

 **Up To 40%**

Scholarship Available

MBA | ONLINE

DIGITAL MARKETING





From Passion to Profession at S-Next

Digital marketing is set to hit \$1.3T by 2033. 70% invest in content marketing, and 61% focus on SEO growth.

Content is king, but SEO is the crown that drives digital growth.

Our MBA in Digital Marketing empowers you to:

 Optimize SEO for Maximum Visibility

 Leverage Data-Driven Marketing Strategies

 Enhance Brand Engagement through Social Media

Quick Facts

 18 months

 Online

 90 ECTS

 English

 Full - time

 Jan, March, May, Jul , Sep, Nov

 546.67 per month

Is This MBA Right for You?

This program is perfect if you're:

 Designed for aspiring digital marketing leaders

 Perfect for career transition into digital marketing

 Leverage vast growth opportunities in a dynamic field

 Ideal for marketing professionals

Career Prospects

List of job roles

★ DIGITAL MARKETING MANAGER

★ SEO/SEA SPECIALIST

★ CONTENT MARKETING MANAGER

★ DIGITAL PROJECT MANAGER

★ DIGITAL BRAND MANAGER

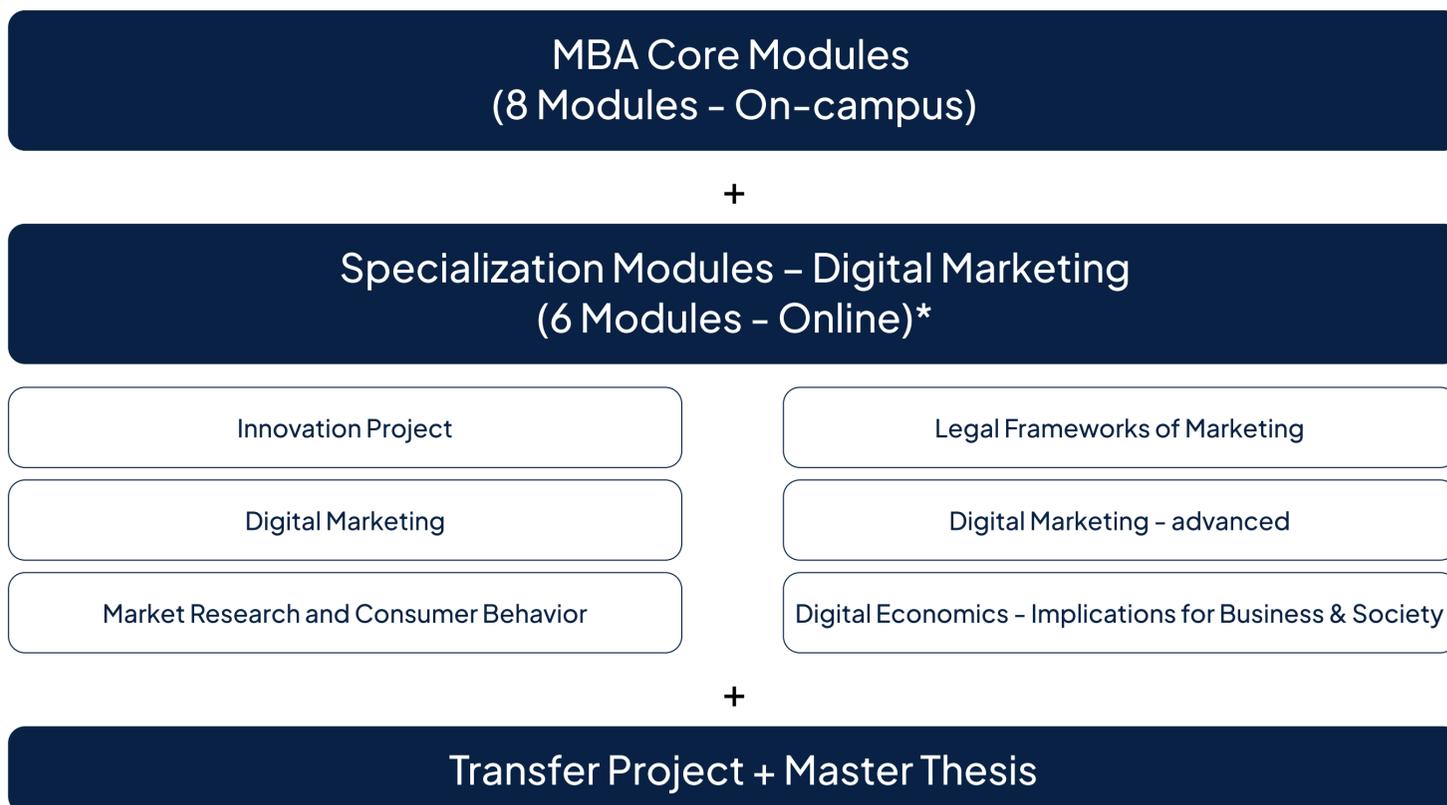
★ DATA ANALYTICS SPECIALIST



Specialization Modules

Here is the overview of our comprehensive curriculum that covers the MBA's essential topics.

- The foundation modules are complemented by the specialization modules of Management & Innovation
- Transfer Project and Master Thesis.



