



Target Audience

The MSc programme is designed for University graduates of Telecommunications, Informatics/Computer Science, and Electrical Engineering but also of Natural Sciences, Mathematics and Economics/Business departments with a background in ICT and strong motivation to pursue a career in e-Business and Digital Marketing-related domains.

Career Path

Graduates from the MSc programme can play a pivotal role in the growth and internationalization of virtually any company or organization, helping to bridge the gap between technology and business, by utilizing their knowledge in the new business models and the advanced digital marketing solutions, the emerging information technologies and the management and exploitation of innovation. The employment opportunities include:

- ICT companies
- Marketing companies
- New technology start-ups
- Multinational corporations and SMEs
- e-Commerce and health software companies
- Mobile network and broadband internet providers
- Sensor networks and telematics companies
- Venture capital, hedge funds and consulting companies

In addition to technical skills gained through study, our students benefit from the University's excellent Careers Office. Thus, graduate students are fully prepared to take on the job market.



The University

The **International Hellenic University (IHU)** is the first and only Greek **public** University where programmes are taught **exclusively in English**. It is located in Thessaloniki, a vibrant student metropolis.

We are focused on attracting leading academics and outstanding students from Europe and across the world.

Where to find us

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study live excel
in **Thessaloniki**

MSc in

e-Business and
Digital Marketing



MSc in

e-Business and Digital Marketing

The Programme

Entrepreneurial skills, when combined with deep technical knowledge, can lead to producing innovative ideas in the global competitive e-Business environment. The MSc in e-Business and Digital Marketing postgraduate course aims at providing balanced and well-designed training in the principles of information technology applied to e-Business and Marketing practices, as well as the essential managerial, and financing skills needed to start-up and successfully run an e-Business.

Leading the Digital Business World!



Programme Structure

The Core Courses

First Term

- ▶ ICT Management
- ▶ Digital Marketing
- ▶ Web Analytics
- ▶ Data Science for Business: Theory and Practice
- ▶ ICT Essentials

Second Term

- ▶ Digital Entrepreneurship: Developing and Financing an e-Business
- ▶ Social Media and Online Community Management
- ▶ Digital Organisations: eCommerce and eGovernment

The Elective Courses *(Choice of two Elective Courses)*

- ▶ Big Data and Cloud Computing
- ▶ Market Research and Analysis
- ▶ Digital Business Strategy
- ▶ Data Mining
- ▶ Human Computer Interaction, Design and User Experience
- ▶ Cryptocurrencies and Blockchain Technologies
- ▶ Consulting Project

The Dissertation

The dissertation provides a good opportunity to apply theory and concepts learned in various courses to real world, e-Business and Digital Marketing-related issues or challenges. Students are supervised throughout their projects by a member of the academic faculty and the academic associates.

Schedule

Duration of the Programme

14-month full-time (FT) or **26-month part-time (PT)**. **Part-time** option is also available through **distance learning**. Teaching takes place on **weekdays afternoons**. For a more detailed description of the schedule and the teaching methodology consult our webpage.

Admissions

Our admissions policy supports equality of opportunity. We are focused on building a student community from various backgrounds and national origin. To be considered for a Master's programme, candidates are required to have:

- ▶ A good university degree from a recognised University
- ▶ An English language certificate with a good score (IELTS or TOEFL or Proficiency)

Scholarships

The International Hellenic University offers **scholarships** to **exceptional prospective students**.

To be eligible for the scholarship, you need to provide evidence of academic excellence such as a first class bachelor degree or an official document from the School that you have been among the top graduates of your class.

Furthermore, the IHU offers financial assistance to incoming students in the form of **tuition fee reductions**.

Award criteria include the quality of the first degree, the undergraduate grades of the candidate, his/her command of the English language and overall profile.

