

# Digital Marketing

Develop a digital marketing strategy for a company and create new ideas for their online performance, websites and campaigns.

The minor Digital Marketing is designed to prepare you for the requirements and changes brought by the digitalization of life and the impact of the Internet on business and marketing. You will gear yourself with wide range of digital marketing knowledge and skills, both on strategic and application level.

During this minor you get the opportunity to focus on your own chosen individual assignments related to digital marketing and share it with your fellow students. You will also work in a team and develop together workshops on different digital marketing topics. An important part of this minor is the consultancy project, where you are going to develop a digital marketing plan for a company of your choice. This is an individual assignment where you will also redesign their webpage and develop digital campaigns.

We are going to share knowledge and experiences and many guest lectures and practical trainings will be offered to inspire you. We expect from you: full dedication, pro-activeness, own initiatives, eagerness to learn, and willingness to share knowledge, creativity, co-creation and a professional attitude.

**BUSINESS SCHOOL**

