



CIT
CANADIAN INSTITUTE
OF TECHNOLOGY

MASTER OF SCIENCE

**DIGITAL
MARKETING**

www.cit.edu.al

OUR MASTER PROGRAMS

Canadian Institute of Technology offers high quality educational programs ranging from Master in Business of Information Technology, Digital Marketing, Business Administration, Finance & Accounting, Computer Engineering & IT and Software Engineering. Designed for students interested in pursuing a career in these fields, you will get a start in the job market, and may gain exemptions from professional qualifications.

You will develop a professional understanding of these programs, applicable to real world jobs.

Canadian Institute of Technology commits on delivering quality education through its highly qualified domestic academic staff with teaching experience abroad as well as international academic staff.



Study with McGraw Hill, one of the biggest educational publishers in the world.

Improve your English skills and increase employment opportunities by gaining access to an international career.

A connected and supportive network.

Teaching process is based on the best international educational practices, empowering graduates with creative, innovative, entrepreneurial skills, and a passion for knowledge.

WHY MASTERS IN DIGITAL MARKETING

The master in Digital Marketing program provides a mix between traditional marketing and digital marketing with a focus on the digital presence of a business and the new technology tools that businesses can use to market themselves. Firmly based on the Canadian Institute of Technology philosophy, this particular program of study aims at specializing potential master students through a theoretical and practical methodology, which focuses on project development and implementation.

The curriculum includes an in-depth program of marketing study, while at the same time providing a broad range of elective courses that facilitate and support students' success in the workplace. Marketing Core Requirements provide a general marketing context, while Marketing elective offerings provide a more detailed study of specific areas within the marketing discipline.

The curriculum combines essential digital marketing elements such as on line consumer behavior, communications skills, digital and internet marketing, brand strategy and marketing management. These are tailored to the needs of marketing practice, including leadership, data and financial management, as well as economic and legal environment.



TARGET SKILLS

On successful completion of the program the student will be able to:



Demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the study of opportunities and challenges of digital marketing.



Demonstrate awareness and ability to manage the implications of ethical dilemmas and work proactively with others to formulate solutions.



Demonstrate a comprehensive understanding of techniques/methodologies applicable to their own work (theory or research-based).



Undertake analysis of complex, incomplete or contradictory areas of knowledge communicating the outcome effectively.



Synthesize information in a manner that may be innovative, utilizing knowledge or processes from the forefront of their discipline/practice.



Operate in complex and unpredictable, possibly specialized contexts, and has an overview of the issues governing good practice.



Exercise initiative and personal responsibility in professional practice.



Demonstrate expertise in digital marketing skills, perform smoothly with precision and effectiveness; can adapt skills and design or develop new skills or procedures for new situations.



Work effectively with a group as leader or member.



Be independent and a self-critical learner, guiding the learning of others.



Engage confidently in academic and professional communication with others, reporting on action clearly, autonomously and competently.



Demonstrate the independent learning ability required for continuing professional study, making professional use of others where appropriate.



Demonstrate self-direction and originality in problem solving.

