

**I. Program requisites**

Program Name	Digital marketing
Higher Education Level	Master's / Seventh
Detailed Field Name and Code	Marketing and advertising, 0414
Qualification Awarded	Master of Marketing
Language of Instruction	English
Program Volume	120 Credits
Standard Program Duration	2 years / 4 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 Master's program in Digital Marketing (2-year) aims to train highly competent professionals who possess the skills of marketing management, strategic planning, and in-depth analysis of the digital ecosystem. The program is based on modern marketing theories and methods for planning complex digital strategies, through which students develop into leaders with strategic thinking who make decisions based on data, research, and technological innovations.

The program consists of disciplines that include quantitative and qualitative methods of marketing research, consumer behavior analysis, strategic brand management, digital strategy creation, market trend forecasting, and in-depth and systematic assessment of the competitive environment.

The master's program places special emphasis on the research component: students

independently develop a research strategy, conduct research, analyze the results, and formulate strategic recommendations. Theoretical blocks are combined with practical projects, which allows graduates to test innovative ideas, plan complex campaigns, and make data-based decisions.

The program also develops leadership and management skills: independent decision-making, ethical responsibility, team management, and dissemination of professional knowledge within the organization. Graduates implement highly complex digital projects and create strategies that combine technological capabilities, customer focus, analytics, and marketing innovations.

Overall, after completing the program, graduates are ready to work in positions such as: digital marketing manager, strategic marketing manager, digital analyst, marketing innovation specialist, coordinator of the organization's digital transformation processes, etc.

III. Program objectives

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

- Develop systematic and in-depth knowledge of modern marketing concepts, strategic planning, brand management, and consumer behavior;
- Teach how to conduct marketing research using quantitative and qualitative methods and analyze data in order to make complex strategic decisions in the local and international market;
- Teach how to plan, evaluate, and develop innovative approaches to digital strategies based on international standards to create high professional value for organizations;
- Develop in-depth and systematic knowledge of digital marketing effectiveness, optimization, modeling, and marketing communication management, while adhering to the principles of professional ethics.

IV. Learning outcomes

Program learning outcomes

Knowledge and understanding – student:

1. **Discusses** in depth the methods and tools for managing marketing processes;
2. **Systematically describes** digital marketing strategies and specialized approaches to their use;
3. **Distinguishes** between complex digital strategy planning methods, including attribution modeling, A/B testing, marketing automation, and other modern analytics-optimization approaches.

Skills – student:

4. **Develops** a marketing research strategy and **uses** modern quantitative and qualitative research methods to conduct research;
5. **Creates** a target market-oriented strategy - with product, price, communication, distribution components;

6. Using digital marketing tools, **critically analyzes** market trends, technological innovations, and changes in consumer behavior;
7. **Uses** innovative and original ideas when managing marketing processes.
8. **Evaluates** and **compares** digital marketing campaigns and creates predictive models based on in-depth data analysis.

Responsibility and autonomy – student:

9. **Leads independently** and in a team while adhering to the principles of ethical and social responsibility;
10. **Takes responsibility** for the development and dissemination of professional knowledge within the organization.

V. Program Admission Preconditions

The admission requirements for the two 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.

Enrollment in the program is governed by the legislation of Georgia, and candidates are admitted based on the results of the general Master's exams unless exempted by law.

Additionally, applicants must pass an internal university exam in Marketing and English language proficiency (minimum B2 level).

Applicants who are citizens of countries where English is the first or second official language or those who have completed an English-language educational program within the past three years with a grade from 75 to 100 or a grade point average (GPA) 3.0 (out of 4.0), or who present an internationally recognized certificate confirming B2-level proficiency in English, will be exempt from taking the foreign language exam.

Enrollment in the Digital Marketing program through mobility is possible twice a year, within the deadlines established by law, in compliance with mandatory procedures and rules established by the university.

The relevant procedures are defined in the university's regulations - "Regulations on Student Status and Educational Process", which are posted on the university's website.

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 120 credits and is designed to be completed over a period of two academic years.

The structure of the presented program (120 credits) includes:

- Mandatory courses of the main field of study – 100 credits;

- Elective courses of the main field of study – 20 credits.

After completing the full program cycle, the student is awarded the qualification - Master of 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 15 staff members, including 4 academic personnel (2 professors, 1 associate professors, and 1 assistant professors) and 11 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.

Based on the Law of Georgia on Higher Education, a graduate can continue his studies at the next educational level, both in the business administration profile and in another specialty.

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 **Master of Marketing**

Number of credits **120**

Academic year **2026-2027**

Number	Subject name	Code of the discipline	Code of the prerequisite	Semester	ECT's	Lecture	Working group	Practical work	Laboratory	Midterm assessment	Final assessment	Contact hours	Independent work	Total hours	Consultation	Name of the professor
* Mandatory courses (100 ects)																
1	Digital marketing strategy	DMM201C		1	5	10	7	7		6	2	32	93	125		Anjelika Arutinova
2	Text architecture and storytelling	DMM202C		1	5	10	7	7		6	2	32	93	125		Kristine Abazadze (Georgian language program)/Ani Khetsuriani (English language program)
3	Consumer behavior and neuromarketing	DMM203C		1	5	11	6	6		7	2	32	93	125		Kristine Abazadze (Georgian language program)/Natia Daghelishvili (English language program)
4	Brand strategy and communication	DMM204C		1	5	11	6	7		6	2	32	93	125		Ani Khetsuriani
5	Social media strategy and content marketing	DMM205C		2	5	9	5	9		7	2	32	93	125		Kristine Abazadze (Georgian language program)/Natia Daghelishvili (English language program)
6	Data-driven marketing and analytics	DMM206C		2	5	10	7	7		6	2	32	93	125		Boto Kardava (Georgian language program)/Nino Sachaleli (English language program)
7	SEO/SEM and performance marketing	DMM207C		2	5	10	7	7		6	2	32	93	125		Boto Kardava (Georgian language program)/Ani Khetsuriani (English language program)
8	Digital project management	DMM208C		2	5	10	7	7		6	2	32	93	125		Natia Daghelishvili
9	AI and marketing automation	DMM209C		3	5	10	7	7		6	2	32	93	125		Niko Javakhishvili

10	E-commerce and digital sales strategy	DMM210C		3	5	10	7	7		6	2	32	93	125		Guram Sherozia
11	CRM systems and customer retention	DMM211C	DMM203C	3	5	11	5	8		6	2	32	93	125		Natalia Noghaideli
12	Influencer marketing and community building	DMM212C		3	5	10	7	7		6	2	32	93	125		Nutsa Beruchashvili
13	Budgeting, ROI modeling and analytics	DMM231C		3	5	10	5	9		6	2	32	93	125		Mamuka Lezhava
14	Global brand strategy	DMM213C	DMM204C	4	5	9	6	9		6	2	32	93	125		Khatia Gogritchiani (Georgian language program)/Ani Khetsuriani (English language program)
15	Personal branding and professional reputation	DMM214C		4	5	11	7	6		6	2	32	93	125		Nutsa Beruchashvili
16	Visual Communication	DMM215C		4	5	9	8	7		6	2	32	93	125		Levan Mikeladze
17	Professional practice	DMM216C	All mandatory courses	4	10			180		6	5	191	59	250		-
18	Master thesis	DMM217C	All mandatory courses	4	10						8	83	167	250	75	The supervisor of the master's thesis is determined according
* Elective courses (20 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 Kvirkvaia
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	DMM102C		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