



**ROMANIAN-AMERICAN
UNIVERSITY**

MASTER PROGRAMME IN

Digital Marketing & Social Media

**DUAL DEGREE PROGRAMME offered by our SCHOOL OF
MANAGEMENT-MARKETING and CITY College, University of York
Europe Campus**



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Master in Digital Marketing & Social Media

TAUGHT in ENGLISH

A Master course is an academically rigorous programme during which you explore your subject in depth, reaching a high level of specialist knowledge. You draw on knowledge and skills from your undergraduate study or your professional life to produce work of a high academic standard, informed by current thinking and debate.

A postgraduate qualification is a major achievement and greatly valued by employers. Recent surveys show that higher degree graduates are more likely to obtain jobs at professional or managerial levels and less likely to be unemployed. For some jobs, a postgraduate qualification may be essential, for others it offers a competitive edge. Our graduates go into a variety of jobs, where the key employability skills and knowledge they have gained through postgraduate study are put to good use.

The **Digital Marketing & Social Media** is a two-year programme. The knowledge attained during the classes and the skills developed during this programme will render a better informed and prepared individual.



Digital marketing channels have moved to the forefront of global marketing communications, creating a high industry demand for professionals with specialized skills. This has made digital marketing channels and social media the most widespread, interactive and essential of all modern marketing tools. Any effective marketing campaign will include them in a strategy.

The MA in Digital Marketing and Social Media focuses on digital marketing and social media communications channels within a strategic marketing context. The programme balances between theoretical knowledge and practical application in the field.

Apart from gathering core knowledge in strategic marketing, advertising and sales and on-line consumer behaviour, the students will acquire specialist knowledge and skills in digital marketing communications, digital marketing analytics and social media marketing which will render them an advantage when seeking employment within the field.

The programme will remain contemporary and take account of ever changing market conditions and innovation in digital and social media through embedded research and practitioner's insight.

The programme is aimed primarily at young graduates with or without a related degree and young marketing professionals wishing to improve their skills and professional qualifications in digital and social media.

The programme aims to:

- Provide students with core and specialized knowledge, understanding and skills in digital and social media marketing to address current and future industry requirements
- To provide students with an understanding of the organizational and environmental context in which digital marketing and social media will be implemented and managed
- Develop subject specific and key transferable skills which enable them to work in digital and social media marketing, but also to work effectively with professionals from other disciplines
- To develop the students' capacity to identify and analyse marketing problems, challenges, opportunities, and suggest alternative rational courses of action through the use of new media

For the evaluation of the students, the School of Management-Marketing applies the methodology of the Romanian-American University, included in the Regulations on the professional activity of students and it relies on two criteria: attendance and performance.

Each academic year is divided into 2 semesters. The curriculum provides minimum 60 transferable study credit points (30 credit points per semester). There is a total of four semesters in two years. A semester typically has 14 weeks. The 4th semester has 11 weeks + 3 allocated for internships and completion of the dissertation project.

The curriculum includes compulsory subjects and elective subjects (starting with the first year of study, the 2nd semester). Elective subjects are grouped together in tracks providing the students with additional training, according to the selection made in the first year.

Compulsory subjects:

- Strategic Marketing
- Advertising & Sales Promotion Management
- Digital Marketing Communications
- On-Line Consumer Behaviour
- Research Methods for Business
- Social Media Marketing
- Building Successful Web Presence
- Digital Marketing Analytics
- Research Methodology and Ethics
- Marketing Planning – Decision making
- Global Marketing Management
- Managing Brands and Customer Equity
- Supply Chain Strategy
- Strategic Marketing Simulation
- Specialized Internship
- Specialized Scientific Research
- Dissertation Paper Project Preparation

Elective subjects:

- International Business Negotiation
- Computer Network Security
- Private Equity and Venture Capital
- Global Strategic Management
- Entrepreneurial Policies and Strategies
- International Business Environment
- International Business Transactions
- Start-up Lab
- Doing Business with Asian Countries

CURRICULUM

1ST YEAR, 1ST SEMESTER

COMPULSORY SUBJECTS

STRATEGIC MARKETING (6 ECTS, 3 hours/week)

This unit introduces students to the theoretical and practical aspects of strategic marketing and the importance of strategic decisions. Strategic marketing is confronted with unprecedented challenges, driven by demanding customers with complex value requirements, aggressive global competition, turbulent markets, rapid emergence of disruptive technologies and global expansion initiatives. The themes of planning, implementing and controlling marketing activities are discussed thoroughly as well as the structure of the marketing plan and the strategies involved.

