



BACHELOR OF DIGITAL MARKETING

Overview

The Bachelor of Digital Marketing is a 3-year French-Egyptian program offered in partnership with IUT de Blois - Université de Tours, available in English. This program prepares professionals in communications, web development, multimedia content production, and project management. It emphasizes the innovative aspects of the digital marketing sector, equipping students with the skills needed for today's professions. Students learn to design and implement effective global communication strategies and produce various media, including graphics, audio, and video. They also gain proficiency in graphic design tools for both web and print integration and learn how to design and develop websites.

WHY STUDY DIGITAL MARKETING?

- The only international 3-year bachelor's degree in Digital Marketing in Egypt, offered in partnership with IUT of Blois, Université de Tours.
- Opens doors to various master's programs in France and Europe.
- Graduates can pursue over 30 different career paths in the Digital Marketing field, both nationally and internationally.
- Emphasis on hands-on, real-world job experiences throughout the program.
- Internships are a key aspect of the curriculum, with the Career Center assisting students in their job market integration.



Number of years	3
ECTS	180
French partner university	IUT de Blois Université de Tours
Faculty	Management and Information Systems

POSSIBLE CAREER PATHS:

- Communications Manager
- Digital Communications Manager
- SEO Manager
- Web Designer
- Multimedia Project Manager
- Content Strategist
- Community Manager

STUDY COURSES:

SEMESTER 1

- Language 1
- Language 2
- Ergonomics and Accessibility
- Digital Culture
- Communication and Marketing Strategies
- Expression, Communication and Rhetoric
- Multimedia writing and storytelling
- Graphic Production
- Artistic Culture
- Audio and Video Production
- Integration
- Web Development
- Hosting
- Information representation and processing
- Project Management
- Economics, Management and Digital Law
- Personal and professional project
- LASs, group projects and portfolio

SEMESTER 2

- Language 1
- Language 2
- Ergonomics and Accessibility
- Digital Culture
- Communication and Marketing Strategies
- Expression, Communication and Rhetoric
- Multimedia writing and storytelling
- Graphic Production
- Artistic Culture
- Audio and Video Production
- Content Management
- Integration
- Web Development
- Information Systems
- Hosting
- Information representation and processing
- Project Management
- Economics, Management and Digital Law
- Personal and professional project
- LASs, group projects and portfolio

SEMESTER 3

- Language 1
- Language 2
- Experience Design
- Digital Culture
- Communication and Marketing Strategies
- Referencing
- Expression, Communication and Rhetoric
- Multimedia writing and storytelling
- Creation and Interactive Design (UI)
- Artistic Culture
- Audiovisual and motion Design
- Front-end Development and Integration
- Back-end Development
- Service Deployment
- Information representation and processing
- Project Management
- Economics, Management and Digital Law
- Personal and professional project
- LASs, group projects and portfolio

SEMESTER 4

- Language 1
- Economics, Management and Digital Law
- Experience Design
- Expression and Communication
- Creation and Interactive Design
- Front-end Development
- Back-end Development
- Service Deployment
- LASs, group projects and portfolio
- Internship

SEMESTER 5

- Language 1
- Management and Quality Assurance
- Entrepreneurship
- Personal and professional project
- Advanced Front-End Development
- Advanced Back-End Development
- Interactive Devices
- Hosting and Cybersecurity
- LASs, group projects and portfolio

SEMESTER 6

- Entrepreneurship
- Web development and Interactive Devices
- Internship
- Portfolio