

Master in Digital Marketing

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Programme Overview

The rules have changed. Everything is moving online.

The skills taught in this master course, covering digital marketing, web analytics, website design and management will help you become extremely relevant in today's marketplace.

Most established companies are going digital, and most new companies are starting with their online foot forward.

This creates an environment where the skills taught in this course are some of the most desirable for any company around the world.

Furthermore, you will be able to use the skills learnt in this highly practical masters programme however you like, from selling the skills as a freelancer or agency, starting your own business, or joining almost any business in the world in any vertical as they all face the challenge of adapting to an ever more digital world.

In this master we will cover everything related to the digital economy and how it affects companies, making students the most broadly knowledgeable and practically skilled graduates in the world.

Students will learn to design, implement, manage and measure all aspects of a digital marketing plan.

We will also cover all new business models the new digital economy has created and how that could apply to your next project as an entrepreneur. We will also discuss how best to use your new skillset to find work for almost any company in the world, whether as a freelancer, an employee or an agency.

We pride ourselves in a full stack education. Aiming to create exactly what we would have needed when we started learning about digital marketing.

The Master is 100% online and the student will have full access to our core program from day 1. You will be able to progress at your own pace.

Furthermore, it is entirely flexible and can be started anywhere in the world and at any time. Bear in mind, we are consistently updating the course to the new developments in the online business economy, and will keep our alumni updated with any new updates.

Our Mission

The core masters programme is 100% for free.

Our goal is to help make education free and for everyone. Therefore we have decided to make the full course free for anyone that meets the requirements.

The mission is to empower as many people in the world as possible to take control of their own lives. A masters degree in digital marketing is extremely broadly applicable for anyone, anywhere in the world, in any language, for any business and most importantly, for the next generation of entrepreneurs.

“We aim to give our students what they would otherwise get for between \$3,000 and \$80,000, but we don’t charge them anything.” - Scott Max

Why? Simply enough, quality education, as far as it is possible, should be free.

Therefore, our programme, as with the internet itself, is open for anyone with the desire to learn and to develop their skills.

We do not require money, previous higher education, for you to have access to a visa or any other traditional requirement.

Anyone with the desire to learn and put our master into practice is welcome.

We have designed this course to be **highly practical** and not to follow the traditional education model.

We ourselves have learnt the entire content in this course entirely practically, the regular lecture, test, lecture, exam model does not work.

The focus of this course is your core project, you will practice the entire course theory with your **very own website**, to demonstrate your skills to yourself, to us and to whoever you would like to work with in the future.

What you will learn

Our practical approach: everything you learn will be applied

You will learn the fundamental concepts of the digital world today, its recent development, its future trajectory and the current selection of business models made available in the digital world.

Next, you will learn how to make your very own website. Then you will actually make your own wordpress powered website, with which we will apply all the concepts learnt in this and all the further parts of the course.

This website is entirely yours to keep. You can turn it into your own business as many students already have, you can use it as a digital storefront for an existing business you have, you can use it a personal website displaying your portfolio of skills, or you can get creative and use it for whatever you like.

Next, we will cover all aspects of search engine optimization. You will understand and apply a comprehensive strategy to make your website rank on search engines to bring the right traffic consistently and for free.

Then, we will cover all business aspects of the large social networks (Facebook, Instagram, LinkedIn and Twitter) and how to design a content strategy to use them to your benefit. We teach how to run and scale paid ad campaigns on these platforms.

You will be able to design and execute a digital marketing plan using social media and email that brings direct traffic, revenue, leads and sales to your, your clients' or your employers' business.

We will tie these modules in with some core copywriting theory to write powerful ads and how to create engagement to cultivate customer loyalty.

Finally, we'll have a deep dive into google analytics, so you can track, measure and evaluate everything you are doing, making sure your digital marketing campaigns are hitting their goals.

Furthermore, you will learn plenty more than our core curriculum as we are constantly updating and improving on our core program, alternatively we have additional add-on modules for students that want to go deeper into a particular subject.

Professional Opportunity

Never has an opportunity so great been available to so many.

The skills you will learn in this master will open doors to any industry.

The economy across the world is collectively shifting online. And this shift is only being accelerated with the recent pandemic.

Most businesses do not have qualified personnel to help guide them through this shift and thus have no digital marketing strategy. People are hiring candidates with the practical skills we are teaching here at Max Business School at record rates across all industries and in every country in the world.

A further bonus is that most employment opportunities have a very healthy work life balance with high starting salaries, comparative to the job location as well as a core flexibility to be able to work remotely. A huge trend in recent months.

Finally, this skillset is absolutely essential for the modern entrepreneur. You will be able to digitise analog industries, or you can provide these services to fellow business people across the globe.

Or this skill set can be the foundation to executing your own business idea, your own startup, your own charitable organization, etc.

We will be covering all relevant business models in the course with practical examples and steps on how to apply them so you have all the tools to apply your knowledge right out of the course with your masters project.

