



School of Business
and Innovation

A portrait of a Black woman with long, dark, curly braids. She is wearing a black top with a fur collar and has her arms crossed. The portrait is centered and framed by a large blue diamond shape.

MASTER IN DIGITAL MARKETING

**FACULTY OF ECONOMICS
& BUSINESS ADMINISTRATION**





BEYOND LIMITS TO YOUR NEW CAREER

SHAPE THE FUTURE OF BRANDS. LEAD WITH STRATEGY, DATA AND CREATIVITY.

The Master in Digital Marketing at BSBI equips you with the expertise to navigate the complexities of the digital economy, blending cutting-edge marketing technologies, analytics, and strategic communication to maximise business success.

This programme is designed for ambitious professionals who want to excel in SEO, content marketing, social media, and digital branding, while leveraging AI, automation, and consumer insights to enhance marketing performance. With a strong emphasis on practical application, you will work on real-world projects, analyse case studies from leading global brands, and gain valuable insights from industry experts.

WHO WE ARE

BSBI is an award-winning institution dedicated to preparing students for global careers through accessible, high-quality education. We make international education personal and useful, providing guidance and encouragement to help students take bold steps—whether it's moving to a new country, starting a new career, or reinventing themselves.

AWARDS



Best Innovation Strategy Award 2025 (AMBA/BGA)
for BOTSBI – AI-powered robot & Highly Commended:
Best Lifelong Learning Initiative Award 2026

PRIME CHAMPIONS 2026 – 2027



QS Stars University Ratings:
Awarded 5 Stars for Employability and
Online Learning, with an overall 4-Star
"Very Good" rating

ACADEMIC PARTNER



MEMBERSHIPS



OPTIONS TO

STUDY WITH BSBI SPAIN

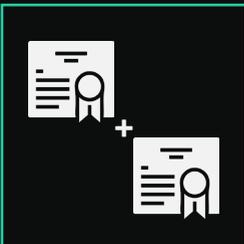
OPTION A



PROFESSIONAL MASTER

Professional Diploma awarded by BSBI, accredited by Cualificam.

OPTION B



DUAL PROGRAMME AWARD

Professional Diploma awarded by BSBI, accredited by Cualificam.

+ **Academic degree awarded by Chichester University**

The Master in Digital Marketing is certified by CUALIFICAM, overseen by the Fundación para el Conocimiento Madrimasd, ensuring compliance with the European Higher Education Area (EHEA).

Upon arriving in Spain, you have the opportunity to upgrade your Master in Digital Marketing to a Dual Programme Award with the University of Chichester (UK), provided you meet the entry requirements.

MASTER IN DIGITAL MARKETING

This programme equips you with core digital marketing skills—brand strategy, content creation, data analytics, and performance marketing—while providing hands-on experience with MarTech tools and Generative AI. Learn from industry experts, tackle real-world projects, earn certifications like Google Analytics and HubSpot, and build a global network through internships and workshops.

Ideal for marketing professionals, entrepreneurs, and career-changers, it prepares you for roles such as Digital Marketing Manager, SEO/SEM Specialist, or Content Strategist in today's fast-evolving digital landscape.

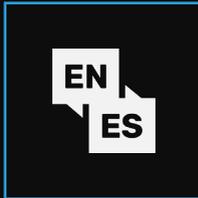
KEY PROGRAMME INFO

Location



**Barcelona
and Madrid**

Language



**English
or Spanish**

Duration



18 months

Intakes



**Scan QR for
pricing & intakes**

YOUR LEARNING

JOURNEY

PROGRAMME STRUCTURE

All core modules carry **10 ECTS** each, except for the Internship module which carries **12 ECTS** and the dissertation which carries **18 ECTS**.



TERM 1:

- Strategic Marketing Management
- Digital Marketing Communications



TERM 2:

- Consumer Behaviour
- Cross-cultural Management



TERM 3:

- Project Management and Leadership
- Global Marketing Management



TERM 4:

- Internship
- Dissertation



INTERNSHIP

INTEGRATION

GAIN REAL-WORLD EXPERIENCE

The Master in Digital Marketing includes a mandatory internship, providing hands-on experience in the business world. You'll work alongside experienced professionals in fast-paced environments, applying your skills in real time to strategic initiatives, business development, operations, and more. Whether you intern with a multinational company, an innovative startup, or a socially driven organisation, this immersive experience will build your confidence, deepen your expertise, and expand your global business network.



