



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.

This course introduces students to the fundamental skills of digital marketing and develops their knowledge in both product and services marketing. 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 Optimisation and Search Engine Marketing (SEO and SEM) strategies, to analysing social media marketing campaigns, you will have the opportunity to plan and implement an online marketing campaign (Google Adwords) and learn how data analytics (from 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 like Human Resource Management, Tourism and Hospitality, or Small Business Start Ups. Graduating with two specialisations can enhance your skills, employability, and your success by widening your career prospects.

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative global university with campuses in Australia, Dubai, Singapore, Malaysia, Colombo, 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 (ARWU) 2022. We are also ranked 193rd in the world for universities by the QS World University Rankings (QSWUR) 2023.

QS World University Rankings by subject 2023:

- 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 (minimum 2 subjects) IB: 24 points India: CBSE/ICSE - 60% HSC - 65% Pakistan: 75%
English language requirements	12th CBSE - 60% IGCSE English Language and Literature - C IB - 4 IELTS 6.0, with no band less than 6.0 or equivalent
Course duration	2 years (6 trimesters) or 3 years (6 trimesters)
Intake	September
Total tuition*	AED 170,100 or USD 46,350

*All fees indicated are inclusive of 5% UAE VAT.

COURSE STRUCTURE*

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

And one additional specialisation plus 4 electives from any 2000 or 3000 level units offered at Curtin University Dubai (subject to fulfilling pre-requisites).
*As core units may be offered in the May trimester, it is the student's responsibility to ensure they track their progression with Student Services.

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

Small Business Start-Up	Tourism and Hospitality Essentials	Workforce Management	Innovation and Entrepreneurship
Small Business Growth	Hospitality Experience	Building a Sustainable Workforce	Management of Innovation
Start-Up Business Planning	Principles of Tourism, Hospitality, and Events	Human Resources Development	Design Thinking and Visual Narrative
Business and Sustainable Development	Contemporary Issues in Tourism Management	Business Ethics	Entrepreneurship
Entrepreneurship	Marketing for Tourism, Hospitality, and Events	International Human Resources Management	Business and Sustainable Development

* These are example progressions. The order of units depends on the intake period.

CAREER OPPORTUNITIES

This course can help you become a/an

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



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

CONTACT US:

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