TYPICAL CAREER OPPORTUNITIES

E-commerce manager

Marketing Designer specialist

Marketing Decision Support System Developer

Marketing Analyst

Digital marketing specialist

Online community manager

Social media executive

Internet marketing specialist

Content marketing specialist

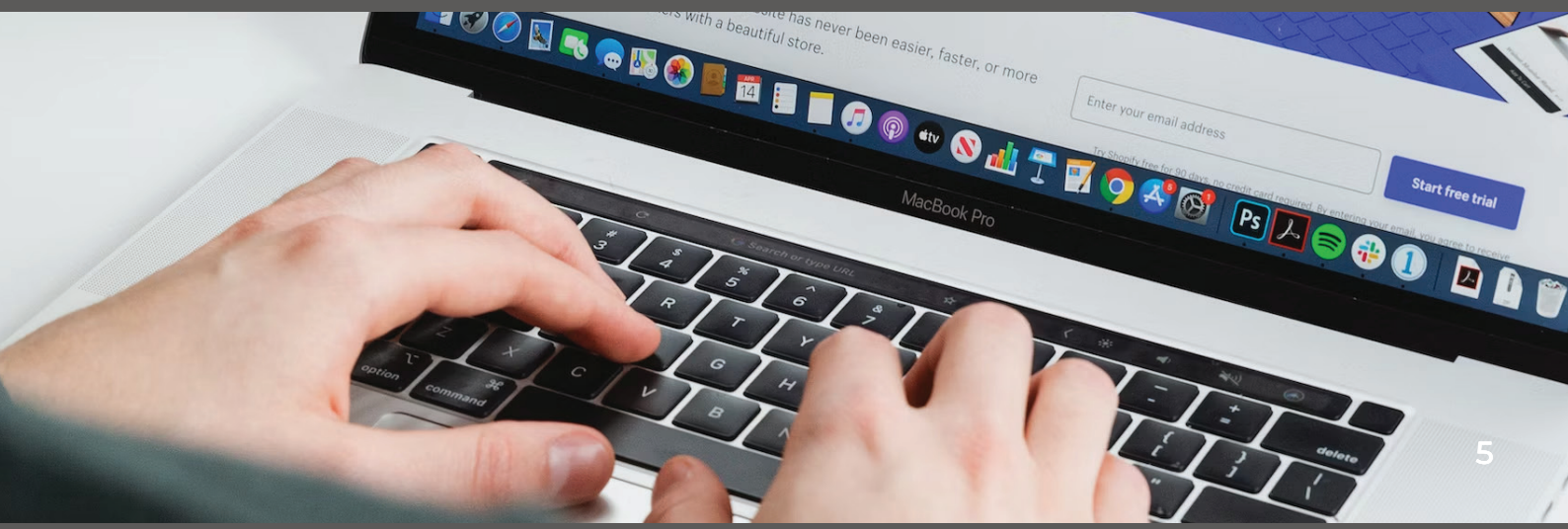
Media and digital media manager

Data visualization specialist

Social media developer/marketer

Integrated marketing communication specialist/developer

Marketing management specialist



MASTER OF SCIENCE IN DIGITAL MARKETING

First Year

FIRST SEMESTER COURSES

- Economic and Legal Environment
- Online Consumer Behaviour
- Advanced Research Methods and Communication Skills
- Digital and Internet Marketing
- Digital Media

SECOND SEMESTER COURSES

- Content Marketing
- Mobile marketing
- Marketing Management
- Financial Reporting Standards
- Elective subject

Choose one of:

- Interpersonal Relationship and Leadership
- Entrepreneurship and Innovation Management
- Advanced Project Management

Second Year

THIRD SEMESTER COURSES

- Data Visualization
- Search Engine Optimization
- Data Analysis
- Integrated Marketing
- Brand Strategy

FOURTH SEMESTER COURSES

- Internship
- Thesis

HOW TO APPLY

Master of Science Program (National Students)

The first step to admission in a Master's program at CIT is to complete the application form, which is available at www.cit.edu.al. An Admissions Officer will then contact you to provide further details about the pre-registration process and the required documents for this stage.

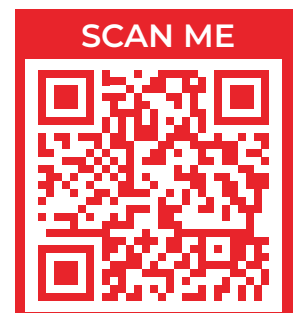
Admission Criteria

The Canadian Institute of Technology requires all candidates to fill out an application form in order to be accepted in one of the Master of Science programs. This form can be filled out on-line or in the premises of the Admission Office.

Students will be eligible for admission to one of the Master's programs if they meet the following criteria:

- Have successfully completed their studies in the Republic of Albania and obtained the relevant diploma, from a first study cycle "Bachelor" program or an integrated second study cycle program, accredited at the moment of the student graduation;
- Have an average GPA, preferably, no lower than 7.5;
- Demonstrate English language proficiency at the B1 level or higher.

Applications are open throughout the year, and registration takes place during September and October.



Master of Science Program (International Students)

Admission Criteria

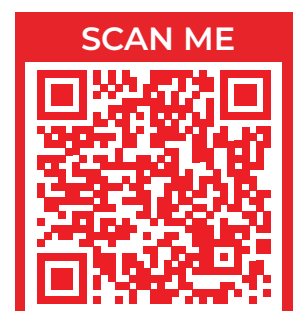
The Canadian Institute of Technology requires all international candidates to fill out an application form in order to be accepted in one of the Master of Science programs. An Admissions Officer will then contact you to provide further details about the pre-registration process and the required documents for this stage.

International students will be eligible for admission to one of the Master's programs if they meet the following criteria:

- Have successfully completed their studies and obtained the relevant 'Bachelor' program diploma from an accredited program at the time of their graduation;
- Have an average GPA, preferably, no lower than 7.5;
- Demonstrate English language proficiency at the B1 level or higher.

Applications are open throughout the year, and registration takes place during September and October.





International students are required to apply to the Albanian Education Service Center (QSHA) for the recognition of their diplomas.





**OPEN YOUR DOOR
TO THE WORLD**

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