Elon Musk – CEO Tesla y Space

Inspiration and vision:

Elon Musk has been able to motivate thousands of employees with an ambitious vision: to change the world through sustainable mobility (Tesla) or make life on Mars possible (SpaceX).

Personalized impact:

Many workers in their companies express that they are not here only for the salary, but for the sake of the salary, the passion and magnitude of the challenge. Although his talk has features of extreme demand.

It is an example of how an inspiring leader can motivate others at high level.



GRADUATE PROFILE

Graduates of the Master in Digital Marketing develop a strong blend of strategic, analytical, and creative skills, enabling them to design, execute, and optimise high-impact digital marketing campaigns.

With a data-driven, results-focused approach, they gain expertise in digital strategy, online advertising, SEO and SEM, analytics, social media, content creation, CRM tools, and brand positioning, while staying ahead of emerging trends such as AI-driven marketing and automation across industries.

CAREER PROGRESSION

Graduates of the Master in Digital Marketing at BSBI gain the strategic, analytical, and practical skills needed to excel in today's digital landscape. The programme prepares you for roles such as Digital Marketing Manager, Influencer Marketing Manager, Digital Analytics Manager, Email Marketing Specialist, or Marketing Communications Professional, equipping you to lead campaigns, leverage data-driven strategies, and enhance brand presence across industries.

BSBI also provides exclusive Career Services support, connecting graduates with global opportunities in top organisations and innovative startups.



DUAL PROGRAMME

AWARD

This pathway enables you to graduate with two prestigious qualifications, your Professional Master's Diploma, awarded by BSBI, and a UK academic degree. Please note that this option incurs an additional fee of €1,200, payable on top of your Professional Master's tuition fee.

ABOUT UNIVERSITY OF CHICHESTER

A UK institution ranked among the Top 30 in the Guardian University Guide, with over 130 years of academic heritage.

Academic Recognition



Gold rating for teaching excellence – among top UK universities (only 51/227 received Gold)



University of the Year for Teaching Excellence 2026
– Awarded by Daily Mail University Guide



National Student Survey ranked 6th in the UK for teaching and 12th overall (out of 131 institutions)



Guardian University Guide 2025: Ranked 26th (up 12 places, top 30 consistently)



Subject rankings: Business & Management – 97th (Guardian 2025) & Marketing – 66th (Complete University Guide 2025)

ADMISSIONS

REQUIREMENTS

To qualify for admission, applicants must meet one of the following pathways:

STANDARD ENTRY

- Applicants must submit a bachelor's degree certificate and transcript, proof of language proficiency (English or Spanish, depending on the programme), a CV, personal statement, and reference letter(s). If any documents are pending, a signed Declaration Form is required confirming submission before the programme starts.

*If applying for the **Dual Programme Award** with the University of Chichester, admission is only possible through the standard entry pathway.

NON-STANDARD ENTRY

- Applicants must provide an up-to-date CV, one official work reference confirming at least three years of relevant professional experience, and a personal statement explaining their motivation and suitability.

INTERVIEW

- All applicants must complete a short interview with the Sales Team to verify documents, assess programme knowledge, language level, and payment readiness.

LANGUAGE PROFICIENCY

If the programme is conducted in English

- A Bachelor's degree completed in a majority English-speaking country at a recognized university OR
- IELTS: Minimum score of 6.0 (with at least 5.5 in each component)

If the programme is conducted in Spanish

Exemptions from Spanish language proficiency requirements apply to:

- Native Spanish speakers
- Candidates who have completed their education in Spanish
- Candidates who obtained their undergraduate degree in Spanish in a Spanish-speaking country



ADMISSIONS PROCESS

Applying to study with BSBI has never been easier! Here's how it works:

1

Create an account here:
start.berlinsbi.com/login

2

Select the programme and
intake you would like to apply for.

3

Complete all sections of the online application.

4

Submit your application.

5

Our admissions team will liaise with
you with regards to the next steps.



berlinsbi.com

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