Campus Option for Digital Marketing Students

Special Opportunity:

Some of your specialization modules may be available on-campus as they are part of other on-campus programs.

Terms & Conditions:

- This is an OPTION, not a guaranteed right
- We cannot guarantee that the exact modules you need will be offered on-campus during your second or third semester
- Module availability depends on semester scheduling
- You will know which modules are available on-campus by reviewing the study plan presented on campus

Admission Requirements

Educational Background

A 3–4 years bachelor’s degree or a 2–year bachelor’s degree or a successfully completed high school education (for this pathway, an additional S-Next university entrance test is required)

Language requirements :

English proficiency demonstrated through standardized tests: IELTS: 6.0 or PTE: 56 or TOEFL: 80 or Duolingo: 100 or Cambridge Advanced or Proficiency

Work Experience:

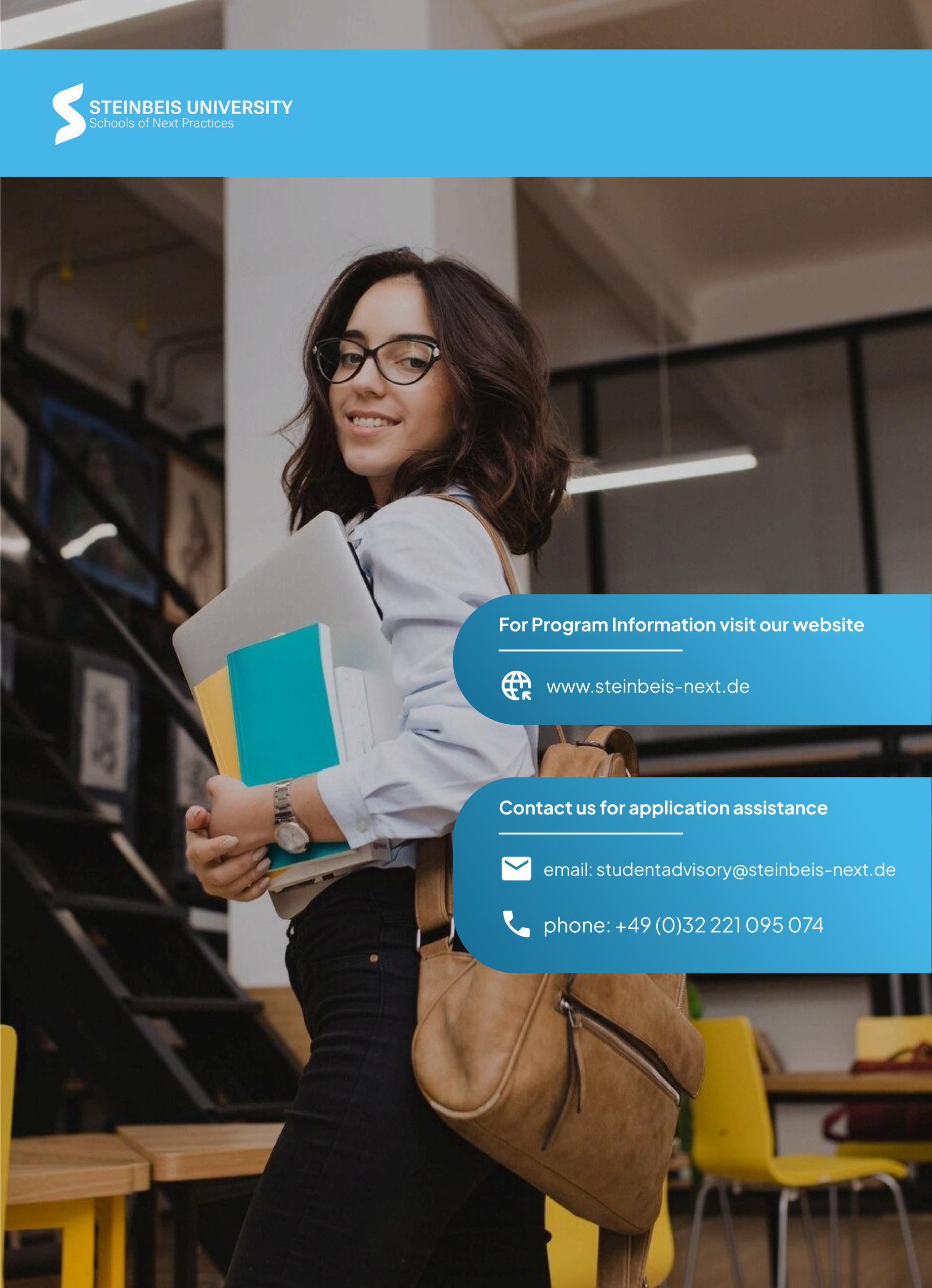
A 3–4 years bachelor’s degree: 2 years of work experience, For a 2–year bachelor’s degree: 7 years of work experience, For high school education (plus entrance test pathway): 10 years of work experience

Documents:

An updated CV, An official copy of your university certificate, An academic transcript, Work experience certificates

Specialized or Additional Requirements

Completion of the S-Next university entrance test (required for candidates with only high school education)



For Program Information visit our website



www.steinbeis-next.de

Contact us for application assistance



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