



## DIGITAL MARKETING

BACHELOR, 3 YEARS

## **Digital Marketing**

Bachelor, 3 years

The Bachelor in Digital Marketing is a new and exciting course that will equip you with the skills to undertake effective marketing in the present digital era. It will enable you to plan, implement, and monitor effective digital marketing campaigns and devise marketing plans incorporating the latest digital tools and practices. At the same time, it will increase and refine your business acumen and your strategic management skills.

This course has been designed by professionals with vast experience of the digital marketing industry, making sure that, by the end of the course, you will have developed into a digital marketer ready to engage with new media and new markets.

Moreover, you will have acquired the skills to define clear approaches to strategic management, learnt to understand the importance - and use - of technology in the modern business world, and become an effective manager capable of working across different organisations and nations.

### **Core Modules for each year**

#### **Year 1**

1. Marketing Management
2. Economics
3. Business Organisation
4. Statistics
5. Business Law
6. Business English

#### **Year 2**

1. Digital Marketing Essentials
2. Consumer Behaviour
3. Digital and Mobile Marketing
4. Computers & Information Systems
5. Business Decision Making
6. Practice of Marketing

#### **Year 3**

1. Digital Global Marketing
2. Executive Skills
3. Digital Marketing Planning
4. Information Technology
5. Digital Marketing Communications
6. Case Studies

#### **Assessment**

Written exam (unseen) - 100%