

# BSc (Hons) Digital Marketing and Social Media



In partnership with:

# BSc (Hons) Digital Marketing and Social Media

This three years/four-year International Route programme has been selected by BSBI from among the many prestigious international degrees offered by University for the Creative Arts (UCA).

The rise of social media and digital marketing strategies have allowed many businesses to excel in building an online presence. Learn how to utilise these techniques to develop a brand and drive organic traffic to your company website with the BSc (Hons) Digital Marketing and Social Media, delivered in partnership with University for the Creative Arts.

You'll have the option to choose between a three or four-year International Route programme. The four-year International Route programme includes a foundation year which will introduce you to the fundamentals of creative business and management whilst preparing you to use the English language in academic work.

## Key Facts

**Duration:** 3 years or 4 years with a foundation year (International Route)

**Intakes:** October



"I love Berlin and the fact that courses are taught in English has helped me choose to study with BSBI."

**Alexandra Dalla**, BSBI student



The majority of your work will be completed in groups and on-going support will be provided through the use of structured, targeted individual tutorials and online tutorials.

## **Foundation Year**

### **International Route**

- Introduction to Creative Business and Management
- English for Academic Purposes, Research and Study Skills
- Marketing, Communication and Branding
- Creative Business Project
- Introduction to the German Language

## **Year 1**

- Social Media: Contexts and Development
- Foundations of Marketing and Communications
- Economics for Business
- Business Seminar 1: Understanding Consumers
- Creative People and Organisations
- Understanding Trends and Forecasting
- Brand Identity
- Business Seminar 2: Business Analytics
- Introduction to the German Language

## **Year 2**

- Business Seminar 3: Professional Practice
- Critical Analysis with English for Academic Purposes 1
- Financial Management
- Critical Analysis with English for Academic Purposes 2
- Digital Marketing Analytics
- Creative Innovation
- Industry Lecture Series
- Behavioural Studies and Consumption
- Advanced German Language

## **Year 3**

- Creative Business Start-up
- Data Mining for Marketeers
- Games: Global Industry and Futures
- Business Seminar 4: Strategy and Decision Making
- Creative Leadership Lab
- Project/Dissertation
- Business German Language

Upon successfully completing the BSc (Hons) Digital Marketing and Social Media, you will be able to:

## Knowledge

- Understand how the specific features of digital marketing and social media work together to inform strategy and operations in a range of creative business contexts.
- Discuss and apply coherent and detailed knowledge of digital marketing and social media within the creative industries.
- Debate current professional opinion and research about digital marketing and social media and changes that may affect its development in the near or mid-term future.

## Skills

- Initiate and carry out projects — exercising initiative and personal responsibility — to enable creative industries' businesses to achieve defined strategic marketing goals.
- Apply high-quality creative, design, software and hardware skills to create compelling, professional communications to both specialist and non-specialist audiences.

- Plan and manage your own ongoing professional development making appropriate use of professional opportunities, networks, publications and research sources.

## Application

- Use in-depth information to analyse complex problems and suggest creative (sometimes original) solutions appropriate to professional practice in digital marketing and social media.
- Manage financials, operations, innovations and people to identify and respond to changing briefs in a range of creative industries contexts.
- Evaluate critical arguments and information (that may be incomplete) to frame appropriate questions and make judgements regarding solutions to problems related to digital marketing and social media.
- Apply a range of methods and techniques to review, consolidate, and extend your knowledge, skills and attitudes to support decision-making regarding digital marketing and social media.

## What will you experience?

Effective marketing and social media are critical to the success of any business, and our BSc (Hons) Digital Marketing and Social Media programme will help you become an expert in both, so you can play your part in an exciting and ever-changing industry.

This programme has a global perspective and will develop your appreciation of strategies and tactics for international markets, and give you the confidence to begin your career in digital marketing, social media or any other marketing related professions and the wider society in which they operate.

BSBI provides well-equipped classrooms in an excellent location: Berlin. The German capital is home to some of the world's top employers and boasts of a thriving start-up community. Our students have opportunities to connect with these businesses through trips, internships and work experience.

## Why study this course?

Careers within the creative industries require graduates who can respond effectively to the dynamic challenges by devising and implementing new marketing strategies. The BSc (Hons) Digital Marketing and Social Media programme equips students with skills in marketing and communications, digital marketing analytics, marketing and media planning, social media development as well as knowledge in business analysis necessary for a successful career in the global creative industries.

