



BA (Hons) Applied Digital Marketing

What to expect

Want to be a part of one of the most exciting, creative and fast growing sectors on the planet?

Position for future success with the most advanced degree for the innovation economy.

Subjects

- » Introduction to Digital Marketing
- » Digital Disruption
- » Design Thinking
- » Content Creative and Design Fundamentals
- » Fundamentals of Entrepreneurship
- » Project Management
- » Fundamentals of Marketing
- » Website UX
- » Paid Advertising Campaign Management
- » Customer Loyalty
- » Influencer Marketing
- » Social Community Management and User General Content
- » Managing Money and Finance
- » Data Analysis, ROI & Reporting
- » Competitive Market Positioning
- » Channel Partnerships and Affiliate Marketing
- » Customer Management and Conversion Strategy
- » Applied Industry Portfolio



The digital economy is growing 10 times faster than the traditional economy and firms that engage in online trading are twice as likely to be creating jobs as firms that aren't.

– Career in Digital Marketing, 2018.