UNIVERSITÉ FRANÇAISE D'ÉGYPTE

MASTER OF MULTILINGUAL DIGITAL MARKETING
School of Social Sciences & Applied Languages

Overview
The Master Multilingual Digital Marketing is a 2-year international master's degree recognized in Egypt, in partnership with University of Franche-Comté (UFC). Instruction is conducted in English, Arabic, and French. Students must complete a three-month internship in their first year, followed by a six-month internship in their second year.

French Partner   UNIVERSITÉ DE FRANCHE-COMTé
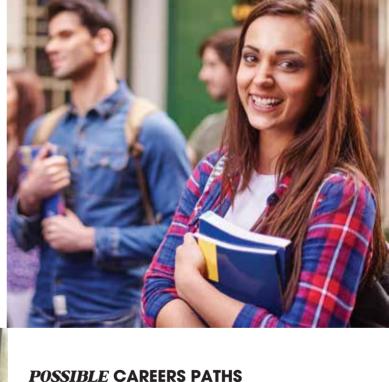
2 years   **120 ECTS**

French degree with international recognition

WHY STUDY MULTILINGUAL DIGITAL MARKETING:

- Delocalized master's degree: Students obtain a diploma certified by the French Ministry of Higher Education and recognized through equivalency by the Egyptian Ministry of Higher Education, offering global recognition and credibility.
- Accessible to English-speaking students: The program welcomes a diverse range of learners, fostering linguistic and cultural development.
- High quality teaching: The students can benefit from a blend of Egyptian professors and visiting professors from the University of Franche-Comté (UFC), providing a wide range of expertise and viewpoints.

POSSIBLE CAREERS PATHS

- Sales and e-marketing manager.
- Multilingual community manager.
- Digital communications manager.
- Web designer.
- Multilingual digital project manager.
- International e-commerce project manager.
- B2B or B2C marketing research manager.
- Digital strategy consultant.

STUDY COURSES

YEAR 1 - SEMESTER 1

• Specialized English.	**• Multimedia and the Internet.**
Technical translation from English into Arabic	Internet and computer network security.
Writing and themes in English.	Online publishing (HTML,
E-marketing.	CSS, JavaScript concepts, WordPress).
Oral communication in English.	Multimedia
• Specialized Arabic.	(video editing, vector images, etc.).
Technical translation from French into Arabic	Computer graphics.
Writing and theme (economic analysis, report writing).	**• Web communication and professional project.**
Professional oral communication.	Writing for the Web.
Negotiation.	HMI.
• E-Commerce.	APP Skills assessment.
Electronic market.	Professional simulation in English.
Sector analysis of e-commerce sites.	Professional simulation in Arabic.
Online sales.	Web project management.
ICT law.	Community Management.

YEAR 1 - SEMESTER 2

•   Specialized English/Arabic.
Oral communication in English.
Oral communication in Arabic.
Media and digital writing in English.
Media and digital writing in Arabic.
Professional situations in English.
•   Intercultural analysis.
Search Engine Optimization.
Consumer behavior.
Intercultural sector analysis project.
•   E-Commerce.
Online sales strategy.
Search Engine Advertising (AdWords).
Online monitoring.
E-reputation.
•   Language Internship.
Minimum 3-month internship with daily practice of a non-native language.
Internship report and presentation in a non-native language.

YEAR 2 - SEMESTER 1

• English / Arabic.	**• E-Commerce platform.**
English communication and translation.	Databases.
Arabic communication and translation.	Publication of dynamic
• Business Communication.	content integrated into WordPress.
Intercultural management.	Computer graphics.
Video content creation.	Collaborative project management.
Digital writing in English.	UX.
Digital writing in Arabic.	**• Group tutored project:**
• E-Commerce.	**website localization.**
Digital marketing.	Website optimization for online
Online advertising.	sales in Egypt.
Web Analytics.	Translation into French and
Data processing.	writing of new content.
Online payment.	Design and creation of the new website.
	Project management.

YEAR 2 - SEMESTER 2

Internship with a professional project focus.
6-month internship in a company in Egypt or abroad.
Internship report and defense in French or English.