

**I. Program requisites**

Program Name	Digital marketing
Higher Education Level	Master's / Seventh
Detailed Field Name and Code	Marketing and Advertising, 0414
Qualification Awarded	Executive Master of Business Administration in Marketing
Language of Instruction	English
Program Volume	60 Credits
Standard Program Duration	1 year/2 semester
Program Implemented and Qualification Awarded by	Grigol Robakidze University
Educational Unit	School of Business and management
Academic Year	2026-2027

II. Program overview

The one-year Master's Program in Digital Marketing is designed for professionals who have some experience in business and want to gain in-depth knowledge of modern marketing strategies, data-driven solutions, digital channel management, and the use of new technologies.

The program combines strategic marketing, branding, digital channel management, analytics, AI technologies, supply chain management, budgeting, and digital project management. Students learn methods for diagnosing complex business problems as well as planning, implementing, and evaluating integrated digital strategies.

The program offers practical project-based learning - Capstone Project, where the student creates a real digital strategy, innovative solutions, and analytical models for the organization.

The program prepares highly qualified specialists for positions such as:
Digital Strategist, Marketing Manager, Brand Manager, Digital Analyst, Performance Manager, Growth Lead, Digital Project Manager.

III. Program objectives

The objectives of the Master's Program in Digital Marketing are:

- Provide systematic knowledge of the business environment, competitive positioning, brand architecture, and strategic marketing in order to properly integrate the role of marketing into the overall strategic management of the organization.
- Develop high competencies in digital channel strategy (SEO, SEM, Google Ads, Email), customer communication planning, and the integrated use of modern technologies - including artificial intelligence and automation.
- Teach how to collect, analyze, and interpret market data to create behavioral segments, measure ROI, and use analytical models to plan business optimization and growth.
- Develop operations and project management skills to be able to assess the impact of the supply chain on marketing, manage resources, plan and execute digital projects, while adhering to ethical standards.

IV. Learning outcomes

Program learning outcomes

Knowledge and understanding – student:

1. **Discusses** in depth the complex models of strategic marketing, branding, and positioning;
2. **Systematically describes** the structure of digital channels, their optimization, campaign planning and evaluation approaches (SEO, SEM, advertising, email, influencers);
3. **Explains** the role of supply chain in marketing, operational and communication strategies.

Skills – student:

4. **Develops** an integrated brand and marketing strategy taking into account market trends, risks, and the competitive environment;
5. **Creates** a marketing plan based on digital channels, **optimizes** campaigns, and **analyzes** effectiveness;
6. **Uses** data analysis methods (segmentation, behavioral modeling, ROI modeling);
7. **Uses** artificial intelligence tools for personalization, content automation, and campaign optimization;
8. **Demonstrates** leadership and team management skills in the process of developing strategies and managing projects;

Responsibility and autonomy – student:

9. **Takes responsibility** for independently developing marketing strategies and implementing them within the organization;
10. **Develops** and **disseminates** professional knowledge, **introduces** innovative approaches, and **ensures** improved organizational efficiency.

V. Program Admission Preconditions

The admission requirements for the one year Master's program in Digital Marketing are as follows:

Applicants must hold a Bachelor's degree or equivalent to be eligible for the Master's program/ Individuals from diverse backgrounds with experience in the Business Administration and Management Field.

Admission to the one-year Master's program in Digital Marketing follows the existing legislation of Georgia, according to which the precondition for the program enrolment is at **least five years** of professional experience in business administration and English language at the B2 level.

Internal examinations are conducted in specialization and the English language. Applicants who submit a certificate of standardized test results with a minimum ALTE B2 level rating or who have studied at a foreign higher education institution where the language of instruction is English and have been awarded an academic degree are exempt from the foreign language exam.

VI. Methods of achieving learning outcomes

The following methods are used in the learning and teaching process:

Lecture - mainly have an interactive and presentational nature, which allows for latent monitoring of the quality of understanding of the transmitted information and, accordingly, for changing accents and correcting the pedagogical strategy during the course of the lecture. Taking into account the format of the lectures, as well as the lecture of a specialist in the field.

Work in a group - the student demonstrates in-depth knowledge of the material presented at the lecture, answers the questions, connects the problematic issues raised around the topic, exchanges information, forms different approaches and opinions, is involved in the team's work process and makes logical conclusions.

Practical training - the formation of the ability to transfer knowledge into practice, includes working on cases, situational problems and solving other practical exercises. During situational modeling, students acquire professional skills in an environment as close as possible to reality, which provides an effective means of consolidating theoretical knowledge and forming practical skills.

