

Benefits of Getting MSc Degree in Digital Marketing & Ecommerce from GBSB Global

In 2018 it cannot be disputed any more: we are living in a digital age. The level of e-readiness is close to 100% around the world, both in advanced and in emerging economies. Everyone is online, and if a business does not go digital, it cannot compete. Digital marketing is an integral part of any promotion strategy. There is a constant demand in the labor market for qualified professionals. The digital marketing trends change at amazing speed, and you need a solid basis to keep up with them.

GBSB Global Business School offers a great possibility to build this basis or level up your skills. Since 2017 we offer a dual degree in partnership with public university – Universidad de Alcala (Madrid). This means that after completion of the program you will receive two Master's degrees: one from GBSB Global and one from the University of Alcala. This university with 600-year history aims to be at the forefront of knowledge, and succeeds: it is known for generating patents and creating spin-off companies. The University of Alcala is in top 3% of all universities worldwide, according to CWUR World University Rankings – the largest academic ranking of global universities. It is also listed in the world's three most prestigious university rankings: the QS World University Ranking (QS WUR), the Times Higher Education World University Ranking and the Shanghai Academic Ranking of World Universities (ARWU).

The joint Master of Science in Digital Marketing and Ecommerce program is one of the most innovative in the field. It covers all aspects of digital required to build a successful strategy: SEO and SEM, web analytics, mobile marketing, social media relations, e-commerce, agile methodologies and more. The program employs a variety of innovative and traditional learning methods: from design thinking methods, case studies and interactive workshops to industrial visits and lectures of distinguished professors.

The program will provide students with the most sought-after practical skills, increasing their chances to get challenging and rewarding positions in companies that take advantage of their online presence. It takes two things to make a great career: right knowledge in the right time. With GBSB Global, today you can take an effort to become the new trendsetter of digital marketing tomorrow.