



## EU Business School

### Digital Marketing, Transformation & Design Thinking

#### Study details

**Course type:** MBA

**Degree:** Masters

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 10 780 EURO

**Reg. fee :** EURO

**Scholarship :**

#### Intake/s

October, February, June & August

#### Requirements

1 certified copy of high school diploma or equivalent and transcript

English Language: TOEFL score 80 (internet-based); 213 (computer-based); IELTS 6.0; CAE B2 with a minimum score of 169: English native, or equivalent

2 letters of recommendation

1 written or video essay

#### Accommodation

Campuses in Geneva, Barcelona, Munich.

#### Speciality

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

#### Additional information

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.