Target Audience

The MSc programme is designed for University graduates of Telecommunications, Informatics/Computer Science, and Electrical Engineering but also of Natural Sciences, Mathematics and Economics/Business departments with a background in ICT and strong motivation to pursue a career in e-Business and Digital Marketing related domains.

Ideal Career Path

Graduates from the MSc programme can play a pivotal role in the growth and internationalization of virtually any company or organization, helping to bridge the gap between technology and business, by utilizing their knowledge in the new business models and the advanced digital marketing solutions, the emerging information technologies and the management and exploitation of innovation. The employment opportunties include:

- ICT companies
- Marketing companies
- New technology start-ups
- Multinational corporations and SMEs
- e-Commerce and health software companies
- Mobile network and broadband internet providers
- Sensor networks and telematics companies
- Venture capital, hedge funds and consulting companies

In addition to technical skills gained through study, our students benefit from the University's excellent Careers Office. Thus, graduate students are fully prepared to take on the job market.

The University

The **International Hellenic University (IHU)** is the first Greek **public** University where programmes are taught **exclusively in English**. It is located in Thessaloniki, a vibrant student metropolis.

We are focused on attracting leading academics and outstanding students from Europe and across the world.
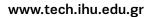
Where to find us

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MSc in

e-Business & Digital Marketing

MSc in
e-Business &
Digital Marketing

The Programme

The MSc in e-Business and Digital Marketing post-graduate course aims at providing balanced and well-designed training in the principles of information technology applied to e-Business and Marketing practices, as well as the essential managerial, and financing skills needed to start-up and successfully run an e-Business.

Leading the Digital Business World!

Programme Structure

The Core Courses

First Term
▶ ICT Management and e-Business Strategy
▶ New Product Design, Development and Marketing
▶ Digital Marketing and Web Analytics
▶ Information Assurance
▶ ICT Essentials

Second Term
▶ Developing and Financing an e-Business Venture
▶ Entrepreneurship and Business Planning
▶ Social Media and Online Community Management

The Elective Courses *(Choice of two Elective Courses)*

▶ Big Data and Cloud Computing
▶ Business Strategy
▶ Data Mining and Business Analytics
▶ Human Computer Interaction, Design and User Experience
▶ E-Commerce Systems & Protocols
▶ Mobile Applications Development
▶ Cryptocurrencies and Blockchain Technologies
▶ Public Sector Innovation and e-Governance

The Dissertation

The dissertation provides a good opportunity to apply theory and concepts learned in various courses to real world, e-Business related issues or challenges. Students are supervised throughout their projects by a member of the academic faculty and the academic associates.

Schedule

Duration of the Programme
14-month full-time (FT) or **26-month part-time** (PT). Teaching takes place **weekday afternoons**.

Admissions

Our admissions policy supports equality of opportunity. We are focused on building a student community from various backgrounds and national origin.
To be considered for a Master's programme, candidates are required to have:

▶ A good university degree from a recognised University

▶ An English language certificate with a good score (IELTS or TOEFL or Proficiency)

Scholarships

The International Hellenic University offers **full-scholarships** to **exceptional prospective students**. To be eligible for the scholarship, you need to provide evidence of academic excellence such as a first class bachelor degree or an official document from the School that you have been among the top graduates of your class.

Furthermore, the IHU offers financial assistance to incoming students in the form of **tuition fee reductions**.
Award criteria include the quality of the first degree, the undergraduate grades of the candidate, his/her command of the English language and overall profile.