



Management - Digital Marketing

- Program - studia II stopnia

full-time Master's English

What will you learn by choosing this specialisation?

You will learn the ins and outs of creating and implementing effective digital marketing strategies, including search engines, social media, content marketing and email marketing. You will learn to interpret and use data from analytical tools such as Google Analytics to improve the effectiveness of your marketing efforts.

You will create and deliver valuable content that will interest and engage potential customers. You will use tools and technologies to support digital marketing activities, including marketing automation and conversion optimisation.



Boosts career
prospects significantly



Enables effective self-
promotion online



Keeps skills current
with technology trends

Jobs for you:

digital marketing specialist

digital marketing analyst

content coordinator

online advertising expert

e-commerce manager

Examination

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między english_gdansk a studentem zawierana jest w formie pisemnej.



What else you should know

Digital Marketing is a specialisation dealing with the promotion of products and services through digital channels such as search engines, social media, email marketing, content marketing. After this specialisation you will be familiar with analytical tools and possess the ability to create effective marketing strategies in the digital environment.