-effective European study destination.

4. Attractive Post-Study Work & Career Pathways

International graduates can stay back in France for up to 24 months to search for jobs under the post-study residence permit. France also offers clear pathways to long-term residence and EU-wide career mobility, making it an ideal base for launching a European career.



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About Rennes

Rennes is a fast-growing innovation, technology, and education hub in western France, widely recognized for its strong focus on data, digital transformation, and applied research. As the capital of the Brittany region, Rennes has emerged as a key center for IT, cybersecurity, data analytics, telecom, and smart systems, making it highly relevant for students pursuing careers in data and business analytics.

The city hosts major employers and research organizations such as Orange, Capgemini, Atos, Thales, Sopra Steria, CGI, Accenture, and several high-growth tech startups. Rennes also benefits from close academic-industry collaboration through technology parks, innovation clusters, and research labs, offering students strong exposure to real-world data and analytics projects.

Rennes is consistently ranked among France's best student cities, known for its affordable cost of living, safe environment, and excellent quality of life compared to Paris or Lyon. With a vibrant international student community, efficient public transport, and a rich cultural scene, the city offers an ideal balance between academic focus and lifestyle.

Strategically located just 1.5 hours from Paris by high-speed train, Rennes provides easy access to France's major business and employment markets while offering a more student-friendly environment. For students at Rennes School of Business, studying in Rennes means building data-driven careers in a city designed for innovation, learning, and long-term professional growth.

Why pursue your M.Sc. Digital Marketing Management in Rennes School of Business ?

The M.Sc. in Digital Marketing Management at Rennes School of Business is designed for students who want to build high-impact careers at the intersection of marketing, data, technology, and brand strategy in a digital-first global economy.

Triple Crown-Accredited Business School

Rennes School of Business holds the prestigious AACSB, EQUIS, and AMBA accreditations, placing it among the top 1% of business schools worldwide. This ensures strong international recognition of the degree and credibility with global employers across marketing, consulting, and digital roles.

Excellent Graduate Employability

RSB consistently reports 95–98% employment within six months across its master's programs. Graduates from digital marketing-focused tracks are recruited into roles that demand both creative thinking and analytical capability—skills that are increasingly critical across industries.

Industry-Relevant Digital Marketing Curriculum

The program goes beyond traditional marketing by focusing on a digital-first strategy and execution. Students develop practical expertise in SEO/SEM, social and content marketing, marketing analytics, CRM, consumer behaviour, brand management, e-commerce, and omnichannel strategy, ensuring immediate workplace relevance.

Strong Exposure to Leading Global Employers

RSB alumni work with organisations such as Google, Amazon, Accenture, Capgemini, Meta, L'Oréal, Danone, Carrefour, Orange, and TotalEnergies, reflecting strong employer demand for digitally skilled marketing professionals across consulting, FMCG, retail, technology, and services sectors.

Applied, Hands-On Learning Approach

Learning is highly practical, with case studies, live projects, simulations, and group assignments that replicate real digital marketing challenges. Dedicated career development support—including CV workshops, interview preparation, and employer networking—helps students graduate job-ready.

Strategic Advantage of Studying in France

France is a major European hub for digital transformation, brand management, luxury marketing, e-commerce, and innovation-led industries. Studying in France provides access to internships and post-study employment opportunities across the EU.



Why Amity Online - Study Abroad?

At Amity Online - Study Abroad, we don't just offer international degrees - we offer a complete ecosystem to help students study abroad with confidence and build a future on the global stage. Whether it's about choosing the right university, preparing for the move, or shaping a career that spans continents, Amity Online - Study Abroad ensures your aspirations take flight - smoothly and successfully.

Amity Online - Study Abroad Advantages

- Save time & cut expenses by up to 60%
- 30%-50% coursework in India with Amity University Online
50%-70% coursework with Partner University
- Waiver for GRE/GMAT/SAT
- Balanced industry-aligned curriculum
- Global exposure and connections
- Smooth academic progression
- Financially rewarding programs
- Counselling support at every step
- Cutting-edge technology integration
- Credit Transfer acceptance
- End-to-end support with application, SOP, LOR & VISA

PROGRAM HIGHLIGHTS

01

Coursework Distribution

60 ECTS credits from Amity University Online and
60 ECTS credits from Rennes School of Business

02

Program Duration

9 months hybrid program at Amity University Online
12 months on-campus at Rennes School of Business, France

03

Cost Savings

15% discount on tuition fee

04

Standardized Test/English Proficiency Test Waiver

No GMAT/GRE
required for admission/
No requirement for IELTS/TOEFL/PTE

05

Autorisation Provisoire de Séjour (APS)

Opportunity for international graduates to
search for a job in France for up to 2 years
after graduation

06

Free French Language Proficiency Classes

A1 level French language proficiency classes
integrated with online curriculum in
your first year coursework

60 ECTS Credits



Students will complete 60 credits towards the program.

40%

coursework in India

60 ECTS Credits



Students will complete 60 credits towards the program.

PATHWAY SPECIFICS

60%

coursework at Rennes School of Business, France

Roadmap to Success



Break Through Business Boundaries.

M.Sc. in Digital Marketing Management
- Rennes School of Business (RSB)
France



Smart M.Sc. Smarter Savings.



