



**UNIVERSITÉ
FRANÇAISE
D'ÉGYPTE**

BACHELOR OF DIGITAL MARKETING

School of Business & Information Systems

Overview

The Bachelor of Digital Marketing is a 3-year Joint French-Egyptian degree in partnership with IUT de Blois - Université de Tours. The language of study is English. Internships are an integral part of the curriculum. The Career Center helps students integrate into the job market. Graduates of this bachelor degree in Digital Marketing can continue their studies with a master's degree in France or Europe.

French Partner



French degree with international recognition

WHY STUDY DIGITAL MARKETING?

- Only international 3-year bachelor's degree in Digital Marketing in Egypt offered in cooperation with the IUT of Blois, University of Tours.
- Eligible for multiple master's programs in France and Europe.
- Graduates can pursue more than 30 different career positions in the digital marketing field nationally and internationally.
- Students dedicate a significant portion of their studies to practical, real-world job experiences.



POSSIBLE CAREERS PATHS

- Communications Manager.
- Digital Communications Manager.
- SEO Manager.
- E-commerce Facilitator.
- Multimedia Project Manager.
- Content Strategist.
- Game Designer.

STUDY COURSES

YEAR 1 - SEMESTER 1

Language 1.	Integration.
Language 2.	Web development.
Ergonomics and Accessibility.	Hosting.
Digital culture.	Information representation and processing.
Communication and marketing strategies.	
Expression, communication and rhetoric.	Digital economics, management and law.
Multimedia writing and storytelling.	Personal and Professional Project.
Graphic production.	Group Projects.
Artistic culture.	
Audio and video production.	

YEAR 2 - SEMESTER 1

Language 1.	Front-end development and integration.
Language 2.	
Experience design.	Back-end development.
Digital culture.	Service deployment.
Communication and marketing strategies.	Information representation and processing.
Search engine optimization.	Project management.
Expression, communication and rhetoric.	Digital economics, management and law.
Multimedia writing & storytelling.	Personal and Professional Project.
Creation & interactive design (UI).	Group Projects.
Artistic culture.	
Audiovisual and motion design.	

YEAR 3 - SEMESTER 1

Language 1.	Developing for the web or designing an interactive device.
Management & Quality Assurance.	
Entrepreneurship.	Portfolio-Course Web Development & Interactive Devices.
Personal and Professional Project.	
Advanced front-end development.	Group Projects.
Advanced back-end development.	
Interactive devices.	
Hosting and cybersecurity.	

YEAR 1 - SEMESTER 2

Language 1.	Content management.
Language 2.	Integration.
Ergonomics and Accessibility.	Web development.
Digital culture.	Information systems.
Communication and marketing strategies.	Hosting.
	Information representation and processing.
Expression, communication and rhetoric.	Project management.
Multimedia writing and storytelling.	Digital economics, management and law.
Graphic production.	Personal and Professional Project.
Artistic culture.	Group Projects.
Audio and video production.	

YEAR 2 - SEMESTER 2

Language 1.	
Digital economics, management and law.	
Experience design.	
Expression and communication.	
Creation and interactive design.	
Front-end development.	
Back-end development.	
Service deployment.	
Developing for the Web.	
Designing an interactive device.	
Internship-Course Web Development and Interactive Devices.	
Portfolio-Course Web Development and Interactive Devices.	
Group Projects.	

YEAR 3 - SEMESTER 2

Entrepreneurship.	
Web development and interactive devices.	
Internship-Course Web Development and Interactive Devices.	
Portfolio-Course Web Development and Interactive Devices.	
Group Projects.	



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APPLY NOW

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