



NANODEGREE

DIGITAL MARKETING LAB:

SALES & GROWTH

skema
BUSINESS SCHOOL

ARE YOU READY TO BOOST YOUR CAREER IN THE DIGITAL MARKETPLACE?

Join the **Digital Marketing Lab: Sales & Growth nanodegree**—a hands-on, immersive course designed for professionals aiming to leverage growth and sales in digital environments. Offered in English, this on-campus program in Belo Horizonte is led by international faculty and delivers global insights and practical skills.



WHAT IS A NANODEGREE?

A Nanodegree is a **short, intensive program designed to boost your skills in a specific area** through **practical, real-world learning**. Delivered by SKEMA Business School, it combines academic excellence, applied content, and international certification—enhancing your career profile in just a few weeks.



WHAT IS THE DIGITAL MARKETING LAB NANODEGREE?

When **academic excellence and international experience converge**, a unique course is born: the Nanodegree "Digital Marketing Lab: Sales & Growth." Developed as part of the MSc in International Marketing and Business Development at **SKEMA Business School**, this program **offers a multicultural and global experience in Brazil**, bringing together internationally active professors and students of different nationalities, with interactive and face-to-face classes on the Belo Horizonte campus.



This course is aimed at professionals who work or wish to work in digital environments with a focus on global markets, combining practical and dynamic digital content, with an approach applied to the business world. Throughout the course, participants explore modern digital sales tools and strategies, omnichannel channels, growth marketing, consumer journey, data experimentation, artificial intelligence, and digital platforms.

With an active methodology and focus on practice, the course will expand the technical repertoire and provide multicultural immersion to participants. By participating, you will also obtain an international certificate issued by SKEMA Business School and the Google Analytics 4 (GA4) certification to leverage your curriculum and prepare you to use tools and develop strategies focused on the global digital market.



WHAT YOU'LL EXPERIENCE?

- Intensive, practice-based curriculum focused on Digital Growth and Digital Sales;
- Explore the latest growth marketing, omnichannel strategy, AI, data experimentation, and digital platforms;
- Hands-on activities, simulations, and international case studies;
- Multicultural learning with diverse classmates and professors;
- International Certificate from SKEMA Business School;
- Free Google Analytics 4 Certification upon passing external evaluation.



CURRICULAR STRUCTURE

The course consists of two complementary modules, offered in English and focusing on the practical and international application of digital marketing skills. Each module corresponds to an elective course of 2 ECTS (European Credit Transfer and Accumulation System), part of the International Marketing and Business Development master's degree at SKEMA Business School.



MODULE 1 - DIGITAL GROWTH

(22 LECTURE HOURS - 11 ENCOUNTERS)

In today's fast-paced environment, organizations must continuously innovate their digital presence to stay ahead. This module equips you with the critical skills and tools to design, manage, and optimize the most important digital interfaces between companies and customers—from websites and apps to social media and e-commerce platforms. Through hands-on exercises, case studies, and a real-world capstone project, you will develop the skills to:

- Build high-performing websites using WordPress;
- Integrate CRM strategies for personalized marketing;
- Design and manage e-commerce and D2C channels;
- Optimize user acquisition and conversion;
- Analyze data, track performance, and conduct A/B testing;
- Create effective social media strategies and influencer campaigns;
- Manage digital advertising and full 360° digital campaigns;
- Explore cutting-edge trends: Augmented Reality, the Metaverse & AI in Marketing.

OUTCOMES

By the end of this module, you'll be able to:

- Define and execute digital growth strategies for different business models;
- Suggest tailored e-commerce and communication plans;
- Analyze digital performance with a critical and strategic mindset;
- Make data-driven decisions to improve KPIs;
- Anticipate market evolutions and enhance user experience.



MODULE 2 - DIGITAL SALES: CHANNELS, TECH AND STRATEGY

(22 LECTURE HOURS - 11 ENCOUNTERS)

Digital sales are reshaping how companies engage, convert, and retain customers. In this module, you'll explore the full spectrum of digital selling tactics and platforms—helping you generate demand, optimize performance, and drive measurable results. You'll gain hands-on insights into:

- E-commerce, marketplaces, and direct-to-consumer sales;
- Social selling on platforms like LinkedIn, TikTok, YouTube & Meta tools;
- Lead generation, nurturing, and digital sales funnel optimization;
- Programmatic media buying and AI-driven targeting;
- Digital payment methods, pricing models, and fulfillment strategies;
- Sales of digital products and services, including gaming ecosystems;
- UX strategies and the psychology of digital consumer behavior.

OUTCOMES

At the end of this module, you will be able to:

- Design high-converting digital sales journeys;
- Select the best platforms and tools for different business goals;
- Apply business models and pricing strategies effectively;
- Translate customer insights into tactical digital actions;
- Make strategic decisions based on KPIs, analytics, and market trends.



APPROVAL CRITERIA:

Students must be approved in the respective modules, according to the academic criteria of the IMBD master's degree, to be entitled to accreditation and nanodegree certificate. Google's certificate depends on the participant's approval of the module and evaluation criteria established by the company.



WHO SHOULD APPLY?

- Graduates in business, communications, marketing, or related fields;
- Analysts, coordinators, and managers seeking digital upskilling or transitioning to global roles.

HOW TO APPLY?

- Required Documents: CV, ID copy, photo, degree certificate or proof of attendance, academic transcript, English proficiency test (TOEFL, IELTS, TOEIC, Duolingo, or Cambridge);
- If you don't have a test, take the SKEMA online test on 08/09/2025, 7pm. Application Fee: R\$ 150 (non-refundable);
- Native English speakers or those with at least 2 years' experience in an English-speaking country may request an exemption.

KEY DETAILS

DURATION	15/09/2025 a 05/12/2025 44 hours, in-person, evenings Mon & Wed 19h10–20h50
LANGUAGE	ENGLISH
INVESTMENT	R\$ 6.225 Early Bird: R\$ 4.980 until 08/09/2025
PAYMENT	3 x boleto or debit or up to 6x on credit card

WHY CHOOSE SKEMA'S DIGITAL MARKETING LAB?

- International faculty and students;
- Dual certification: SKEMA + Google Analytics;
- Hands-on, project-based learning for a global digital market;
- Expand your network and unlock new international career opportunities

Ready to launch your global digital marketing career?

CONTACT US



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APPLY TODAY AND SECURE YOUR SPOT!

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