Teaching with electronic resources - refers to receiving consulting services from the lecturer or other types of communication using the electronic portal (Nexus), including for the purpose of providing, explaining, evaluating learning material/homework for students with special educational needs.

The directive teaching method used within the program involves the student's independent homework in the format of essays, abstracts, projects, exercises, situational tasks, cases, reports and other certain research work without consulting the teacher, which helps to independently find the necessary sources, analyze and develop the skills of writing a research paper.

VII. Knowledge assessment system

The evaluation system is divided into two components - intermediate and final evaluation. The maximum (60 points) and minimum (21 points) limits of competence are defined for the intermediate assessment. The maximum limit of competence in the final assessment is 40 points and the minimum is 21 points.

The final/semester grade is obtained by summing the results of the intermediate and final assessment, the minimum positive margin of which is 51 points and the maximum is 100 points. A student is awarded credit if the minimum final/semester grade is passed.

A grade point average (GPA) can be calculated.

The evaluation system allows:

a) Five types of positive assessment:

- (A) Excellent - 91-100 points
- (B) Very good - 81-90 points
- (C) Good - 71-80 points
- (D) Satisfactory - 61-70 points
- (E) Sufficient - 51-60 points

b) two types of negative assessment:

- (FX) Failed - 41-50 points, which means that the student needs more work to pass and is given the right to take an additional exam with independent work, which will be scheduled no later than 5 days after the announcement of the final exam results. In case of repeated failure, the teaching course must be repeated.
- (F) Intercepted - 40 points or less means that the work done by the student is not enough and he has to study the course from scratch.

Analytical essay - is a scientific paper written by the student within the scope of the topic specified or selected by him/her and agreed with the professor. Demonstrates the skills of understanding the problem, ways of solving it, critical analysis and innovative synthesis of information, use of material and information technologies, formation of reasoned conclusions, independent learning and conducting research, and protection of academic honesty.

Research project (individual and/or team) - is a written research paper, which is completed by the student (individual and/or team) under the guidance of the professor within the framework of the

topic agreed with him/her. It presents the student's systematic knowledge around a specific topic of a specific discipline, the methods used for analyzing and synthesizing collected data, including the adequacy of information technologies, problem vision and setting up original ways to solve it, connecting the solutions to the problem with theoretical knowledge, concise conclusions, the ability to work in a team and with an audience. Communication, structured and argumentative representation and presentation skills.

Discussion - provides information about the development and manifestation of the student's ability to seek different approaches to the same idea, the coexistence of different opinions, the importance of seeking a common opinion or group agreement to make a decision, tolerance and respect for other people's opinions. It develops critical thinking, argumentative conclusions, professional skills of understanding and opposing values in a new way, identifying problems and finding ways to solve them.

Case analysis - demonstrates the skills of perceiving the real picture, applying knowledge in practice, dividing the given information into certain groups, evaluating the features of the problem seen by others, finding different options for solving the problem, fighting the causes of the problem and seeing the ways to solve the problem.

Quiz/Combined test/Questionnaire - provides information about the knowledge obtained within the framework of a specific topic, the answers reveal a deep and systematic knowledge of the issue.

Situational task - A situational task is a system of quasi-real factors that creates an imaginary situation and outlines a specific professional task. The task can be set both in written format and verbally. It shows the ability to see the problem, to search for ways to solve the problem, to understand professional values, to formulate specific argumentative positions, to evaluate individual ways of solving problems, to perceive the situational context objectively and to see the problem/complex problem, to determine the way to solve it and to take responsibility for the decision.

Filtering information - is a variety of the project, which contains information collected from different information sources within the framework of the topic specified by the professor. For the preparation of the project, the student is given a partial or no source. He is obliged to find, select/optimize and structure the received information. The paper does not involve a critical analysis of the information, a comment or a presentation of one's own opinion - it should only be a review of the information received from various sources, a general analysis. He demonstrates the skills of written communication with the professional and non-professional community, general analysis and structuring of complete and/or incomplete information, the use of material and digital information tools to find information, to distinguish between primary and secondary information, and to conduct learning independently.

Report - is a structured written work, which involves a systematic review of a book, article and other work of a creative or scientific nature, it demonstrates the skills of structured and logical presentation of a written work, adequately perceiving the issues/problems raised in analytical works, delineating one's attitude, critical analysis and innovative synthesis.