This module aims to:

- Introduce students to the major aspects of the planning and controlling of marketing operations
- Locate marketing planning and control within a strategic content
- Demonstrate how the available range of analytical models and techniques might be applied to marketing planning and control, to produce superior marketing performance

ADVERTISING AND SALES PROMOTION MANAGEMENT (6 ECTS, 3 hours/week)

This course focuses on integrated marketing communications. It provides the delegates with command of the terminology, concepts, theory, recent developments and innovations and management implications of the communication element of the marketing mix with particular focus on the elements of Advertising and Sales Promotion. Examples and cases will be drawn from the international Advertising industry.

This module aims to:

- Analyse and criticize advertising aspects through an account executive's point of view
- Critically analyse sales promotion strategies
- Manage promotional issues with the overall IMC program
- Implement the cooperation of different communication activities

DIGITAL MARKETING COMMUNICATIONS (6 ECTS, 3 hours/week)

Emerging technologies, mobile devices and social media have changed the way that people use and share information in the online context. While all these technologies are booming, traditional marketing techniques are shifting to the digital environment.

Organizations and brands are trying to understand this online journey and track the customer's purchase behaviour.

This digital disruption formed a new value creation which has become the basis for competitive strategy.

Understandably, we have entered the era of digital, where suppliers, distributors, providers and customers are using the web as the main platform for communication and transactions. This unit is designed to help students understand and shape innovation in the digital landscape and marketing brought by the internet-based tools, mobile and multimedia technologies.

This module aims to:

- Acquire a strong and deep understanding of digital marketing tactics
- Apply these digital skills and knowledge to the real-world business in a digital-business context
- Focus on skills and knowledge which is required to help them succeed in the digital age

ONLINE CONSUMER BEHAVIOUR (6 ECTS, 3 hours/week)

The developments of the World Wide Web, globalisation, access to information and knowledge have made the study of consumer behaviour even more important. There is an absolute need in the area of marketing to the study of consumer behaviour even more important. There is an absolute need in the area of marketing to examine the new type of consumer, the online consumer. This unit examines the characteristics of the new type of consumer, the online consumer and attempts to compare the 'traditional' with the 'new'.

This module aims to:

- Continuously evaluate the modern digital environment in which consumers are engaging
- Compare the traditional with the modern characteristics of consumer behaviour and assess the characteristics of consumer behaviour and assess the compare the traditional with the modern evolution of these changes
- Enable students to explore and analyse to the phenomenon of electronic consumption its origins and evolution so far, and its impact on consumer behaviour study so as to formulate appropriate marketing strategies

RESEARCH METHODS FOR BUSINESS (6 ECTS, 3 hours/week)

This unit provides essential information on academic presentation, referencing, research and writing skills, different approaches to research and research idea preparation. The unit examines

a wide range of research methodologies, both qualitative and quantitative, with reference to their philosophical base and practical application in marketing, management, banking.

This module aims to:

- Enhance students' presentational and writing skills
- Expose students to research design and execution
- Enable students to critically evaluate published research
- Introduce students to a range of qualitative and quantitative research methods
- Enable students to understand the appropriate application of specific methodologies
- Enable students to produce a well thought out dissertation proposal and research project

1ST YEAR, 2ND SEMESTER

STRATEGIC MARKETING DECISIONS

COMPULSORY SUBJECTS

SOCIAL MEDIA MARKETING (6 ECTS, 3 hours/week)

The emergence of the digital media has revolutionized communication reality and the rapid growth of mobile and digital tools has brought about unprecedented opportunities. People's habits have been reshaped through social networks, while online behaviour has been affected using social media. Modern consumers watch less TV, are more active online, communicate through smart phones, and talk via Skype and exchange information via social networks and blogs. Social media marketing tools are helping brands and organizations to reach more potential customers who are actively seeking services and products in the digital world via mobile and desktop devices. This unit is designed to help students understand how the digital marketing evolution has changed the way that brands communicate with their customers. Students also acquire practical knowledge of planning in new media and mobile devices.

This module aims to:

- Acquire a strong and deep understanding of social media marketing tactics
- Apply these social media marketing skills and knowledge to the real-world business in a digital-business context
- Focus on the "always on" opportunity which arise from the growth of mobile devices

BUILDING A SUCCESSFUL WEB PRESENCE (6 ECTS, 3 hours/week)

The website is the most important aspect when building a successful web presence. But it is only one component of a complex network of information about a business that projects its brand and expertise to those in search of a product or solution. To maximize the chances of being "found" when a prospective buyer is looking, companies need a broader view and coordinated approach

to maximizing their web presence. This unit is designed to help students understand how to define the goals of a website, to create an online presence, to differentiate their business and to capture leads.

