



ASSOCIATE OF SCIENCE IN DIGITAL MARKETING AND BUSINESS STRATEGIES

Master digital marketing strategies and lead business transformation with a focus on innovation.

PROGRAM DESCRIPTION



Master the frontier of modern business with our Associate Degree in Digital Marketing and Business Strategies. This US-standard Associate program is designed to train specialized technicians capable of creating, executing, and optimizing effective digital campaigns, fusing strategic marketing with the new demands of corporate digital transformation.

Through a 100% online and asynchronous methodology, you will learn to manage organizational growth using cutting-edge tools, mastering digital channels and applying theory in dynamic virtual environments to face challenges in competitive markets.

Upon graduation, you will obtain an official U.S. degree with global validity to lead digitalization in companies of all types.

WHY CHOOSE DRU?

1.



U.S. DEGREE

Your talent will be recognized anywhere in the world.

2.



TOTAL ACCESS

You can study from wherever you want and whenever you want.

3.



INTUITIVE TECHNOLOGY

A cutting-edge platform that adapts to your lifestyle.

4.



BILINGUAL LEARNING

You choose your language (English or Spanish) to master the universal language of business.

STRATEGIC SKILLS YOU WILL LEARN



Digital Strategy

Design and execute comprehensive and effective digital marketing strategies for all types of businesses.



Conversion Optimization

Learn to create and optimize high-impact digital campaigns.



Decision Making

Utilize business analysis and performance metrics to solve real corporate problems.



Customer Experience

Manage user experience (UX) and customer experience on e-commerce platforms.



Emerging Tech Ecosystem

Learn about Blockchain, cryptocurrencies, and digital payments in e-commerce.



Management and Adaptability

Learn to evaluate and adapt marketing strategies in dynamic digital environments.

GRADUATE PROFILE

Upon completion, you will be a technical professional capable of:



Designing and executing effective digital marketing strategies to power and boost businesses.



Evaluating and adapting strategic marketing plans in dynamic contexts.



Managing and guiding work teams in digital innovation projects.



Applying modern technologies to solve operational and commercial problems.



Leading digital marketing initiatives in both large and small enterprises.

PROGRAM DETAILS



- **Official Title:** Associate of Science in Digital Marketing and Business Strategy.
- **Duration:** 2 years.
- **Format:** 100% Online - Asynchronous (Total Flexibility).
- **Language:** Bilingual (Spanish or English) + complimentary English with ICPNA.

CURRICULUM

FIRST YEAR				
1ST TERM	2ND TERM	3RD TERM	4TH TERM	5TH TERM
ENGLISH COMPOSITION 1	MATHEMATICS 1	PSYCHOLOGY 1	ENVIRONMENTAL SCIENCE	WORLD HISTORY
FINANCIAL MANAGEMENT	MARKETING MANAGEMENT	ORGANIZATIONAL BEHAVIOR	STRATEGIC MANAGEMENT	DIGITAL BUSINESS AND INNOVATION
SECOND YEAR				
1ST TERM	2ND TERM	3RD TERM	4TH TERM	5TH TERM
DIGITAL BUSINESS STRATEGY	DIGITAL MARKETING AND COMMUNICATION	BUSINESS ANALYTICS AND PERFORMANCE MEASUREMENT	INNOVATION AND DESIGN THINKING	DIGITAL ENTREPRENEURSHIP
ARTIFICIAL INTELLIGENCE FOR BUSINESS INNOVATIONS	CYBERSECURITY AND RISK MANAGEMENT	GLOBAL BUSINESS	DIGITAL BUSINESS IN EMERGING MARKETS	SOCIAL MEDIA MARKETING AND COMMUNICATION

CONTACT INFORMATION

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LET'S TALK!

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