

Executive Certificate

# Strategic Marketing, AI and Digital Transformation


---

A Special MBAi Pathway – Capitalize Your Executive Edge



# Strategic Marketing, AI & Digital Transformation

This Qualiopi-certified program combines an on-campus experience in Paris with follow-up online coaching, and now offers optional professional site visits and curated sightseeing to enrich your learning and expand your network.



**Advance your leadership journey with a 24 ECTS Executive Certificate designed to count as 40% of your MBAi at Riviera University, Paris.**

## **Continue seamlessly to your MBAi :**

Certificate holders only need to complete two additional Executive Certificates or six MBAi modules plus a capstone paper, paying only the remaining tuition fees to earn their MBAi.

**Or exit with your Executive Certificate if you choose not to continue, adding immediate, recognized value to your professional credentials.**

# Why This Program?

- Accelerate your MBAi while mastering advanced strategic marketing, AI integration, and digital transformation.
- Learn through blended, experiential learning with a 5-day campus immersion in Paris plus structured online coaching.
- Engage with global faculty and international executives.
- Experience professional visits to AI startups, marketing agencies, and luxury firms in Paris.
- Optional cultural tours (Louvre, Eiffel Tower, Seine Cruise) to blend learning and lifestyle.

## PROGRAM OVERVIEW

**Dates :**

October 6–10,  
2025  
(5 days in Paris)  
+ project &  
online coaching

**Language :**

English

**Campus :**

Paris campus  
+ online

**Certificate :**

Riviera University  
Executive Certificate  
(24 ECTS, capitalizable  
as 40% of MBAi or  
stand-alone)

**Mode :**

Hybride

## COURSE CONTENT

- 1 Strategic Marketing for Business Growth
- 2 AI Integration in Business Processes
- 3 Digital Transformation & Customer Experience Excellence
- 4 Business Management in Web 3.0 Ecosystems
- 5 Digital Leadership & Data-Driven Decision-Making



# Program Schedule (with optional activities)

## DAY 1:

### STRATEGIC MARKETING FOUNDATIONS

1

- Global market trends and customer behaviors
- Positioning in competitive markets
- Luxury and tech case studies
- Workshop: define your unique value proposition
- Peer feedback on strategy



## DAY 2:

### AI FOR BUSINESS LEADERS

2

- Practical AI tools (NLP, predictive analytics, automation)
- Identifying automation opportunities
- Building data dashboards for decision-making
- Using AI to enhance marketing and operations
- Ethical deployment of AI



# Program Schedule (with optional activities)

## DAY 3:

### DIGITAL TRANSFORMATION & CUSTOMER EXPERIENCE

3

- Frameworks for digital strategy execution
- Case studies of digital transformation
- Customer journey mapping
- Enhancing loyalty with technology
- Drafting your transformation roadmap



## DAY 4:

### BUSINESS MANAGEMENT IN WEB 3.0 ECOSYSTEMS

*Lead in decentralized digital environments (blockchain, NFTs, DAOs):*

4

- Key concepts and applications
- Emerging business models
- Risk and opportunity analysis
- Strategy for Web 3.0 integration
- Ethics, governance, and compliance





## DAY 5 :

### Digital Leadership & Data-Driven Decision-Making

*Lead effectively in a digital era using BI, AI dashboards, and ERP:*

5

- Leadership frameworks for the digital age
- Practical decision-support tools
- Evaluating digital solutions strategically
- Data-driven decision integration

## Optional Activities

---

- ✓ Professional visits to Paris-based AI startups, agencies, and luxury firms.
- ✓ Optional cultural immersion (Louvre, Eiffel Tower, Seine Cruise) for international participants.



# Evaluation & Certification

- Project-based assessments
- Riviera University Executive Certificate (24 ECTS)
- Counts as 40% of MBAi if you choose to continue your journey, or remains a valuable stand-alone credential.

## Faculty :

### DR. OLIVIER CANE :

- Founder of TFA Group (Riviera University and The French Academy). Senior expert in digital ecosystems and strategy, with more than 25 years as an entrepreneur in the education industry and as a consultant to international companies.



### VANESSA RÉMY :

- Founder of Spid Digital, expert in digital transformation and AI, with global project leadership experience focused on operationalizing digital strategies for business growth.



### THOMAS BERBER :


- PhD candidate (EMlyon & Durham University), with over 20 years of marketing leadership across France and Canada, specializing in experiential, applied learning.

# How to Apply

- 1 COMPLETE THE APPLICATION FORM [ON OUR WEBSITE.](#)
- 2 SUBMIT YOUR PASSPORT COPY, CV, AND MOTIVATION LETTER.
- 3 PAY THE ADMISSION FEE (€290).
- 4 RECEIVE ADMISSION & INVITATION LETTER FOR VISA APPLICATION.

## Tuition & Admissions

 **Tuition :** 4950 €


 **Admission Fee :** 290 €  
(deducted from tuition, non-refundable)



**Apply Now**

[rivierauniparis.fr/](https://rivierauniparis.fr/)

 **Email :**  
admission@rivierauniparis.fr

 **Tel :**  
+33 (0)1 75 84 06 66

*Experience Paris while advancing your career with Riviera University's Executive Certificate : gain advanced skills, global networking, and cultural immersion while securing your path toward an MBAi, or strengthen your profile with a stand-alone executive credential recognized internationally.*





# Our Promise

RIVIERA UNIVERSITY'S PARIS CAMPUS REPRESENTS A STRATEGIC EXPANSION, TAPPING INTO A VIBRANT MARKET WITH A DEMAND FOR QUALITY HIGHER EDUCATION.

AT RIVIERA UNIVERSITY PARIS, THERE IS MORE THAN JUST ACADEMIC KNOWLEDGE YOU'LL DEVELOP A GLOBAL MINDSET, A FUTURE-READY SKILLSET, AND THE CONFIDENCE TO LEAD ACROSS INDUSTRIES AND CONTINENTS.

**RIVIERA UNIVERSITY PARIS**

*LEARN IN PARIS  
EXPAND TO ASIA  
LEAD WORLDWIDE*



# RIVIERA UNIVERSITY

*Riviera University SAS (Headquarter)*  
2405 Route des Dolines  
06 560 Valbonne Sophia Antipolis  
France

*Phone : +33 4 835 808 53*  
*Email: [contact@riviera-university.fr](mailto:contact@riviera-university.fr)*  
*Website: [www.rivierauniparis.fr](http://www.rivierauniparis.fr)*

*Riviera University Paris*  
11 avenue Dubonnet  
92400 Courbevoie - La Défense Area  
France

*Phone : +33 1 75 84 06 66*  
*Email : [Contact@rivierauniparis.fr](mailto:Contact@rivierauniparis.fr)*  
*Email : [admission@rivierauniparis.fr](mailto:admission@rivierauniparis.fr)*

*Riviera University Asian office, Kuala Lumpur*  
*Email : [admin@riviera-university.fr](mailto:admin@riviera-university.fr)*

*The French Academy*  
*Email : [admin@thefrenchacademy.net](mailto:admin@thefrenchacademy.net)*