



## EU Business School (Geneva)

### Master in Digital Marketing, Transformation & Design Thinking

#### Study details

**Course type:** Master's degree

**Degree:** Master in Digital Marketing, Transformation & Design Thinking

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 32 340 CHF

**Reg. fee :** 200 CHF

**Scholarship :**

**Insurance :** N/A CHF

#### Intake/s

Oct/Jan/Apr

#### Requirements

- The admission process at EU Business School is straightforward. Students may choose to apply online or send their application by post. Candidates are evaluated on the strength of their application with consideration given to the student's leadership potential, academic achievements, performance on standardized tests, extracurricular activities and personal experiences.

- Enrollment takes place throughout the year taking advantage of our program's year-round start dates. Foundation and bachelor's students can begin their studies in September/October, February, June and August, while our master's and MBA programs begin in October, January and March. This flexibility allows students to start studying at their earliest convenience. Our admissions team is available to help you with any queries or questions you might have. To find out more about EU, we also encourage you to visit our campuses, meet our current students and attend our classes and open day sessions.

#### Admission Requirements:

- 1 certified copy of bachelor's degree and transcripts
- Proof of English level: TOEFL score 89 (internet-based), 233 (computer-based), 577 (paper); IELTS 6.5; CAE C1 with a minimum score of 176; minimum PTE of 59; minimum of one year in an English-language institution and successful completion of all courses; native English speaker or equivalent

#### Applicants must also meet one of the following:

- A GPA of 3.0 on a 4.0 scale

- A satisfactory score on the GMAT or GRE
- An interview with the academic dean

- Students who do not meet the criteria will have an interview with the admission committee and will be considered on a merit basis.

## Accommodation

- **Private apartment:** Starting at 650 Euros per month, plus bills (typically).
- **Shared student home:** Around 300 to 500 Euros, plus the shared cost of bills.

## Additional information

## Overview

The digital transformation of business is accelerating, and customers are increasingly empowered and selective. This program will give students the skills to design effective digital marketing campaigns, apply a strategic approach to planning digital transformation, re-design and re-imagine businesses and products driven by new technologies and understand consumer motivation and the fundamentals behind search engine algorithms. They will also learn how to develop innovative ideas using the design thinking process among other ideation techniques.

- **International networking** with classmates, lecturers and business professionals
- **Improve critical-thinking skills** and learn to be a problem-solver
- **Gain a global perspective** by studying in a diverse and multicultural environment

- Studying a Master in Digital Marketing in Geneva allows students to benefit from proximity to the Swiss capital's remarkable concentration of outstanding intergovernmental organizations, financial institutions and the headquarters of multinational companies. It is home to the highest number of international organizations in the world, including the United Nations, the World Trade Organization, the World Health Organization and the Red Cross. EU students are given an insider's glimpse of the workings of these world-famous organizations and institutions during company visits and networking events.

- The diverse and international community in Geneva allows students to gain a global mindset and expand their cultural awareness during their time at EU. These soft skills are essential for any future business leader's repertoire and are highly desirable traits in the international job market. Geneva's combination of tranquility, diversity and business excellence makes this city a perfect location to gain a business education.