This module aims to:

- Aid students in developing a more successful web presence for a business or organization
- Provide students with the opportunity to understand how to set up strategic goals and how to better reach an audience
- Provide students with the skills to use most common web tools & platforms available

DIGITAL MARKETING ANALYTICS (6 ECTS, 3 hours/week)

Companies have access to an unprecedented volume and variety of marketing data through websites, social media and ad campaigns. In this unit students will learn how analytics and predictive analytics is used in digital marketing, how key performance indicators are set to evaluate what has happened in the past and learn how to provide an assessment of what will happen in the future. The ultimate objective is to form strategies to improve marketing campaigns and develop strategies for optimal performance and ROI and plot cumulative transaction plots to understand the effectiveness of your marketing campaigns.

This module aims to:

- Develop a strong understanding of digital marketing analytics
- Apply these data skills and knowledge to the real-world business in a digital-business context
- Focus on skills and knowledge which are required to succeed in the digital age

RESEARCH METHODOLOGY AND ETHICS (6 ECTS, 3 hours/week)

The course aims to provide students with the knowledge and skills necessary for the development of a research activity using methods and tools specific to the field of marketing.

ELECTIVE SUBJECTS

INTERNATIONAL BUSINESS NEGOTIATION (6 ECTS, 3 hours/week)

The course offers information regarding the identification of the stages, formalities and techniques, specific to the initiation, training, organization and unfolding of the international trade negotiations. Through its topics, the course aims at highlighting the intercultural feature needed in international negotiations, strategies, techniques and tactics of negotiation, etc. for the increase and stimulation of the practical abilities, the course restores situations similar to the real ones.

COMPUTER NETWORK SECURITY (6 ECTS, 3 hours/week)

This module aims to:

- Develop proficiency on concepts and architectures of computer networks
- Acquiring knowledge about technology and computer networking standards
- Acquiring knowledge about the design and implementation of computer networks

PRIVATE EQUITY AND VENTURE CAPITAL (6 ECTS, 3 hours/week)

The discipline Private Equity and Venture Capital examines best practices for the structure of venture capital investments, the different processes which they may deploy in terms of their participation in the valuation, financing and monitoring of the companies in which they invest, as well as the current state of the market and the future of the industry as a whole.

2ND YEAR, 1ST SEMESTER

APPLIED STRATEGIC MARKETING

COMPULSORY SUBJECTS

MARKETING PLANNING – DECISION MAKING (6 ECTS, 3 hours/week)

Through its content, the course aims at developing marketing planning abilities, by dealing with a set of concepts, useful in adopting decisions and developing coherent marketing strategies. Master students will acquire knowledge for the implementation of the marketing instruments and processes, through applications, case studies, as part of the different economic fields.

GLOBAL MARKETING MANAGEMENT (6 ECTS, 3 hours/week)

The purpose of the course is to deal with the problem of how to develop marketing strategies, at international and global level, efficient for different companies acting on the global market. Among the topics to be discussed we can mention: the study of cultural and political differences, strategies of adaptation and standardization, etc.

MANAGING BRANDS AND CUSTOMER EQUITY (6 ECTS, 3 hours/week)

The course is designed to provide updated information, concepts, professional instruments and terminology, needed for the development of brand performance, ensuring durability and uprightness of the brand, dealing both with the internal and external brand management, but also with the “bottom to top” and “top to bottom” brand management.

SUPPLY CHAIN STRATEGY (6 ECTS, 3 hours/week)

The course allows access to a solid database of updated knowledge, concepts, instruments and professional terminology, needed for the appropriate approach of the offer chain, as a philosophy for the firm; the offer chain needs implementation of technologies, clear business processes, data standards and identification, collaboration being the result of the offer chain strategy.

ELECTIVE SUBJECTS

GLOBAL STRATEGIC MANAGEMENT (6 ECTS, 3 hours/week)

The discipline emphasizes the fundamental core of knowledge that comprises the content of modern management. It aims to facilitate knowledge, understanding and contextual use of concepts, models and specific methods of strategic management in international contexts. The course will help students develop a systemic thinking and will facilitate the creation of a modern managerial conception, useful in managing knowledge based organizations in a globalized economy. It also helps in forming and developing rational, ethical and moral abilities, skills and managerial conducts.

