

EUROPEAN BACHELOR'S IN DIGITAL MARKETING - LEVEL 6 EQF



Level
6 EQF (*European
Qualifications Framework*)



Duration
1 year



Credits
60 ECTS



Target group
Students - people seeking
employment - employees
and professionals in the
sector



Admission requirements
Candidates holding a level 5
EQF qualification or a
qualification equivalent to the
attainment of 120 ECTS



Course Structure
Full-time or work-study



Pedagogical methods
Theoretical courses, tutorials
and practical work
Case studies and professional
scenarios
Individual and group projects



Professional assessments :

- Continuous assessment
- Case Study (6h)
- Practical Exercise (2h)
- Activity report and professional support (30 min)

CCE :

- Quizzes (1h20)

Modern language :

- Reading Comprehension (1h)
- Listening (45min)

The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

www.fede.education/en/fede-quality-charter

Since its launch in the early 90s, the Internet has continued to evolve, driven by technological advances and new consumer behaviours. Digital marketing has adapted, encompassing all marketing techniques using media and the web.

A digital marketing strategy is now essential for any company wishing to ensure its visibility and solid positioning. Digital marketing skills are therefore essential and highly sought-after. The European Bachelor's Degree in Digital Marketing trains professionals to master the business and technical challenges of digital marketing, to anticipate future developments and to create innovative user experiences in B2B and B2C environments.

LEARNING OUTCOMES

- Understand the digital ecosystem and develop your business using digital levers
- Master the technical, marketing and communication aspects of the Internet with a view to developing the company's digital marketing strategy
- Use digital tools to implement a social media strategy
- Implement action plans to optimise customer satisfaction
- Maximise the performance of each of the acquisition levers
- Analyse and optimise the user experience
- Manage a team and work as part of a team, as part of web project management
- Be a force for innovation

PROGRAMME

PROFESSIONAL SKILLS (350-450 HOURS)

Marketing and Sales Development

Strategic and operational marketing - Customer Relationship Management (CRM) and optimising customer management - Marketing and consumer law - Distribution - Communication law - B-to-B marketing - E-marketing - Brand management - Sales development

Digital Marketing

UX strategy - Data and marketing - Digital Brand Content - Digital communication - Marketing and digital law

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR Level B1

German, English, Spanish, French, Italian, Portuguese

Modern language 2 and 3 (optional)

German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

Management

Digital project manager - Strategic marketing expert - On-line marketing manager

Team Management

Digital marketing manager - Customer and relationship marketing manager - Web division manager

Project Management

Digital project manager - Social media consultant - Webmarketer - E-marketing and e-business consultant

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

The European project: Culture and Democracy for Active Citizenship

- Importance of History (OHE - Observatory on History Teaching in Europe)
- Contemporary Europe
- Europe and the World
- Cultures and diversity in Europe
- European citizenship
- The Workings of the European Union
- Importance, challenges and future of European construction
- Focus on corruption (GRECO)

Intercultural management and human resources

- Culture and cultural diversity
- Intercultural communication in an organisation
- Managing intercultural aspects and resolving cultural conflicts
- Working in Europe
- Social protection systems in Europe
- Corporate Social Responsibility (CSR)