



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA



- E-Mail

Digital Marketing

Master in Digital Marketing

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Master in Digital Marketing

Who is this master for:

The admission requirements include the possession of a three-year degree or a master's degree issued by Italian universities, preferably with an economic-business, marketing or communication path.

Foreign students can enroll in the Master's if they have a degree equivalent to the Italian first-level degree (bachelor) or higher, and legally recognized by the ANVUR system.

Profile and Professional Opportunities

The Master in Digital Marketing is designed for both current and aspiring marketing professionals, offering a comprehensive curriculum covering general marketing theory alongside contemporary digital marketing techniques. It encompasses major disciplines in marketing, advertising, and promotion within a global context, while also delving into new technologies and advanced marketing tools. Students gain insights into consumer psychology, marketing strategy, people management, digital branding, social media, and advertising with new media.

By combining traditional marketing principles with a focus on digital strategies, students develop a versatile skill set that enables them to tackle diverse marketing challenges across various platforms and channels.

Starting date:

Anytime

Study Mode:

E-learning

Duration:

1 year – 60 ECTS CREDITS

Language:

English

Tuition fee:

4.500,00 Euros

Tuition Fee Assistance:

Guglielmo Marconi University offers a range of scholarships on total tuition fees throughout the academic year.

Overview

The Master in Digital Marketing is designed for both current and aspiring marketing professionals, offering a comprehensive curriculum covering general marketing theory alongside contemporary digital marketing techniques. It encompasses major disciplines in marketing, advertising, and promotion within a global context, while also delving into new technologies and advanced marketing tools. Students gain insights into consumer psychology, marketing strategy, people management, digital branding, social media, and advertising with new media.

By integrating core principles of marketing with a focus on digital strategies, students are empowered to cultivate a comprehensive skill set that adapts to the dynamic landscape of the industry. This blend of traditional marketing fundamentals and specialized digital expertise equips students with the versatility to navigate diverse marketing challenges across various platforms and channels.

Modules

- Marketing Theory
- Digital Marketing Management
- Marketing Practice
- Communication and Media

Graduates of the Master in Digital Marketing will possess a critical understanding of key digital marketing concepts and their application in an international context. They will enhance problem-solving abilities, communication skills, and independent study, adeptly addressing digital marketing issues. Additionally, they will refine analytical and interpretative skills, demonstrating a keen awareness of contemporary marketing trends.

Equipped with essential knowledge for contemporary marketing roles, graduates will enjoy increased employability prospects, capable of thriving in multinational corporations and international organizations, both public and private. Potential career paths include roles such as Web Marketing Manager, Product Marketing Manager, and Digital Strategist.

**Università degli Studi
Guglielmo Marconi**

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unimarconi.it

