



AMITY
UNIVERSITY
ONLINE

STUDY
ABROAD

M.Sc (Marketing and
Digital Communication)

GLOBAL PATHWAY PROGRAM

YOUR PATHWAY TO SUCCESS



YOUR SURE SHOT OPPORTUNITY
TO STUDY ABROAD FROM TOP FOREIGN UNIVERSITIES

ABOUT EMLV Business School Paris-La Défense, France

Founded in 1995, **École de Management Léonard de Vinci (EMLV)** is a leading Grande École of management located in **Paris-La Défense**, Europe's largest business district. Hosting around 3,000 students within the wider Pôle Léonard de Vinci ecosystem, the school offers a highly international learning environment, with **75% of faculty consisting global research professors**. Its programs blend academic rigor, innovation, and close ties with industry, preparing students for leadership in a rapidly evolving business landscape.

EMLV offers a diverse portfolio of programs including the **Grande École Master in Management**, an **AMBA-accredited MBA**, a **Doctorate in Business Administration (DBA)**, and a suite of **specialized M.Sc programs** in fields such as International Business, Digital Business Analytics, Supply Chain Management, Luxury & Innovation Management, International Finance & Investment, Marketing & Digital Communication, Accountability & Corporate Sustainability, and Fintech & Digital Banking. Experiential learning is embedded through **sprint weeks, industry visits, and corporate challenges**, such as the Swarmz Challenge, where EMLV students ranked in the top five out of 54 teams.

Career outcomes demonstrate EMLV's strong employer connections. The school reports a **93% placement rate within four months of graduation**, with graduates earning an **average starting salary of €42,800**. Over 85% of alumni express high satisfaction with their first role, supported by leading corporate partners such as Thales, Stellantis, Air France, Dassault Systèmes, Accenture, AXA, Alstom, Microsoft, and Société Générale. Graduates pursue careers across finance and insurance (25%), international business (24%), media and communication (23%), auditing and consulting (20%), and luxury goods (8%).

Rankings and Accreditations

- **Prestigious Accreditation**
– EFMD (EFMD-Master), AACSB, AMBA
- **Conférence des Grandes Écoles (CGE)** –
Prestigious French network membership
- **Top 100 Business Schools in Europe** –
Financial Times 2024
- **Top 3 Post-Baccalaureate Business Schools in France** –
National rankings

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. World-Class Education

France is consistently ranked among the Top 5 global study destinations with over 4 million international students. It is home to 3,500+ universities and 19 Triple Crown-accredited business schools—placing it in the top 1% globally. Institutions such as Rennes, EMLYON, and Audencia are recognized worldwide for academic excellence and future-focused education.

2. Strong Economy

As the world's 7th largest economy with a GDP per capita of \$46,150, France offers unmatched exposure to global industries. From aerospace and automotive (Airbus, Renault) to luxury and fashion (LVMH, Chanel, Hermès), France is a hub of innovation, sustainability, and international business opportunities.

3. Quality of Life

International students in France enjoy a high standard of living supported by student-friendly policies. These include a 30% rent subsidy, free public healthcare with major reimbursements, and free schooling for children up to 18. A balanced lifestyle is ensured through a 35-hour work week, 5 weeks of paid leave, and opportunities for part-time work during studies.

4. Career Opportunities

France provides strong career pathways through a 2-year post-study work visa (APS), allowing graduates to gain valuable international experience. With the possibility of transitioning to long-term permits like the Talent Passport, students can secure full-time roles in line with their education, paving the way for career growth and settlement in one of Europe's most dynamic economies.

About Paris-La Défense

Located just west of central Paris, La Défense is Europe's largest purpose-built business district, blending modernity, culture, and accessibility. Spread over 560 hectares, it is home to more than 3,600 companies and 180,000 daily workers, anchored by iconic landmarks such as the Grande Arche and a striking skyline of glass-and-steel towers. Its vast pedestrian esplanade, dotted with parks, fountains, and over 70 open-air artworks, offers a unique mix of architectural boldness and urban greenery, making it a dynamic place for both study and work.

The district is not only a hub of global commerce but also a lively urban space. Shopping centers like Westfield Les Quatre Temps and CNIT attract millions each year, while numerous cafés, restaurants, and cultural events bring vibrancy to the area. Regular festivals, exhibitions, and concerts create an atmosphere where professional life intersects with leisure, making La Défense far more than just an office district.

Connectivity is one of La Défense's greatest assets. Linked by RER A, Metro Line 1, Tramway T2, Transilien trains, and soon the Grand Paris Express Line 15, the district is only minutes away from central Paris and major transport hubs. This accessibility, combined with its forward-looking urban renewal projects—focusing on greener spaces, sustainable offices, and cultural vitality—positions La Défense as both a thriving economic powerhouse and a modern neighborhood. For students, professionals, and residents alike, it offers unparalleled proximity to Paris's opportunities while maintaining its own distinct identity.

Why pursue your M.Sc Marketing and Digital Communication at EMLV Business School?

The M.Sc Marketing & Digital Communication at EMLV is uniquely designed to equip students with the critical thinking, strategic expertise, and digital proficiency required in today's evolving marketing ecosystem.

