



A division of the American Farm School

# B.A. in Digital Marketing Management



## Curriculum

### 1st Year

- Environment and Climate Change
- Principles of Biology
- Basic Mathematics
- Introductory Composition
- Information System Skills
- English Language I
- Sustainability & Society
- Mediterranean Diet: Science & Culture
- Introduction to Information System
- Introduction to Academic Writing
- Public Speaking & Business Communication
- English Language II

### 2nd Year

- Introduction to Digital Marketing
- Digital Media for Marketers
- Introduction to Marketing Data Analysis
- Search Marketing
- Finance for Managers
- Law and the World of Business

### 3rd Year

- Digital Analytics
- Marketing Research Methods
- Digital Consumer Behaviour
- Creative Digital Marketing Communications
- Digital Marketing in Practice
- Mobile and Social Media Marketing

### 4th Year

- International & Global Marketing in a Digital World
- Influencer Marketing
- Digital Content, Copyright and Creativity
- Innovation and Entrepreneurship

### Dissertation

The **Bachelor of Arts (B.A.) in Digital Marketing Management** is an academic program focused on developing Digital Marketers with a wide base of digital, marketing and management knowledge in: Digital Marketing, Branding, Marketing Communications, Global and International Marketing, PR and Corporate Reputation.

### Learning Outcomes

Upon successful completion of the Program, graduates will have the ability to:

- Conduct appropriate research in a Digital Marketing context
- Identify key drivers of business success and analyse the causes of failures to ensure optimal customer satisfaction
- Plan and organise their own involvement in Digital Marketing related activities to include setting goals and meeting deadlines
- Develop the skills of a reflective marketing practitioner

### Career Opportunities

Upon successful completion of the course graduates will have the skills to gain a position in a growing sector internationally, work in the industry and country of their choice, with an opportunity to advance their careers fast in:

- Digital & Mobile Marketing
- SEO Account Management
- Web Analytics
- Search and Social Media
- Web Content Management
- Digital Creative Development
- Marketing Communications

Contact information:

Tel: +30 2310 492 854 & 810  
perrotiscollege@afs.edu.gr  
www.perrotiscollege.edu.gr