



**L-Università
ta' Malta**

Master of Science in Strategic Management and Digital Marketing

Learning outcomes:

Students completing this programme shall develop an understanding of the latest digital marketing and leadership concepts such as digital marketing channels, performance metrics, digital advertising, decision modelling, data analytics and digital content production theories and applications. The programme helps students to:

- plan and execute a digital marketing strategy based on market and consumer insights of different target segments;
- Assess key media and digital challenges and take decisions with regards to marketing strategy objectives, media planning and budget allocation across regions and seasonality;
- create digital marketing channels including the implementation techniques, testing and optimization of a brand's online presence, email campaigning, content marketing, SEO, and social media;
- demonstrate a solid understanding of ads serving technology, ads serving operations, ads strategies and implementation of display ads, SEM, PPC, programmatic advertising, targeting and re-targeting with conversion tags and attribution for each phase in the customer journey;
- appraise future opportunities across marketing technology to build competitive advantage;
- apply critical thinking skills and attitudes towards different data sources and data formats involved in accessing, capturing, compiling and communicating insight;
- synthesise value offerings that meet market requirements effectively and profitably;
- defend ideas eloquently from presenting innovative strategies to complex conjunctures by applying well-articulated knowledge;
- create and lead teams in a fast-paced environment to operate parallel campaigns and channels;
- value the integration of theory with the practice of strategic thinking and implementation in a range of marketing contexts;
- research business involving different methodologies and understand the role in solving management challenges as a core in evidence-based management. This area emphasizes the significance and impact of big data and its implications in marketing decisions.