Finally, we have a job board and further specialisation tracks for our graduates, helping them either refine their own business model, helping them get clients as a freelancer/agency or connecting them with employers hungry for our graduates with jobs at companies all around the world.

Typical job titles for our graduates:

Digital Strategy Director	Digital Marketing Manager	PPC Manager
Digital Product Manager	Community Manager	E-commerce Manager
Lead Generation Specialist	Traffic Manager	Affiliate Marketing Manager
Media Buyer	User Acquisition Manager	

Who is it for

Our programme has attracted anyone with the desire to learn

As previously mentioned, our course curriculum is built to be highly practical and highly applicable in today's economy. The trend of digitalisation is strong all over the world and we are seeing a reflection of this in our student body.

Our english language course is being taken and completed by all sorts of people from 18 year old high school graduates to 40 year old tradesmen to 55 year old university professors.

In almost any country in the world.

The course is specifically tailored to someone in their formative years who would like to develop their career or to start their first online business to strive for financial freedom.

However the knowledge is also very applicable to existing employees or business owners who would like to learn and master the skills needed to stay relevant in the digital age by staying on the cutting edge of digital marketing.

Usually, a masters education is reserved for people prepared to pay between \$3,000 and \$80,000, with a visa and a bachelor's degree as a requirement. Furthermore, the degrees lean more on theoretical knowledge, with its graduates tending to need training after graduation in their business or at their employers business.

We see this profile in our student body aplenty.

Our practical approach is far more inclusive, as we have made it available for anyone who wants to learn and apply the skill set.

We do however require you to complete the assignments in the course to earn the certification as we know this is the only way to actually prove you have the skillset your certification entails.

So, regardless of who you are, where you are or how old you are, we welcome you if you have the desire to learn and to build your own website as a masters project.

You will just need a computer, an internet connection, a domain name, and a hosting account.

Our Methodology

We don't believe in exams. We believe in practice.

We think the old model of lecture, test, lecture, test, lecture, exam is old and ineffective.

We've all been through it ourselves, some of us studying digital marketing, or marketing, or copywriting at top universities around the world and we can confidently say that it does not work.

We learnt our skills by doing, failing, learning from online forums, youtube videos, or smaller courses similar to this.

Therefore, we have made the course we would have wanted many years ago to streamline this whole process and make the adopting of the digital marketing world far easier for our students than it was for us.

Therefore, our graduation is conditional on you completing practical assignments on your own, real live website which we will start work on on day 1.

You will buy your own domain and hosting account to have your own, private space on the internet.

Module 0 starts with the setup of your websites and from then on we will take practical steps, while working with your website to learn all the following concepts in a practical manner.

At the end of each module, you will submit all your assignments at once to your tutor, proving you have taken these practical steps so we can certify you with confidence.

The academic material is organised into small, bite sized videos and assignments to guide you as much as possible through the curriculum. Furthermore, our student-tutor support system will help you through any doubts you may have to make your learning experience as smooth and educational as possible.

You will be able to start the course as soon as you decide to register in our course platform for free.

You'll have full access to our entire learning material for free to be able to learn at your own pace.

Requirements

We want to educate and empower as many people as possible.

We have worked very hard to make this part of our academic program as short as possible.

What you need is:

- A domain (acquired in the course)
- A hosting account (acquired in the course)
- An internet connection
- A computer or laptop
- A sufficient grasp on the english language to understand our course material

And that's it.

Anyone with a connection and a laptop can start the course and we will guide you all the way to becoming proficient in all aspects of digital marketing. As well as guiding you to make your own website.

We have a full in depth guide to getting your domain and hosting account with our recommended hosting partners for your own website to be able to complete the assignments in the course.

We do not have a time limit on our students' learning pace. We graduate students who have managed to complete all of our practical assignments.

Certification

For students who prove their knowledge practically.

We reserve our certificate of completion for our students who submit their assignments correctly and who have implemented the assignments into their real, live website, which we will check before issuing the certificates.

We will be able to deliver the certificate via our course program to our students anywhere in the world.

Disclaimer: Max Business School is an entirely private institution focusing on helping students learn and apply our digital marketing curriculum, and is thus not regulated by any government, any ministry of education or any public authority or university.

We will also help guide our students toward other useful and highly recognised certification in google analytics, google ads and facebook ads with their respective educational programs to prove your knowledge in the marketplace.

These certifications come directly from google and facebook, and are highly valued by recruiters for digital marketing positions.

Pricing

Our entire curriculum, our certification and support, we charge:

0 **\$/€/£/...**

And we are glad we have managed to do so. It is vital to our core mission to educate and empower as many people as possible.

During the course, and to graduate, you will need a hosting account (A server you rent to host your website) and a domain (your website address). Both of these cost a small amount of money, however they are absolutely essential to learn the course material and to participate in the digital economy in any way.

We have exclusive deals with partnered hosting companies to help our students find a far better deal with us than otherwise, so we hope to save you money on this aspect as well.

The opportunity is now yours, sign up to our course platform and start learning today.