



Università degli Studi
Guglielmo Marconi

Master in Digital Marketing

English Language
II livello



Digital Marketing

Il livello

Modalità e-learning

Duration 1 year

CFU 60 CFU
45 Quarter Credits



English Language

Informazioni

+39-06-37725342
segreteria@unimarconi.it

Overview

The Master in Digital Marketing is designed for both current and prospective marketing practitioners, since its curriculum provides students with an understanding of the general marketing theory, as well as several contemporary digital marketing techniques. Students will have the opportunity to study major disciplines in marketing, advertising and promotion in a global context together with the examination of a wider context of their studies in terms of new technologies and advanced marketing tools. These disciplines and tools will include, among others, consumer psychology and buying behavior, marketing strategy, people management, digital branding, social media and advertising with new media. In this way students will be able to obtain the basic marketing knowledge and at the same time they will specialize in the area of digital marketing and improve deeply their current knowledge, competencies and skills.

Director

Prof. Michele Petrocelli

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Study Plan

Module	SSD	Courses	ECTS
Module I	SECS-P/08 M-PSI/01	Marketing Theory <ul style="list-style-type: none">Marketing in the Digital EraConsumer Psychology and Buyer Behaviour	12
Module II	SECS-P/08 SECS-P/10	Digital Marketing Management <ul style="list-style-type: none">E-MarketingManaging Brands in a Digital ContextManaging People in Virtual Organizations	15
Module III	SECS-P/08	Marketing Practice <ul style="list-style-type: none">Marketing StrategyContemporary Issues in Marketing	12
Module IV	SECS-P/08 SPS/08	Communication and Media <ul style="list-style-type: none">Advertising with New TechnologiesIntegrated Marketing CommunicationSocial Media Analysis	15
		Final Thesis	6
		TOTAL	60

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Learning Objectives

Students understand the general marketing theory, as well as several contemporary digital marketing techniques, the major disciplines in marketing, advertising and promotion in a global context together with the examination of a wider context of their studies in terms of new technologies and advanced marketing tools.

Outcomes and Professional Profile

Graduates from the Master in Digital Marketing will be able to demonstrate a critical understanding of the main themes and concepts of digital marketing and their application to the international environment. They will improve their problem solving skills, self-expression and independent study being at the same time capable of dealing with issues surrounding digital marketing. Furthermore graduates will have developed their analytical and interpretative skills and demonstrate interest and awareness of contemporary marketing trends. Finally, they will have acquired the necessary knowledge for a career in contemporary marketing positions, something that will increase their chances of employment.

Graduates will be capable of operating in multinational companies and international organizations, both public and private. They will have developed the necessary skills and competences for effective intervention, and also a practical expertise to be applied to scenarios in relation to an international context. Among the careers that await the Digital Marketing are the following:

- ◆ Web Marketing Manager
- ◆ Product Marketing Manager
- ◆ Digital Strategist

Final Thesis

The final thesis of the Master's program, intended to assess the technical, scientific and professional preparation and competences of the student, requires the completion, discussion and presentation of a written project work during the dissertation.