

# MSc in Digital Marketing

**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
<b>1<sup>st</sup> Semester</b>								
1.	Compulsory	Digital Marketing	DM515	3	45'	13	39	7.5
2.	Compulsory	Research Methods and Data Analysis	MBA500	3	45'	13	39	7.5
3.	Compulsory	Marketing Management & Business Communication	MBA561	3	45'	13	39	7.5
4.	Compulsory	e-Consumer Behavior	DM504	3	45'	13	39	7.5
<b>2<sup>nd</sup> Semester</b>								
5.	Compulsory	Digital Communication and Social Media Strategies	DM505	3	45'	13	39	7.5
6.	Compulsory	Big Data and Marketing Analytics	DM508	3	45'	13	39	7.5
7.	Compulsory	Entrepreneurship and Innovation	MBA584	3	45'	13	39	7.5
8.	Compulsory	Disruptive Technologies	IS507	3	45'	13	39	7.5
<b>3<sup>rd</sup> Semester</b>								
9.	Compulsory	Dissertation	DIS600	-	-	-	-	30