



Curtin University

Dubai

BACHELOR OF BUSINESS ADMINISTRATION

DIGITAL MARKETING

The Digital Marketing specialisation provides an in-depth understanding of modern marketing for businesses and is well suited for those who are interested in marketing and creative communication across multiple projects.

This course introduces students to the fundamental skills of digital marketing and develops their knowledge in various marketing areas. It helps students understand the importance of digital marketing in the twenty-first century and also provides opportunity to apply practical skills. You will learn about each digital channel and the proven strategies associated with these channels.

From identifying critical customer groups, to evaluating the fundamentals of effective Search Engine Optimization and Search Engine Marketing (SEO and SEM) strategies and analysing social media marketing campaigns, you will also have the opportunity to plan and implement an online marketing campaign (Google Adwords) and learn how data analytics (Facebook to Google Analytics) can be used to guide marketing decisions.

Dual Specialisation Options

You also have the opportunity to do a dual specialisation in this program. You can combine the Digital Marketing specialisation with any one of the other BBA specialisations in Human Resource Management, Tourism and Hospitality, or Small Business Start Ups. Graduating with two specialisations can enhance your skills, employability and your profession by widening your career prospects.

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Australia, Dubai, Singapore, Malaysia and Mauritius. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for the jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in the Academic Ranking of World Universities 2019. We are also ranked 21st in the world for universities under 50 years of age in the QS World University Rankings 2020.

QS World University Rankings by subject 2019:

- Top 200 – Business and Management Studies



A TRULY GLOBAL EXPERIENCE

You have the opportunity to pursue any one teaching period at our campus in Perth with no increase in tuition. You can also pursue the 2-week On Country Program in Perth, equivalent to a 25-credit point unit.

Make tomorrow better.

www.curtindubai.ac.ae

COURSE ESSENTIALS

BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL MARKETING	
Indicative cut-off scores	GCE A-Levels: 5 points (best of 3 subjects) IB: 24 points India: CBSE/ICSE - 60% HSC - 65% Pakistan: 75%
English language requirements	IELTS overall band score of 6.0 with a minimum of 6.0 in each band
Duration	3 years full-time
Intake	January, May** and September
Total tuition*	AED 170,100 or USD 46,603

*All fees indicated are inclusive of 5% UAE VAT. ** May is not a standard progression.

COURSE STRUCTURE

Communication, Culture and Indigenous Perspectives in Business	Introduction to Finance Principles
Accounting - The Language of Business	Project Management
Markets and Legal Frameworks	Business Internship
Strategic Career Design	Managing Social Media Platforms
Analytics for Decision Making	Designing User Experiences
Discovering Marketing	Digital Marketing Strategy
Introduction to Business Information Systems	Retailing and E-Commerce
Organisational Behaviour	Four Electives**
Human Resources Management Introduction	

** Constitutes general electives from any 2000 or 3000 level units offered at Curtin University Dubai. (Subject to fulfilling pre-requisites)

COURSE SPECIALISATIONS (You can select any one additional specialisation from below)

Small Business Start Ups	Tourism and Hospitality	Human Resource Management
Entrepreneurship	Contemporary Issues in Tourism Management	Human Resources Development
Management of Innovation	Principles of Tourism, Hospitality and Events	International Human Resources Management
Applied Contract Law	Marketing for Tourism, Hospitality and Events	People Management
Managing Social Media Platforms	Hospitality Experience	

* These are example progressions. Order of units depends on intake period.

Career Opportunities:

This course can help you become a/an

- Digital Marketing Specialist
- Advertising Manager
- Social Media Expert
- SEO Manager
- Marketing Manager
- Content Manager



Curtin Dubai delivers courses from the Curtin School of Business, which is AACSB accredited.

CONTACT US:

CURTIN UNIVERSITY DUBAI

Dubai International Academic City
Block 11, Fourth Floor
P.O. Box 345031, Dubai, UAE
Tel: +971 4 245 2500
Fax: +971 4 243 4218
Email: admissions@curtindubai.ac.ae
Web: www.curtindubai.ac.ae

DISCLAIMER

Information in this publication is correct as at May 2020 but may be subject to change.

In particular, the University reserves the right change the content and/or method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study or program which it offers, to impose limitations on enrolment in any unit or program, and/ or to vary arrangements for any program. This material does not purport to constitute legal or professional advice. Curtin accepts no responsibility for and makes no representations, whether express or implied, as to the accuracy or reliability in any respect of any material in this publication. Except to the extent mandated otherwise by legislation, Curtin University does not accept responsibility for the consequences of any reliance which may be placed on this material by any person.

Curtin will not be liable to you or to any other person for any loss or damage (including direct, consequential or economic loss or damage) however caused and whether by negligence or otherwise which may result directly or indirectly from the use of this publication.

Copyright Curtin University

© Curtin University Dubai 2020.

Except as permitted by the Copyright Act 1968, this material may not be reproduced, stored or transmitted without the permission of the copyright owner. All enquiries must be directed to Curtin University.

Curtin University is an accredited member of AACSB International – the Association to Advance Collegiate Schools of Business.

Published by Curtin University Dubai 2020.

CRICOS Provider Code 003013