Argumentative essay - presents the author's own position/opinion on the issue and, accordingly,

the arguments that will justify the superiority of the presented position/opinion. It shows the quality of understanding the treated issue, understanding the problem and ways to solve it, forming theories related to the topic, own vision/approach, evaluation, serves to develop arguments/counter-arguments and, overall, critical thinking skills.

The assessment components defined in order to assess the achievement of the learning outcomes defined in the educational program component are: mid-term and final assessment.

Mid-term assessment is carried out at the time determined by the study plan. Its purpose is to evaluate the knowledge and skills acquired within the course material.

The final assessment is conducted at the end of the semester, in order to evaluate the acquired knowledge and skills, in the form/method determined by the curriculum.

VIII. Program structure and qualification

The presented higher education program is structured in accordance with the ECTS (European Credit Transfer and Accumulation System) and complies with Order No. 3 of the Ministry of Education and Science of Georgia on "Approval of the Rule for Calculating Credits of Higher Education Programs." It is student-centered and based on the academic workload necessary for achieving the program's objectives.

The standard student workload within an academic year is 60 credits, with a maximum of 75 credits permitted annually. The academic year consists of 38 working weeks and is divided into two semesters - autumn (19 weeks) and spring (19 weeks).

The Master's program in Digital Marketing comprises 60 credits and is designed to be completed over a period of one academic years.

The structure of the presented program (60 credits) includes:

- Mandatory courses of the main field of study – 50 credits;
- Elective courses of the main field of study – 10 credits.

After completing the full program cycle, the student is awarded the qualification - Executive Master of Business Administration in Marketing, which is confirmed by a diploma of the corresponding degree.

91-100 points - Diploma with honors

51- 90 points - Diploma

Academic discipline coding system:

The code system is structured into two groups. Codes of the first group are intended for academic programs and consist of 6 characters.

The first three are letters, the next three are numbers. The first two letters of the name of the school and the first letter of the word "program" - P are used as letter symbols, while the first

digit indicates the educational level, and the following digits indicate the number of the program. i.e. The program code determines which school and educational level a particular program belongs to Eg.: BMP201 – Master’s Program of the School of Business and Management.

The second group of codes is aimed at identifying educational disciplines. It generally consists of 7 characters. The first three are alphanumeric characters and contain the first three letters of the program name.

The first of the numerical symbols indicates the educational level, the next two digits are the number of a specific discipline, the last letter symbol indicates the structural group of the discipline: E - optional, C - compulsory. E.g.: DMM201C refers to: the first compulsory discipline in the master’s program of Digital Marketing.

IX. Program provision

Students are provided with a program catalog, which is available on the university website www.gruni.edu.ge. There are also various regulatory documents and instructions that will help students organize independent study, especially first-year students - to quickly adapt to new educational conditions.

For the same purpose, students are given guides, syllabi, and study schedules upon starting their studies, which provide the necessary information about academic standards and procedures in an understandable language.

The implementation of the academic and practical components of the Master's Program in Digital Marketing is carried out by 12 staff members, including 4 academic personnel (2 professors, 1 associate professors, and 1 assistant professors) and 8 invited lecturers.

The program is provided with the relevant information-technological and library resources, which, in addition to the book fund, includes digital resources, is constantly updated and offers the student a wide range of choices. The student can use the copying equipment of the university's publishing center and library, as well as an electronic portal, which facilitates the effective management of the student learning process.

Students have the opportunity to carry out educational and practical activities at relevant practice facilities with which memorandums of understanding have been signed.

The program is implemented by the Grigol Robakidze University School of Business and Management in collaboration with the following institutions: Georgian Microfinance Association, Kisa Education, TIFA, Federation of Professional Accountants and Auditors, TSU Analysis and Forecasting Center, Innovation and Technology Agency, Georgian Competition Agency, Georgian Fintech Association, Department of Statistics of Georgia, Traders Hub, Tourism Association, Trippoint LLC, Project Management Society, State Employment Promotion Agency,

National Tourism Administration, Anti-Corruption Bureau, Hiro LLC, BCS LLC, Business Simulator LLC, AAP "BTIS", "Academlinks" LLC, Radisson Blu Iveria Hotel, Headhunting LLC.

The Digital Marketing undergraduate program is financed by the university budget, the source of which is both the student educational service fee and income from other activities carried out by the university (professional development trainings, expert services for the population, etc.).

