



Federation for **ED**ucation in **EU**rope
Fédération Européenne Des Ecoles



EUROPEAN BACHELOR'S DIGITAL MARKETING

The Internet has been changing ever since its beginning. Digital marketing, too, has been transformed by technological developments, new trends and the shifting needs and expectation of Internet user. It now covers a large range of marketing practices using online media and tools.

Nowadays all businesses, regardless of their size, sector and number of employees, require a digital marketing strategy in order to ensure positive long-term positioning and visibility.

The European Bachelor's in Digital Marketing trains job-ready professionals with excellent business and technical skills, allowing them to draw on existing technology and anticipate new developments. Graduates are set to become experts in creating, implementing and managing digital marketing strategies in both B2B and B2C environments.

✓ JOB OPPORTUNITIES

- Digital projects manager
- Strategic marketing expert
- Online marketing manager
- Digital marketing manager
- Customer marketing and relationship marketing manager
- Web department manager
- Digital project manager
- Social media consultant
- Webmarketer
- Digital marketing and e-business consultant



OBJECTIVES AND SKILLS

- Understand the digital ecosystem and be able to develop a business using digital tools
- Be able to use online technical, marketing and communications tools to develop and implement a business's digital marketing strategy
- Be able to use digital tools to implement an effective social media strategy Operations
- Be able to implement action plans to optimise customer satisfaction
- Be able to maximise the performance of customer acquisition strategies
- Be able to analyse and optimise user experience
- Be able to manage and work in a web project management team
- Be proactive and innovative

Designed by experts and professionals in the field, the European Bachelor's in International Marketing is an innovative, hands-on programme that is fully adapted to recent developments in the sector.

Students acquire a toolbox of skills needed for successful career growth within a strategic line of business that is essential for all organizations.

EUROPEAN BACHELOR'S

Digital Marketing

120 crédits ECTS



Admission requirements

The European Bachelor's in Digital Marketing requires:

- Either prior completion of a European Qualifications Framework (EQF) level-5 degree (120 ECTS credits)
- Or official validation of equivalent experience (at least one year's recognised sector-relevant experience).

1 - Strategic and Operational Marketing and E-marketing

This unit ensures students:

- Be able to examine the different marketing strategies that allow the company to achieve its growth and profitability objectives
- Know how to evaluate the competitive environment
- Formulate coherent marketing orientations and objectives to achieve the company's defined objectives
- Develop an appropriate program of action in terms of product, price, distribution and communications
- Integrate the fundamental principles of B2B marketing
- Understand the e-business approach and take advantage of different channels
- Know how to build customer loyalty and win new customers by involving the customer in the brand

4 - Professional Experience

A strong point of FEDE European bachelor's degrees is the requirement for students to consolidate their learning and gain a careers head start through hands-on work experience. The aim is to apply the knowledge and skills acquired during the programme and gain professional confidence.

By completing a work placement in their chosen field, students acquire direct knowledge of the sector and all-important experience in their future role. Students also carry out a supervised project. The project requires them to devise and implement a strategy for completing a professional assignment.

Students produce a dissertation or activity report and present their findings orally.

2 - Marketing Law and UX Strategy

This unit ensures students:

- Identify the rules applicable to digital marketing
- Legally secure online marketing strategy and operations
- Identify the specificities of the web to improve navigation and optimize the user experience on the company's digital supports.
- Know how to use the tools and resources of a UX approach
- Understand the stakes and impacts of data marketing
- Improve the performance of marketing strategies

5 - European Culture and Citizenship

This unit ensures students:

- Have a solid knowledge of the workings, institutions, geography, geopolitics and economics of Europe;
- Understand the European model and how it differs from other models in terms of history, regulations, law and culture;
- Understand Europe in a broader sense (intercultural aspects, human resources, policies, religions, international trade, taxation etc.);
- Have the tools necessary to do business in an EU country;
- Understand relevant cultural codes and their impact on interpersonal relations;
- Can supervise employees and encourage staff mobility in order to raise their international career prospects.

3 - Digital communication and data brand content

This unit ensures students:

- Design and deploy a digital communication strategy
- Identify the key elements in the graphic production chain
- Understand the characteristics of "Digital Brand Content".
- Develop a brand content strategy
- Include Digital Brand Content in an Inbound marketing strategy

6 - Langue vivante européenne

This module ensures students:

- Have CEFR level B1 (writing and speaking) in a modern European language.
- Results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:
<https://www.fede.education/en/nos-diplomes/>