## Who should take this course?

BSBI prides itself on nurturing the talents of future leaders by encompassing the values of enterprise, leadership and success. We encourage diligent and ambitious students who have aspirations of working in digital marketing and social media to apply to the programme.

Our memberships:



## Entry Requirements

### Foundation (International Route)

**Minimum age:** 17 years old (titles awarded upon completion of at least 11 years of schooling)

**Academic qualifications:**

NARIC equivalent to GCSE

## English Language

### Foundation (International Route)

- IELTS Academic – minimum overall score 5.0 (with min 4.5 in each component) or equivalent test (i.e. Password Test, PTE, TOEFL IBT)
- The English language test can be waived and a Medium of Instruction Letter submitted if: **1.** Applicants have achieved NARIC recognised High School Certificate, where the medium of instruction was entirely in English (teaching and assessment). **2.** You are a Canadian national who has completed studies at an English-speaking school/college/university.
- West African Certificates (WAEC AND NECO only) with a minimum of C6 in English and issued within the last 5 years. Kenya Certificate of Secondary Education (KCSE) is also accepted with an overall grade C or above. For Tanzania and Cameroon, we request an IELTS (or equivalent certificate).
- Nationals of a majority English speaking country who have taken their academic qualifications in that country do not need to sit an English test (Antigua and Barbuda, Australia, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Ireland, Jamaica, Malta, New Zealand, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, UK and USA).



“BSBI creates an open environment so we can talk about our future goals and aspirations.”

**Chahat Kalra**, BSBI student

## Entry Requirements

### BSc (Hons)

**Minimum age:** 18 years old (titles awarded upon completion of at least 12 years of schooling)

**Academic qualifications:** A school leaving certificate that allows you to pursue higher education in Germany (e.g. Abitur, Fachhochschulreife, Matura or International Baccalaureate), or international school leaving certificates, or BTEC/National Diploma, or Advanced Vocational Certificate of Education.

If you do not meet the above academic requirements, applicants with professional qualifications and/or 4 or more years of full-time work experience will be considered on an individual basis.

## English Language

### BSc (Hons)

- IELTS Academic — minimum overall score 6.0 (with min 5.5 in each component) or equivalent test (i.e. Password Test, PTE, TOEFL IBT)
- Cambridge IGCSE, Cambridge AICE certificates
- International Baccalaureate Diploma if: English Syllabus A: Standard or Higher Grade 4, or above and English Syllabus B: Standard Grade 5 or Higher Grade 4, or above
- The English language test can be waived and a Medium of Instruction Letter submitted if: **1.** Applicants have achieved NARIC recognised High School Certificate, where the medium of instruction was entirely in English (teaching and assessment). **2.** You are a Canadian national who has completed studies at an English-speaking school/college/university.
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## Admissions Process

Applying to study with BSBI has never been easier! Here's how it works:

1. Create an account here: [start.berlinsbi.com/login](https://start.berlinsbi.com/login)
2. Select the programme and intake you would like to apply for.
3. Complete all sections of the online application.
4. Submit your application.
5. Our admissions team will liaise with you with regards to the next steps.

Once you have been accepted, you need to apply for a German student visa as soon as possible. To do this, you must:

- Make an appointment with the German embassy in your country and complete an application form (the administrative fees for this are usually around €60)
- Ensure that you provide all the correct documents to avoid being refused entry into the country. Your visa confirmation will take on average two to three months, depending on your country.

It should be noted that the student visa or 'Visum zu Studienwecken' only lasts for three to six months. For more information about the visa requirements you need to study in Germany visit: [berlinsbi.com/international-student-guide](https://berlinsbi.com/international-student-guide)

**Delivery:** On-campus

**Fees:** €7,000/year (EU) | €9,000/year (international)

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Berlin School of Business and Innovation (BSBI) is in partnership with the University for the Creative Arts (UCA), a Gold Standard institution under the Teaching Excellence and Student Outcomes Framework (TEF). As a result of this partnership, BSBI is able to offer this programme. UCA is an acclaimed creative institution in the UK that ranks highly in all three of the major UK league tables. The university has also been ranked 13th out of all UK universities in The Guardian League Table 2020.

The information in this publication is correct at the time of printing and subject to change at any time. For the latest information, please visit: [berlinsbi.com](https://berlinsbi.com)