

EXECUTIVE EDUCATION

DIGITAL MARKETING

“The challenge is not only knowing what you’re going to do, but more importantly, who you want to be.”

ABOUT EXECUTIVE COURSES

Executive education is a series of courses designed by leading industry experts and top universities to develop and enhance the key professional skills needed to succeed in today's most in-demand career fields. Find a program that meets your specific needs and that will enable you to take your career path one step further.



YOU CHOOSE A COURSE

We offer training programs in many specializations and specializations that are currently in demand and will help you get ahead in your field.

VALUABLE CERTIFICATE

A certificate that demonstrates the knowledge and experience you have gained and is backed by several accreditation associations or major global institutions.

YOU LEARN AT YOUR OWN PACE

All courses are taught online, so you can take them on your PC, tablet or phone, which makes learning flexible and makes time for even the busiest of you.

MOVING YOUR CAREER UP

Use the knowledge and skills you've gained to influence and develop your career at work. This step is up to you.

EXECUTIVE EDUCATION refers primarily to business management courses designed to help the professional development of executives and managers, which are considered part of an ongoing lifelong learning process.

Develop your talent through study at EIFM



We live in a time of constant change. As we venture into this unstable reality, we will have to trust even more not only our core values and sound judgment, but also our ability to challenge the status quo. Creativity will be crucial to successfully navigating the present and the future, enabling us to meet the challenges that lie ahead.

The new leader must be able to combine two strands: on the one hand, the highest degree of professionalism and self-motivation to constantly strive for excellence and, as a result, personal and professional fulfilment; on the other, the generosity with which all these efforts will be devoted to serving others, society and the world. If you consider yourself a challenging and non-conformist person who wants to improve and move forward, and who feels that you have much more to give to make a real and lasting impact, then you are the ideal student for one of our executive courses.

“EIFM is the only school I applied to because not only is it a prestigious world-class institution with world-class faculty, but it is focused on collaboration and community, a key aspect that sets it apart from other world-class universities. It is taught by practitioners who provide practical experience outside the academic world; its focus brings it more in line with the professional world of workers and managers, and which are considered part of an ongoing process of lifelong learning.”

PETER BARROS, student

STUDY BENEFITS

Executive education is an intensive journey of personal and professional transformation that prepares you to meet the challenges of any business environment.

Our certificate programs are special courses that enable business executives to develop their business, leadership, communication and other skills to become better managers and business leaders.



GENERAL OVERVIEW

You'll gain a deep, comprehensive overview of the company from a general management perspective, allowing you to understand the uniqueness of each operational area and their interrelationships, as well as how they affect your decisions.

DECISION-MAKING SKILLS

You will learn that to be an exceptional leader, you must become an expert at making difficult decisions. By examining more than 300 business cases, you will hone your ability to analyze challenging situations, justify your strategy, and decide on the best course of action.

BUSINESS SPIRIT

You will discover the entrepreneur in you. EIFM courses will help you discover new opportunities and gain the knowledge and tools to make the most of them, both inside and outside your organisation.

EFFECTIVE LEADERSHIP

You'll increase your ability to engage your team in top-level projects and manage diverse personal profiles and motivations to align them around a common goal. You will become a leader who is committed to professionalism and integrity and to a spirit of service for the good of the organization and the company.

GLOBAL IMPACT

The program's highly engaging content, teacher guidance and intensive weeks in multiple locations around the world will give you a better understanding of the trends and opportunities shaping today's global business landscape.

PERSONAL GROWTH

The program pushes you to your limits to stimulate deeper self-discovery and the discovery of your strengths and areas of growth. You will emerge better equipped to face any leadership challenge.

WHY STUDY AT EIFM?

GENERAL OVERVIEW

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.

GLOBAL IMPACT

We are aiming not only at the national, but above all at the international level of education provided. Students should be exposed to different ways of thinking and acting, be open to continuous learning and be familiar with global business trends.

EFFECTIVE LEARNING

The aim of our education is to prepare graduates to address contemporary economic, environmental and social challenges that impact society as a whole. We therefore provide our students with innovative and relevant knowledge and know-how that will develop their talents and take them to the next level.

CRITICAL THINKING

Sufficient knowledge and its critical evaluation is the path to freedom. We therefore instill in our students the critical thinking skills and creativity that will prepare them not only to anticipate, but more importantly, to address the challenges they will be forced to face in today's global world.

OUR STUDY YOUR CAREER

We want to be your guide on one of the most important journeys you will take in your life. A journey towards your personal growth, career improvement and fulfillment of your goals. Throughout this journey, we will do everything we can to ensure that you reach your full potential and get the most out of your studies at our Institute.

ADMISSION PROCESS

We accept applicants for specific courses on a rolling basis, subject to availability, and we encourage you to apply as soon as possible. Although most programs have no formal educational requirements, admissions are selective based on your professional achievements and organizational responsibilities. Therefore, your application for a specific course should be accompanied by your CV and, if applicable, a cover letter, which will be used to decide whether you are accepted for admission.

STUDY PROGRAMME

Before starting your studies, you should give due consideration to the programme you are applying for. If you are not 100% sure about this, you can contact our study department to arrange an online video call or other form of session to discuss in detail everything you need to ensure that the final choice of study programme matches your exact needs.

