

**LCBS Dhaka**

# Applied Masters in DIGITAL MARKETING

EARN while you LEARN





# Program Overview

The Applied Master's in Digital Marketing degree is offered to the candidates who would like to switch their career into IT line by completing this course under part time mode

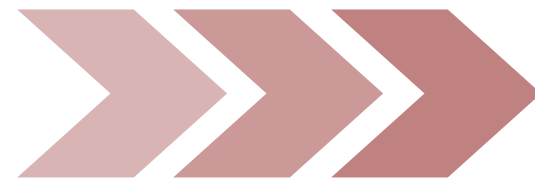
This master degree is delivered in stackable bite sized post graduate certificate courses. There are 14 post graduate certificates which are grouped 5 different digital business specialization such as digital marketing & sales, digital workplace, data and analytics, Enterprise applications Microsoft and SAP. Candidates can choose the master degree specialization course according to their experience / interest.

Master degree course is delivered under Part time in 18 months which means 6 months for each post Graduate Certificate.

With completion of two post-graduate certificates learner will be entitled to a post-graduate diploma and completion of 3 post graduate certificates learner will be entitled to a Master Degree.

After completion of the master degree candidates can seek the relevant jobs according to the specialization taken

# Gaps in conventional Degree Programs



## **Nearly 50% of graduates are unemployed/underemployed**

The curriculum considered by traditional universities is outdated and does not equip learners with industry-relevant skills, making them less competent for the current job market.



## **Limited Work Experience**

Employers prefer graduates with some work experience over fresh graduates. However, the conventional educational institutions offer less-to-no working opportunities, limiting their employment chances



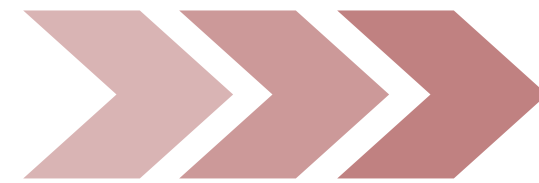
## **High Education Cost**

The traditional universities not only demand higher tuition fees but also restrict the earning opportunities during the advance degree course

# Why choose eduCLaaS<sup>®</sup>

LCBS Dhaka

EDU CLaaS<sup>®</sup>



## Global Ready Skills in just 6 Months

Learning from a competency-based curriculum, leveraging different learning models, gaining core subject knowledge, and enjoying personal mentorship from industry experts.



## 18 Months of International Work Experience

Work as a full-time paid apprentice with our 2000+ partnered enterprises. For 18 months, you study part time while working full-time on collaborative projects and honing your skills.



## Debt-free degree

Our internship program that helps you earn up to USD 7,200 during the course when combined with our minimum income assurance scheme makes it easier to pay your tuition fee

# Program Structure

-  **eduCLaaS Post Graduate Certificate in Digital Marketing(3 Months)**
  - Website Development
  - Digital marketing
  - Marketing Analytics and SEO
  - Content Marketing and communication
-  **eduCLaaS Post Graduate Certificate in Digital Marketing Implementation (3 Months)**
  - Marketing Business
  - Marketing & CRM
  - Omni-marketing Campaign
  - Digital Marketing(Capstone)
-  **Master of Science in Digital Marketing (18 Months)**
  - Marketing Practice
  - Marketing Theory
  - Final Thesis

# Program Structure

## Delivery

Blended learning through a combination of self-paced e-learning, instructor-led flipped classes and personalized mentoring with industry practitioners.

## Duration



## Course Fee

USD \$ 8000

## Potential Income

US\$ 7200 (minimum US\$ 4000)

# Program Structure



	6months	18months	Total
Tuition Fee*	\$285	\$350	\$8,000
Potential Earning*	—	\$400	\$7,200

\*In USD per month



**Upto 90% Tuition Fee Funded by International Employer**

(Minimum Guaranteed \$4000)



# Expected role during Apprenticeship



Digital Marketeer



Digital Business Developer



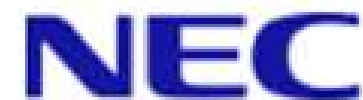
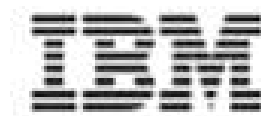
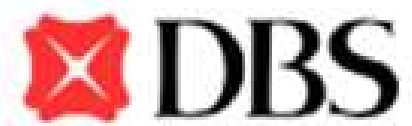
Digital Projects Manager



Through our applied degree program you will be able to fund your own education through paid apprenticeship. By the time you graduate you will have 1.5 years of relevant working experience in renowned multinational companies



# Industry Validation and Collaboration



# Entry Requirement

## Academic

- Minimum second-class bachelor degree in any field from a recognized University  
or
- Non-graduates with appropriate professional qualifications will be considered on an individual basis by University of Roehampton academic team or University of Marconi

## English

- IELTS - 6.5 (with no elements lower than 5.5)
- Letter from College/University clearly stating the medium of instruction of the highest qualification to be English
- Equivalent



PROGRAM THAT TICKS ALL THE RIGHT BOXES

## Work-Based Master's Degree



**Work Ready skills in 6months**



**18 Month international Work Experience**



**Debt-free Degree**



**Global Accreditation**



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