Course Title	**FINAL PROJECT**
Course Code	**PRO DMKT**
Course Purpose and Objectives	The Final Project must be completed during the last semester of studies. Students are given the option of either doing a Final Project **OR** Industrial Placement. Students are required to apply knowledge gained throughout their programme of study to a real-life Digital Marketing situation/case from the local or international business environment. Students can critically analyze the digital marketing efforts of real life campaigns and apply knowledge identifying problems/issues and suggest appropriate solutions and improvements. In additions students must built a digital marketing campaign to provide alternatives to different situations based on the real life scenario(s) they have chosen, providing rationale behind their thinking and present evidence of their suggestions.
Learning Outcomes	1. Apply concepts and theories to a specific area/topic/situation. 2. Identify the main issues related to their area of investigation. 3. Implement knowledge gained to develop digital marketing campaigns. 4. Develop a deep insight of the relevant issues faced by real life organizations 5. Reach conclusions based on gathered evidence and apply solutions to improve situations and solve problems
Course Content	• Length • Requirements • Project procedure • Report of findings and conclusions • Supervision • The final project • Project guidelines