

Faculty : COMPUTER ENGINEERING



Acronym: ECMANU

Option: E-COMMERCE AND DIGITAL MARKETING

Level: BTS

Prerequisite: Scientific series or equivalent level

Opportunities:

- Community Manager ;
- Webmarketer;
- Responsible for the e-commerce of a company.

Description :

This specialty aims to train senior technicians capable of making indirect contact with customers. They will take actions to capture it, retain it and sell its products and / or services that meet its expectations. They will therefore be able to define a strategy using skills such as web-marketing, SEO, web writing, website design or social networks.

Specific skills:

- Continuously exploit the commercial information available to monitor and develop the activity of the online business unit;
- Ensure that the e-commerce offer is constantly adapted according to market developments;
- Ensure the operating balance and human resources management of the e-commercial unit;
- Carry out actions to attract, welcome and retain customers by selling them products and / or services that meet their expectations;
- Develop a commercial offer adapted to the customers.

Quality and skills:

- Work independently, collaborate as a team;
- Analyze, synthesize a professional document (French, English);
- Communicate orally, in writing, in business or outside (French, English);
- Participate in / Lead a project management process;
- Know and use the professional and institutional networks of the IT sectors

