



STEINBEIS UNIVERSITY
Schools of Next Practices

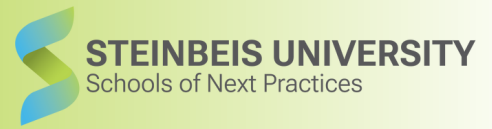


Online

MA

DIGITAL MARKETING

TURN YOUR DREAMS INTO CAREER SUCCESS WITH S-NEXT



Duration
12 months



Study Type
Full-time



Credit
60 ECTS



Location
Online



Language
English



Start Date
Jan, Mar, May, Jul, Sep, Nov



Master of Arts in Digital Marketing

Begin your quest to master digital marketing with Steinbeis University's Online Master of Arts in Digital Marketing. This specialized program arms you with cutting-edge strategies to harness the power of digital channels for brand growth. Focusing on long-term engagement through innovative marketing practices, it prepares you to spearhead digital transformations or kick-start your own ventures. Dive into the vital nexus of marketing and technology, craft impactful digital marketing campaigns, and navigate the digital landscape's legal aspects.

Graduates emerge as digital-savvy leaders poised to steer organizations toward groundbreaking marketing strategies, leaving a significant imprint on the digital world. The curriculum is designed to fuse core marketing principles with the nuances of digital media, sharpening your analytical skills and digital competencies. You'll learn to critically assess market trends for strategic implementation, lead the shift to data-driven marketing approaches, and gain the confidence and expertise needed to shine in the fast-paced digital marketing field. Make your mark in the digital era!

Your Career Prospects

What could be the job you get after graduating?

The career prospects for graduates from this MA 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
- Innovation Consultant
- Media Analyst
- Market Research Analyst
- E-commerce Strategist
- Entrepreneurial Venture Founder

Your Profile

For whom is this program made?

Are you driven by the potential of digital marketing to reshape the business landscape? Keen on mastering search engine optimization, social media strategy, and data-driven marketing? With a creative and strategic mindset, you're poised to lead the digital revolution. Make a significant impact on consumer engagement and brand presence through your professional expertise!

Your Modules

What is the content of your study?

The M.A. in Digital Marketing offers a comprehensive curriculum that encompasses key modules designed to equip you with the skills and knowledge needed to thrive in today's workforce.

M.A. in Digital Marketing Foundation Modules

Research & Science Project

Innovation Project

Digital Economics - Implications for Business & Society

Digital Infrastructure & Software Development

Digital Marketing

Digital Marketing- advanced

Market Research and Consumer Behavior

Legal Frameworks of Marketing

Project Study Work

+

Transfer Project and Master Thesis

+

Research & Science Project and Innovation Project

Admission Requirements

To begin your journey in our MBA program, please ensure you fulfill and submit the necessary documents outlined below

- 4-year business-related Bachelor's degree (min. 210 ECTS)
- English proficiency certificate (IELTS 6.0 / PTE 56 / TOEFL 80 / Duolingo 100 / Cambridge Advanced or Proficiency)
- An updated CV/Resume

Tuition Fees**

Duration	Per Semester	Per Month	Total
12-month MA	EUR 2,945.00	EUR 490.83	EUR 5,890.00

Excl. **EUR 250 matriculation fee + **EUR 250** examination fee




Up to 25%*
Scholarships
Available!

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