Global Accreditations and Top-Tier Ranking:

EMLV is among a select group of French business schools to hold prestigious accreditations such as the AACSB, EFMD, and AMBA, a mark of international excellence and superior academic prowess, making it amongst the top 2% of Business Schools globally. The M.Sc in Marketing & Digital Communication is also ranked among the most highly regarded Marketing and Digital Communication programs within France, ensuring national recognition of your degree.

Learn in the Marketing Capital of Europe:

With Paris being home to global agencies like Publicis Groupe and the headquarters of luxury giants such as LVMH and L'Oréal, students gain an unmatched exposure to real-world branding, communication campaigns, and digital innovation through networking events, internships, and company projects.

Curriculum That Reflects Industry Evolution:

From mastering SEO, content strategy, influencer marketing, and data analytics to understanding consumer behaviour in a digital age, the curriculum evolves alongside industry demands. You'll learn to use tools such as Google Analytics, HubSpot, Hootsuite, and Salesforce Marketing Cloud—skills that employers actively seek.

Strong Graduate Employability:

Over 93% of EMLV M.Sc graduates are employed within the first four months of graduation. Marketing & Digital Communication graduates go on to join leading companies such as Google, L'Oréal, Havas, Amazon, Orange, and Accenture, often in roles like Digital Marketing Manager, Brand Strategist, or CRM Analyst—with average entry-level salaries ranging between €38,000–€45,000/year in France.



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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 -

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 90 ECTS credits from EMLV Business School

02 | Program Duration

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

03 | Cost Savings

Students can save up to INR `20 lakhs on tuition fees

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.

50%

coursework in India

90 ECTS Credits



Students will complete 90 credits towards the program.

PATHWAY SPECIFICS

50%

coursework at
EMLV Business School, France

Roadmap to Success





AMITY
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Break through Business Boundaries.

M.Sc in Marketing and Digital Communication - EMLV Business School, France

Smart M.Sc. Smarter Savings.



Streamlined
admission



Save up to ₹20 lakhs with
Amity Online -
Study Abroad



Easy international
work permit



Credit transfer
acceptance

Student Reviews

I would like to extend my gratitude to the entire Amity Online - Study Abroad team who made it so easy for me to live my dream of experiencing overseas education. They helped me at every step of the study abroad application process, which left me with ample time to focus only on my academics.



Eishvak Sengupta



To any student considering abroad education, I strongly recommend the Amity Online - Study Abroad Pathway program since it's more than just a pathway to your master's degree abroad; it's a transformative journey of personal and academic growth. From the initial consultation to the moment I stepped foot on campus overseas, the support I received was unparalleled.



Piyush Arora



I am glad to have been a part of the Amity Online - Study Abroad Pathway Program. According to me, what sets the program apart is its personalised approach. Unlike other service providers, they didn't push me to pick from the pool of several foreign universities but, took the time to understand my academic interests, career goals, and financial constraints to recommend the best-fit institutions. This tailored guidance was invaluable and was a great add-on to the many benefits of studying abroad.

Mahek Sharma



Career Opportunities

Graduates of the M.Sc in Marketing & Digital Communication from EMLV Business School enter a high-growth job market fuelled by digital transformation, data-driven marketing strategies, and evolving consumer behaviors.

With regards to the employment statistics, **EMLV boasts a staggering 93% placement rate within 4 months of graduation, with over 85% of EMLV graduates being highly satisfied with their first job.** On average, an EMLV graduate earns a salary of €42,800 approximately after graduation.

Digital Marketing Manager

Average salary of approximately

€55,000

per year

Social Media Strategist

Average salary of approximately

€48,000

per year

CRM & Email Marketing Manager

Average salary of approximately

€52,000

per year

Brand & Communication Executive

Average salary of approximately

€46,000

per year

Marketing Data Analyst

Average salary of approximately

€54,000

per year

Influencer & Affiliate Marketing Manager

Average salary of approximately

€50,000

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 EMLV Business School. .
Here's how the syllabus expands across the two segments:

Earn 60 Credits
at Amity University Online

M.Sc
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Courses

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 90 Credits
at EMLV Business
School

M.Sc
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Courses

- Business Principles
- Marketing Strategy
- Digital Operations
- Capstone Project and Career Development



Overall Expenses
Just — €28,662*

Minimum Time to Complete	21 Months
Tuition Fee	€13,400
Living Cost	€12,000
Overall Cost	€25,400
Loan Assistance Up to	100%
Amity Online - Study Abroad Program	€3,262*
Total Expense	€28,662*
Earning Income (PA)	€50,000**

**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 EMLV Business School, France**

Program Fee Course

- **Amity Online - Study Abroad Program - ₹3,50,000**
- **On Campus M.Sc - Marketing and Digital Communication at EMLV Business School - €13,400**

Eligibility Criteria

- **Students with a 3-year bachelor's degree (any field) with a minimum of 55% in their undergraduate education**
- **Students with a 4-year bachelor's degree (any field) with a minimum of 55% are eligible to apply for career advancement**
- **IELTS or other English Proficiency test score waiver if the student has previously graduated from a program taught in English.**
- **Transfer criteria- To successfully transition into the M.Sc Year 1 program at EMLV Paris, students must score an aggregate of 60% and above in the first-year coursework done at Amity University Online, with a minimum of 60% 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.



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