

MSc in Digital Marketing - Distance

TABLE 2: COURSE DISTRIBUTION PER SEMESTER

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
1st Semester								
1.	Compulsory	Digital Marketing	DDM515	3	45'	13	39	7.5
2.	Compulsory	Research Methods and Data Analysis	DMBA500	3	45'	13	39	7.5
3.	Compulsory	Marketing Management & Business Communication	DMBA561	3	45'	13	39	7.5
4.	Compulsory	e-Consumer Behavior	DDM504	3	45'	13	39	7.5
2nd Semester								
5.	Compulsory	Digital Communication and Social Media Strategies	DDM505	3	45'	13	39	7.5
6.	Compulsory	Big Data and Marketing Analytics	DDM508	3	45'	13	39	7.5
7.	Compulsory	Entrepreneurship and Innovation	DMBA584	3	45'	13	39	7.5
8.	Compulsory	Disruptive Technologies	DIS507	3	45'	13	39	7.5
3rd Semester								
9.	Compulsory	Dissertation	DDIS600	-	-	-	-	30