Streamlined
admission



Save up to ₹19.65 lakhs
with Amity Online -
Study Abroad



Easy international
work permit



Credit transfer
acceptance

Student Reviews

“The M.Sc. in Digital Marketing Management at Rennes School of Business gave me strong exposure to digital strategy, analytics, and brand management from a global perspective. The coursework is very industry-aligned and practical. Choosing the Amity Online - Study Abroad as the study abroad partner through Amity University Online helped me in guiding clearly through the pathway and made the transition to France smooth and well-structured.”



Eishvak Sengupta



“What I like most about this program is the balance between creative marketing and data-driven decision making. Subjects like digital analytics, consumer behaviour, and campaign strategy are taught with real business examples. Amity Online - Study Abroad played an important role in helping me understand the pathway, manage documentation, and prepare confidently for international study.”



Piyush Arora



“The Digital Marketing Management program is well suited for students who want global exposure and a structured learning environment. The faculty brings strong industry insight, and group projects reflect real marketing challenges. Amity Online - Study Abroad acted as a reliable bridge between Amity University Online and Rennes School of Business, ensuring academic clarity and a smooth transition abroad.”-

Arjun Verma



Career Opportunities

Graduates of the MS.c in Digital Marketing Management from Rennes School of Business are equipped for fast-growing, digital-first marketing roles across industries where data, technology, and customer experience drive business performance. As organisations across Europe accelerate digital transformation, demand for skilled digital marketing professionals continues to rise across consulting, FMCG, retail, technology, luxury, and e-commerce sectors.

Here are some of the top career pathways and their average annual salary packages in France:

Digital Marketing Manager

Average salary of approximately

€70,000

per year

Marketing/Growth Analyst

Cloud Solutions Architect

€65,000

per year

Brand & Communications Manager

Average salary of approximately

€75,000

per year

Performance Marketing Specialist

Average salary of approximately

€80,000

per year

SEO/Content Marketing Manager

Average salary of approximately

€65,000

per year

CRM & Customer Experience Manager

Average salary of approximately

€75,000

per year

E-commerce Manager

Average salary of approximately

€85,000

per year

Marketing Consultant

Average salary of approximately

€80,000

per year

Curriculum Overview

Students will complete the first 9 months of their master's program at Amity University Online and the remaining 12 months at Rennes School of Business. Here's how the syllabus expands across the two segments:

Earn 60 Credits
at Amity University
Online

M.Sc.
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Semester -1

- Accounting for Managers
- Professional Communication
- Managerial Economics
- Marketing Management
- Statistics for Management

Semester - 2

- Conflict Resolution and Management
- Financial Management
- Human Resource Management
- Legal Aspects of Business
- Business Research Methods

Earn 60 Credits at Rennes School of Business

M.Sc.
(Digital Marketing
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Semester -3

- Corporate Social Responsibility in Marketing
- CRM Systems with AI integration (Part 1)
- AI and Marketing
- Marketing of Innovation
- Contemporary Brand Management
- Digital Advertising and Communication
- Unframed Leadership and Collaborative Intelligence
- Research Methods in Marketing
- Learning Expedition

Semester - 4

- Database for Direct Marketing and E-CRM (Part 2)
- Omni-Channel Distribution and Retail Management
- Social Media and Search Engine Advertising
- Advanced Digital PR and Corporate Communications
- Learning Expedition

Overall Expenses
Just — €28,846*

Minimum Time to Complete	21 Months
Tuition Fee	€15,725
Living Cost	€10,000
Overall Cost	€25,725
Loan Assistance Up to	100%
Amity Online - Study Abroad Pathway Program	€3,121*
Total Expense	€28,846*
Earning Income (PA)	€70,000

**Source: World Economic Forum's Future of Jobs Report 2025



Admission Process

Program Duration and Format

- 9 Months Hybrid - Amity University Online
- 12 Months - On Campus at Rennes School of Business, France

Program Fee Course

- Amity Online - Study Abroad Pathway Program - ₹ 3,50,000
- On Campus M.Sc. -Digital Marketing Management at RSB - €15,725

Eligibility Criteria

- Students with a 3-year/4-year bachelor's degree with a minimum of 60% in their undergraduate education.
- IELTS or other English Proficiency test score waiver if the student has previously graduated from a program taught in English and has an MOI.
- To successfully transition into the M.Sc. Year 2 program at Rennes School of Business, students are to score an aggregate of 60% and above in the first-year course work done at Amity University Online with a minimum of 55% in each course.

Selection Process

Step 1: Application, Screening & Seat Blocking

Fill out the application form online. Our admissions committee will screen your profile to check eligibility. You will be required to pay INR 20,000 to block your seat.

Step 2: Receive Your Offer Letter

Upon qualifying the profile screening and confirming your seat block, an official Offer Letter will be sent to you confirming your selection for the program.

Step 3: Complete Full Payment & Start Course

To finalize your admission, pay the remaining full balance of the program fee. You will gain access to the prep course and start your journey only after the full payment is completed.



For further details, contact:

 +91-9667094500

 admission@amityonlinestudyabroad.com

 L Block, Amity University Extension, Sector 125, Noida

 <https://studyabroad.amityonline.com/>