

CURRICULUM

1st Year

Environment and Climate Change	10 credits
Principles of Biology	10 credits
Basic Mathematics	10 credits
Introductory Composition	10 credits
Information System Skills	10 credits
English Language I	10 credits
Sustainability & Society	10 credits
Mediterranean Diet: Science & Culture	10 credits
Introduction to Information System	10 credits
Introduction to Academic Writing	10 credits
Public Speaking & Business Communication	10 credits
English Language II	10 credits

2nd Year

Introduction to Digital Marketing	20 credits
Digital Media for Marketers	20 credits
Introduction to Marketing Data Analysis	20 credits
Search Marketing	20 credits
Finance for Managers	20 credits
Law and the World of Business	20 credits

3rd Year

Digital Analytics	20 credits
Marketing Research Methods	20 credits
Digital Consumer Behaviour	20 credits
Creative Digital Marketing Communications	20 credits
Digital Marketing in Practice	20 credits
Mobile and Social Media Marketing	20 credits

4th Year

International & Global Marketing in a Digital World	20 credits
Influencer Marketing	20 credits
Digital Content, Copyright and Creativity	20 credits
Innovation and Entrepreneurship	20 credits
Dissertation	40 credits