

Course Title	INDUSTRIAL PLACEMENT
Course Code	IND DMKT
Course Purpose and Objectives	Industrial Placement takes place during the last semester of studies. Students are given the option of either doing a Final Project OR Industrial Training. The purpose of the Industrial Placement is to introduce students to the Digital Marketing environment and provide them with the opportunity to apply all the knowledge gained their studies. Students will acquire practical training on real business scenarios in an actual business environment.
Learning Outcomes	<ol style="list-style-type: none"> 1. Gain job experience that can serve as a means for reviewing career goals and career development. 2. Apply theoretical and practical knowledge gained during studies. 3. Develop dedication, commitment and passion for detail and critical thinking required to successfully complete a task. 4. Acquire the knowledge and skills required by their programme of study. 5. Be able to work independently and/or in groups and produce work which is professionally sound.
Course Content	The Industrial training should take place in a business environment that specializes in Digital Marketing after the successful completion of three semesters of study (90 ECTS). Under the supervision of the Head of the Field, students are required to complete 300 hours of training.