



Applied Masters in **DIGITAL BUSINESS**

(Masters in Digital Marketing)

Launch Your Digital Career in **6 Months**
with **International Masters** Degree
and 18 months **PAID** apprenticeship



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA

Visit www.educlaas.lcbsthaka.com
for more details.

Awarded in partnership with eduCLaaS
Singapore

eduCLaaS® Applied Masters Degree

6 months intensive , Skilled Bootcamp

We introduce you to a 6 month, intense bootcamp where you study from an industry-relevant curriculum. You for the next **1000hours**, learn core concepts via the EASE model, practice on real life projects, collaborate with other students and enhance your knowledge.

You work on your digital and future-ready skills and prepare yourself for a better career growth

18 months paid apprenticeship

For the next month you work as a **fulltime paid apprenticeship** in 2000+ leading enterprises. During this phase of advanced degree you come across different professionals, clients and audiences which empowers you to **learn, grow and innovate**.

Also, you **study on weekends and work on weekdays**, which helps create a balance between completing your masters degree and gaining significant work experience



Kickstart Your Career in Information Technology

Our Work-Integrated Master's program assists you to gain the core knowledge, digital skills, and work experience that prepares you for real career growth. We encourage you to be the Content managers, Sales Directors and CIOs of tomorrow, by introducing you to our global learning community and teaching via industry-relevant curriculum

- 8GB RAM, 500GB HDD equipped with a minimum i5 processor, with camera.
- A working headphone or earphone.

Masters Degree - 24 Months

Master of Digital Marketing
from Guglielmo Marconi University, Italy
Awarded in collaboration with Lithan
Academy (Singapore)



**Global
Accreditation**

As a full-time apprentice after the bootcamp, we have a potential earning plan that helps you earn while you learn, and thus providing you the opportunity to fund upto 90% of your own education.

More Skills.
Less Education Debt.

1st 6 months	7th to 23th month	24th month
Bootcamp	Work full time / Study part time	
Tuition Fee USD 285/mo	Tuition Fee USD 350/mo	Tuition Fee USD 340/mo
Max Earning 0/mo	Max Earn USD 400/mo	Max Earn USD 400/mo
Total Earning Potential		USD 7,200
Total Tuition Fees		USD 8,000
Minimum Assured Earning		USD 4,000

-  Digital Marketeer
-  Digital Business Developer
-  Digital Projects Manager

Expected
Roles

Industry Validation
& Collaboration



Course

Modules:

Post Graduate Certificate in Digital Marketing (3 Months)

- 1. Website Development
- 2. Digital Marketing
- 3. Marketing Analytics & SEO
- 4. Content Marketing & Communication

Post Graduate Certificate in Digital Marketing Implementation (3 Months)

- 1. Marketing Business
- 2. Marketing & CRM
- 3. Omni-Marketing Campaign
- 4. Digital Marketing (Capstone)

Master of Science in Digital Marketing (18 Months)

- 1. Marketing Practice
- 2. Marketing Theory
- 3. Final Thesis

Blended Learning Journey



E Learning



Flipped Class/Mentoring



Projects / Assignments



Assessments

Class Schedule

1 - 6 Months

Full time Classes from 9.00 am to 6.00pm. (GMT + 5.30 hours)
 Include blended learning lectures and Tutorials with Mentor

7- 24 Months

Full time Work
 Part time classes of minimum 6 hours a week.

Summative Assessments

(Other than capstone modules)

Assessment method	Weighted to the module total score	Details
MCQ	30%	<ul style="list-style-type: none"> It is available for each instructional Units Learner must score minimum pass grade in each MCQ Only 2 attempts are available
Assignment	60%	<ul style="list-style-type: none"> It is available for each instructional Units Learner must score minimum pass grade in each Assignments Only 2 attempts are available
Presentation	10%	<ul style="list-style-type: none"> At the end of each module 15 mins on the scheduled dates Assessor : Learner ratio is 1:1

Summative Assessments

(Capstone modules)

Assessment method	Weighted to the module total score	Details
Project Report	70%	<ul style="list-style-type: none"> Executing the project through – Project mentoring and project implementation sessions Report – Self paced
Project Presentation	30%	<ul style="list-style-type: none"> At the end of each module 15 mins on the scheduled dates Assessor : Learner ratio is 1:1



Program that ticks **all the right boxes**

- ✓ International **Accredited** degree
- ✓ Job placement **Assured**
- ✓ 18 months **Work Experience** before graduation
- ✓ **Earn** while learning
- ✓ Work-Study from **Home***

Entry Requirements

- Minimum bachelor degree in any field from a recognized University or
 - Non-graduates with appropriate professional qualifications to be considered on an individual basis by University and
 - IELTS - 6.5 (with no elements lower than 5.5) or
 - Letter from College/University clearly stating the medium of instruction of the highest qualification to be English or
 - Equivalent
- Minimum attendance of 90% for all sessions in each of the modules of the course
 - Should achieve a minimum pass grade in the summative assessment of each module of the course

Graduation Requirements

Awards & Accreditations

- Microsoft Global Learning Partner of the Year Award (Finalist)
- Pearson's BTEC College of the Year 2019 Award for Asia
- dun&bradstreet's Business Eminence Award 2020
- Flame Innovation Award 2019 by SkillsFuture Singapore
- APAC CIO Outlook's Top 10 Provider of Education Tech Solution

For Admission & Queries:

📍 House# 120, Road # 9/A, Shankar Bus Stand, Dhanmondi, Dhaka 1209, Bangladesh

☎ (+880) 1705 439946 | (+880)1705 439940

☎ (+88) 09678-505050

✉ info@lcbsdhaka.com | educlaas@lcbsdhaka.com

🌐 www.educlaas.lcbsdhaka.com

📞 (+880)1705 439940