Financial funds serve to compensate academic and administrative personnel for the academic and scientific workload, to constantly update the material and technical resources provided for by the program, to develop library and other information technologies, to promote international mobility of students and program implementing personnel, to organize student conferences and other activities initiated by them, to stimulate the scientific activity of university professors and teachers - to publish papers/textbooks, to stimulate the printing of scientific articles in international publications.

The program budget includes funds for a reserve fund, which directs the necessary amount from the accumulated funds to prevent unexpected delays or collapse caused by various reasons.

X. Graduate employment and opportunities to continue their studies

Graduates of the 2-year Digital Marketing program are prepared for a wide range of entry-level and junior professional roles in the digital economy. Typical career paths include Digital Marketing Specialist, Social Media Manager, Content Manager, Brand Manager, SEO/SEM Specialist, Digital Campaign Coordinator, Marketing Analyst, E-commerce Specialist and etc.. The extended duration of the program allows students to build strong foundations in marketing theory, analytics, digital tools and strategy, supporting long-term career development, leadership potential, entrepreneurship and progression to Master's-level studies.

The services of the university career office are available to all students and graduates. Its services contribute to the preparation of students for their careers. Full information is presented on the university website www.gruni.edu.ge.

XI. International integration

The program provides for:

Within the framework of international mobility, the opportunity to participate in student competitions, raise qualifications and go on business trips to foreign countries for studying including the following universities:

1. University of Heidenheim (Germany), <https://www.heidenheim.dhbw.de/en/home>;
2. University of Porto (Portugal), <https://www.up.pt/portal/en/>;

3. Jan Kochanowski University (Poland), <https://en.ujk.edu.pl/>

XII. Program approval

Rector's Order No. 01-05/006, dated – 13.02.2026.



Study plan

School **Business and Management**

Study level **Master**

Program name **Digital marketing**

Head of the program **Tengiz Taktakishvili, Ani Khetsuriani**

Qualification name **Executive Master of Business Administration in Marketing**

Number of credits **60**

Academic year **2026-2027**

Number	Subject name	Code of the discipline	Code of the prerequisite	Semester	ECTs	Lecture	Working group	Practical work	Laboratory	Midterm assessment	Final assessment	Contact hours	Independent work	Total hours	Consultation	Name of the professor
* Mandatory courses (50 ects)																
1	Strategic marketing and branding	DMM230C		1	5	10	5	9		6	2	32	93	125		Ani Khetsuriani
2	Budgeting, ROI modeling and analytics	DMM231C		1	5	10	5	9		6	2	32	93	125		Mamuka Lezhava
3	Content marketing strategy in the digital space	DMM232C		1	5	10	6	8		6	2	32	93	125		Kristine Abazadze (Georgian language program)/Natia Daghelishvili (English language program)
4	Data-Driven marketing	DMM234C		1	5	10	5	9		6	2	32	93	125		Boto Kardava (Georgian language program)/Nino Sachaleli (English language program)
5	Digital project management	DMM235C		1	5	9	8	7		6	2	32	93	125		Natia Daghelishvili
6	Digital marketing strategy and channels	DMM236C		2	5	10	6	8		6	2	32	93	125		Anjelika Arutinova
7	Influencer marketing and community building	DMM237C		2	5	10	5	9		6	2	32	93	125		Nutsa Beruchashvili

8	Strategic use of artificial intelligence in digital marketing	DMM238C		2	5	10	5	9		6	2	32	93	125		Niko Javakhishvili
9	Master thesis	DMM239C	All courses	2	10						8	83	167	250	75	The supervisor of the master's thesis is determined according
* Elective courses (10 ects)																
1	Problematic seminar on sustainable business development	DMM218E			5		12	10		8	2	32	93	125		Demur Giorkhelidze
2	International business strategies	DMM219E			5	10	6	6		8	2	32	93	125		Lali Chagelishvili-Agladze
3	Strategic management of human resources	DMM220E			5	10	6	6		8	2	32	93	125		Murtaz Kvirkaia
4	Managerial economics	DMM221E			5	10	6	6		8	2	32	93	125		Tamar Khakhishvili
5	Portfolio management	DMM223E	DMM222C		5	10	6	6		8	2	32	93	125		Rati Kiria
6	Managerial accounting and decision making	DMM224E			5	10	6	6		8	2	32	93	125		Mamuka Lezhava
7	Sustainable marketing and green products	DMM225E			5	11	3	10		6	2	32	93	125		Nino Sachaleli
8	Strategic corporate social responsibility	DMM226E			5	11	3	9		7	2	32	93	125		Nino Sachaleli