DECISION ON ADMISSION

In the event of a positive decision by the admissions committee, our study department will contact you to inform you of your admission to study. At the same time, the study department will deal with all the necessary administrative matters such as the study contract and payment of tuition fees.

APPLICATION SUBMISSION

You can fill in the application form online here on our website and attach the necessary documents. These are mainly documents confirming your university education or professional experience.

BEGIN STUDY

Welcome to EIFM! As long as all the above steps have been followed correctly and all the necessary administrative matters have been taken care of, there is nothing stopping you from starting your studies and developing your talents and skills.



STUDY STRUCTURE

This 10-week online program will give you an in-depth understanding of the latest digital marketing tools and techniques. It will help you understand how to leverage digital marketing channels and consumer analytics, gain deep insights into consumer behaviour and effectively engage with customers.



BASIC INFORMATION:

- ✓ SCHEDULE: online form, individual
- ✓ LENGTH OF STUDY: 10 weeks
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 1000
- ✓ STARTING DATE: any time

Tuition fees include study materials and access to all seminars or online lectures organised by the European Institute of Finance & Management. If the student decides to pay the tuition fee in one lump sum before starting the course, a 5% discount on the tuition fee will be applied retrospectively.

In a world where more and more activity is focused on the internet, digital marketing is one of the most effective ways to build customer relationships and promote your organisation's products or services. However, it can also be difficult to navigate the sea of acronyms, technologies and platforms.

This digital marketing course begins with an overview of the digital marketing landscape and prepares you to implement a number of proven frameworks in your organization. The study then takes an in-depth look at the opportunities and strategies associated with leading channels and platforms including digital, mobile and emerging technologies. You'll be guided step-by-step in assessing customer needs and marketing objectives, and creating custom digital marketing plans for both paid and owned media. In the end, you'll combine your digital marketing ideas into one integrated plan based on your organization's priorities and resources.



CONSUMER
PSYCHOLOGY



MEDIA STRATEGY



DIGITAL INVESTMENTS



DIGITAL INNOVATIONS

WHO IS THE STUDY SUITABLE FOR?

TIMELESS APPROACH

Practical knowledge of timeless marketing principles combined with an integrated, audience-focused approach to media strategy.

FLEXIBILITY

Ability to adapt to the ever-changing digital media landscape, enabling you to anticipate new challenges and meet marketing objectives.

DIGITAL STRATEGY

A workable digital media investment strategy based on an informed understanding of the benefits and opportunities presented by different approaches and different markets.



GRADUATION CERTIFICATE

Upon successful completion of the course, you will receive a certificate of completion from the European Institute of Finance & Management, which will be valuable evidence that you have acquired improved skills, knowledge and abilities in the field of digital marketing.

Throughout the course you will be continually assessed in relation to the completion of several practical assignments. These assignments are always completed online and successful completion of these assignments is a prerequisite for completing the entire course. You must therefore complete all the assignments given to you as part of your studies in order to be issued with a certificate of successful completion. These assignments vary from course to course and are based on the difficulty of the course and the requirements of the course sponsors or lecturers.

The certificate will be issued in your legal name and will be sent to you on successful completion of the programme as per the requirements set out at the address you have provided on your course application form. The certificate has unlimited validity and can be used throughout your career.



MODULES

DIGITAL & MEDIA STRATEGY

Gain insight into what's timeless and relevant in digital marketing and media strategy. Learn how players such as ad networks, demand-side platforms and data management platforms are working with advertisers, agencies and publishers. Then, learn how to use time-tested frameworks to assess customer needs and determine primary marketing objectives. Once you put it all together, you'll learn how to evaluate the performance of digital marketing campaigns.

STRATEGY BASICS: KNOW YOUR CONSUMER

Gain meaningful insights about consumers by studying their media habits at the level of individuals, communities and cultures. The proliferation of digital technologies provides businesses with an unprecedented and diverse set of new tools to reach, engage, monitor and respond to consumers. Aggregate and voluminous digital data can also be used to better target specific consumer segments. This course aims to provide a deeper understanding of the basic processes of planning a digital marketing campaign and the role of various digital channels in integrated marketing communications.

BUILDING A DIGITAL MEDIA STRATEGY

Explore strategies to arrive at a recommended course of action to ensure your digital media strategy achieves marketing goals and key performance indicators (KPIs). You need to understand when and how to leverage the latest analytics technologies, from Big Data to AI or IoT, and continually uncover new "live" customer and market insights. You must effectively transform these insights into new customer value by creating superior experiences throughout the customer journey. Finally, the key to your future success as a business leader is your ability to shape a customer-centric marketing organization that is equipped to select, experiment and expand the use of next-wave technologies such as social media, robotics or blockchain within your product or service strategies.

DIGITAL MEDIA INVESTMENT STRATEGY

Become a strategic investor across digital media markets. Using paid media, such as buying ad space on well-known websites, can be the fastest way to promote a product or service on digital platforms. In addition to display advertising, paid media includes initiatives such as search engine marketing, email marketing, video marketing, social media ads, and mobile ads. This course will introduce you to the opportunities and strategies associated with these different paid media channels and guide you through the process of creating a paid media marketing plan that fits your own marketing goals.

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