## CURRICULUM M.A. DIGITAL MARKETING
### DISTANCE LEARNING, 120 ECTS credits

<table>
<thead>
<tr>
<th>Semester</th>
<th>Module</th>
<th>Course Code</th>
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<th>ECTS credits</th>
<th>Type of Exam</th>
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**Total:** 120 ECTS credits

### Elective A
- SIA and Social Media Marketing
- Data Science and Business Analytics
- Machine Learning and Big Data Management
- E-Commerce
- Innovation and Entrepreneurship
- Product Development and Design Thinking
- Sales, Pricing, and Channel Management
- Artificial Intelligence
- Communication and Public Relations
- Salesforce Developer Specialization
- Process Management with Scrum
- Project Management with Prince2
- Big Data Applications
- Data Science and Analytics
- Business Analyst
- Community Management and Online Communication
- Social Media Creation
- Neuramarketing
- Social Media Campaigns and Storytelling
- Growth Hacking and Conversion Rate Optimization
- Consumer Behaviour and Digital Business Models
- AI and Mastering AI Prompting

### Elective B
- SIA and Social Media Marketing
- Data Science and Business Analytics
- Machine Learning and Big Data Management
- E-Commerce
- Innovation and Entrepreneurship
- Product Development and Design Thinking
- Sales, Pricing, and Channel Management
- Artificial Intelligence
- Communication and Public Relations
- Salesforce Developer Specialization
- Process Management with Scrum
- Project Management with Prince2
- Big Data Applications
- Data Science and Analytics
- Business Analyst
- Community Management and Online Communication
- Social Media Creation
- Neuramarketing
- Social Media Campaigns and Storytelling
- Growth Hacking and Conversion Rate Optimization
- Consumer Behaviour and Digital Business Models
- AI and Mastering AI Prompting

You can find more information about your degree program in the module handbook on our website.