

L'Università degli Studi Guglielmo Marconi è la prima e la più prestigiosa Università telematica italiana riconosciuta dal MIUR.

Oggi è considerata tra le migliori nel settore dell'e-learning per la qualità della didattica, per i rapporti con il mondo delle imprese e delle professioni e un punto di riferimento a livello internazionale grazie alla cooperazione scientifica con una rete di prestigiosi centri di ricerca e atenei internazionali.

Unimarconi propone un'ampia offerta di programmi master di I e II livello per rispondere alle esigenze di

- laureati che vogliono completare il loro iter formativo
- professionisti interessati ad avere una crescita professionale

I nostri programmi permettono di acquisire competenze su tematiche specifiche, capacità e mindset necessari ad accelerare la crescita professionale e personale.

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# Unimarconi

Master in

# Digital Marketing

English  
Language

Il livello

**Economia**



**Director:**  
**Prof. Michele Petrocelli**

## 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.

## 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.

## 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.

Module	SSD	Courses	ECTS
Module I	SECS-P/08 M-PSI/01	Marketing Theory	12
Module II	SECS-P/08 SECS-P/10	Digital Marketing Management	15
Module III	SECS-P/08	Marketing Practice	12
Module IV	SECS-P/08 SPS/08	Communication and Media	15
		Final Thesis	6
		<b>TOTAL</b>	<b>60</b>

## 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**

## Admission:

MSc academic degree (second cycle degree, a five-year tuition degree, laurea specialistica/laurea magistrale or an equivalent university qualification obtained abroad. Certified copy of foreign degree provided with a certified translation into Italian (the translation into Italian is not required if the original document is issued in English, French or Spanish)

## e-learning

**Duration: 1 year**

**Credits: 60 CFU 45 Quarter Credits**

**Tuition fees: € 3.500**

**Tuition fees facilitations:** Unimarconi provides scholarships to reduce students' contribution to € 2.900 for administrative fees, instead of the expected enrollment fee of € 3.500 For further information contact the Master Secretariat.