

A modern lecture hall with rows of white tables and chairs. Large windows on the left side offer a view of a city. The room is decorated with colorful, abstract, pixelated overlays in shades of blue, green, and yellow. A black projector is mounted on the ceiling.

**On-Campus**

**MBA**

# Digital Marketing

# TURN YOUR DREAMS INTO CAREER SUCCESS IN GERMANY

According to a report by Market.us, the Global Digital Marketing Market size is expected to be worth around USD 1,310.3 Billion by 2033, from USD 366.1 Billion in 2023. Data from HubSpot shows that 70% of marketers are actively investing in content marketing, and SEO opportunities are growing, with 61% of marketers saying improving SEO and growing their organic presence is their top inbound marketing priority.

The demand for digital marketing skills is robust, with the U.S. Bureau of Labor Statistics projecting jobs in advertising, promotions, and marketing managers to grow by 6% from 2022 to 2032, faster than the average for all occupations. Our MBA program prepares professionals to lead marketing efforts in the digital world. You will learn to craft compelling digital campaigns, analyze marketing data, and use insights to drive decisions.

## Your Profile

### For whom is this program made?

The MBA program specializing in Digital Marketing is tailored for individuals looking to excel in the fast-evolving digital marketing landscape. It is ideal for marketing professionals, entrepreneurs, consultants, as well as individuals from different fields looking to transition into digital marketing due to its vast growth opportunities and dynamic nature.

## Your Career Prospects

### What could be the job you get after graduating?



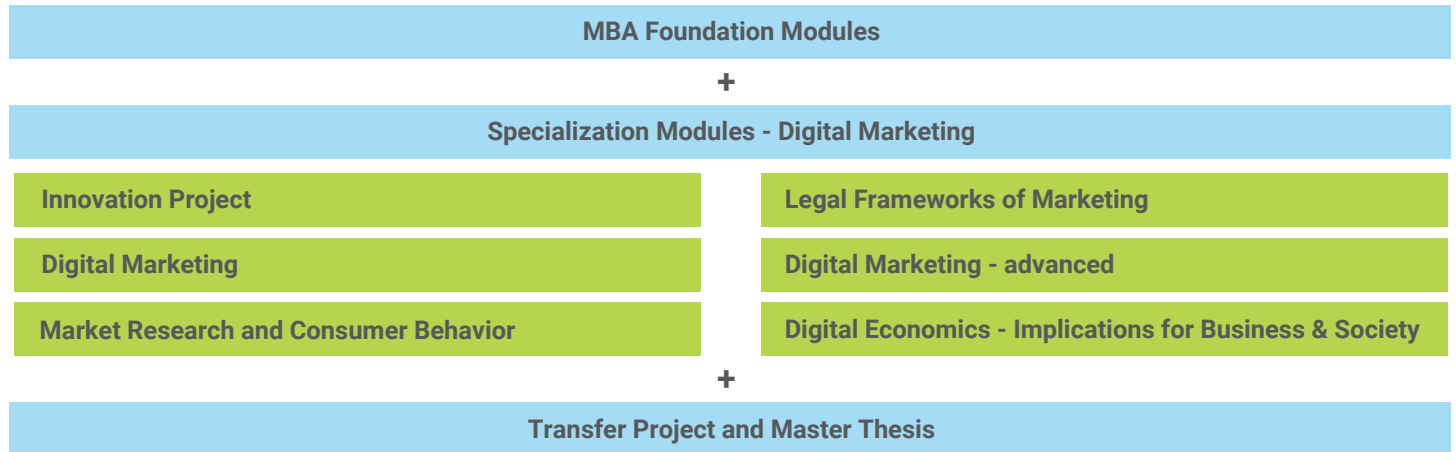
The career prospects for graduates from this MBA program are diverse and promising. Upon completion of the program, graduates can pursue a wide range of career opportunities in various industries and roles. Some potential career paths include:

- Digital Marketing Manager
- SEO/SEA Specialist
- Content Marketing Manager
- Digital Brand Manager
- E-commerce Manager
- Data Analytics Specialist
- Digital Project Manager

# Your Specialization Modules

## What customized study content lies ahead?

Here is the overview of our comprehensive curriculum that covers the MBA essential topics. The foundation modules are complemented by the specialization modules of Digital Marketing, as well as the Transfer Project and Master Thesis.



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