ENTREPRENEURIAL POLICIES AND STRATEGIES (6 ECTS, 3 hours/week)

The goal of this course is to create an entrepreneurial experience in international context for the students, focusing on all of the pressures and demands of the real world in an early stage start up.

This module aims to:

- Ideate to develop possible solutions and approaches to problems or questions in global environment;
- Understand and deploy the basics of business model development;
- Develop a minimum viable product based on real customer feedback;
- Learn to communicate business and product information to appropriate multicultural audiences effectively;
- Know how to produce common start-up tangibles;
- Justify the value for and deliberate participation in interdisciplinary teams;
- Gain experience in obtaining and capitalizing information from investors, customers and experts.

INTERNATIONAL BUSINESS ENVIRONMENT (6 ECTS, 3 hours/week)

The goal of the course is for the student to be able to develop knowledge and abilities in the area of the international business environment and how business organizations act in this environment. During the course, students will work individually to develop skills in written and oral communication and in groups in order to gain teamwork/management skills.

This module aims to:

- Understand and appreciate the forces of globalization faced by organizations today;
- Describe the different components of international business environments and how they influence business organizations active in international markets;
- Describe strategic considerations for business organizations active in the international market; analyse international business opportunities based on environmental forces;
- Design and carry out written reports regarding the international business environment problems and develop conclusions/recommendations.

2ND YEAR, 2ND SEMESTER

MARKETING EXCELLENCE PROJECT

COMPULSORY SUBJECTS

STRATEGIC MARKETING SIMULATION (6 ECTS, 3 hours/week)

The course aims at offering master students options for approaching complex strategic marketing situations in an interactive way, facilitating knowledge transfer through marketing simulation. During the course, master students will be able to initiate and develop teamwork abilities, knowledge for the use of strategic marketing instruments, in simulated environments, which will improve presentation skills.

SPECIALIZED INTERNSHIP (3 ECTS, total 90 hours)

The course aims to be a practical activity realized in specialized institutions, during a period of 3 weeks (5 days* 6h/day), determined by the structure of the university year. Evaluation of the activities takes place in an oral examination with a grade from 1 to 10. The grade is important for the graduation and averaging.

SPECIALIZED SCIENTIFIC RESEARCH (7 ECTS, 2 hours/week)

The objective of the Specialized Scientific Research is to help students gain knowledge and skills necessary to develop a relevant research activity, using methods and tools specific to the field, including:

- Developing the skills to identify credible sources of data and information.
- Application of quantitative and qualitative collection methods.
- Primary and secondary data analysis, using appropriate technologies
- Making reasoning and developing research hypotheses and questions.
- Learning a technical and logical style of writing research papers.
- Autonomy and responsibility

- Interaction and social communication

DISSERTATION PROJECT PREPARATION (8 ECTS, total 60 hours)

The course aims to be a practical training activity, aimed at enhancing specialized knowledge, especially in the field of marketing, developing practical abilities, and knowledge about company realities. Master thesis preparation represents in fact an applied synthesis, with the scope of demonstrating general and specialized competencies acquired by the graduate along the master program.

ELECTIVE SUBJECTS

INTERNATIONAL BUSINESS TRANSACTIONS (6 ECTS, 3 hours/week)

The goal of the International Business Transactions course is to help students understand the concepts related to the implementation of various international contracts, their specificity and mode of application.

Discipline also teaches about the specific activities of contractual pre-operations, contracting and performing international business operations, formalities and related techniques, the legal differentiation of contracts used in international commercial transactions, when to use them, and how to work with such contracts.

START-UP LAB (6 ECTS, 3 hours/week)

Tuning processes are concerned with the sensitivity of bringing all elements of a system – a company – into an optimal contribution to the performance that a company has been chosen. Those elements include the human, the technical and the resources. To start the race for excellent performance the perfect combination between rational thinking and intuition, the choice of the right resources and the right "slot" between all resources must be established. That will take a lot of experience. This workshop is a good "start-up" for gaining valuable and necessary competences. This workshop will take students through the entrepreneurial process that tunes all available resources - human, technical and financial - into a high performing and excellently operating organization: their company. The organization and transformation of ideas into a successful start-up enterprise is the core of the workshop. The workshop will guide students through the disciplined process of developing a successful start-up.

DOING BUSINESS WITH ASIAN COUNTRIES (6 ECTS, 2 hours/week)

The course provides an overview of various aspects of doing business in Asian countries. The implications of political, socio-economic, and cultural environment for developing successful business strategies will be discussed with reference to selected countries.