

Speciality

Digital Marketing taught in English

2 semesters

Distance Education

Educational Objectives

The specialty is developed and implemented jointly with practitioners from digital marketing agencies in Bulgaria. It aims to expand and develop the digital knowledge and digital content creation and management skills acquired in previous study educational qualification degrees. Students will gain a comprehensive understanding of the nature of digital marketing, its integration into a company's overall marketing strategy, the use of digital marketing channels and the planning and implementation of digital campaigns. They will acquire the knowledge and skills to use business intelligence systems, apply business software solutions for customer relations and deal with the legal issues of regulating digital companies at national and international level. The programme develops skills to recognize ethical and professional issues in digital marketing, to take responsibility, to learn in the rapidly changing world of digital marketing and social media and to develop professionally.

Professional Development

Graduates of the speciality could be successfully employed in various areas of marketing, both in small and medium-sized companies as well as in large international corporations. A possible field of professional development are also the state and municipal administrations especially where the involvement of marketing specialists is necessary for the implementation of communication with various stakeholder groups.