BSc (Hons) in Digital Marketing

Developing graduates with solid theoretical knowledge, analytical ability, and practical competence.

Career Integrated | **Industry Placement** | **130+ Credits**

WHY STUDY DIGITAL MARKETING AT UTE?

The Bachelor of Science (Honors) in Digital Marketing at UTE is designed to prepare students for careers in the rapidly growing digital economy. The program combines strong theoretical foundations with hands-on practical learning, industry internships, innovation, and entrepreneurship.

STUDENTS DEVELOP EXPERTISE IN:

- Artificial Intelligence Marketing (AI)
- Data Science & Big Data Analytics
- Full-Stack Web Development
- Content & Copywriting
- SEO / SEM Certification Prep
- Mobile App Marketing
- UX / UI User Experience
- Digital Entrepreneurship

The curriculum is designed based on Outcome-Based Education (OBE) principles and is aligned with Level 6 of the Cambodia Qualifications Framework, as well as international standards.

PROGRAM HIGHLIGHTS:

Industry-Focused Curriculum

Learn modern technologies and tools used by today's technology companies.

Practical Learning Approach

- Hands-on laboratories
- Coding projects
- Internships
- Capstone
- Projects
- Startup innovation.

Internship & Industry Placement

Gain real workplace experience through professional internships and industry collaboration.

Thesis OR Startup

Students may graduate by completing a Research Thesis OR a Digital Startup Business Plan.

Future-Ready Specializations

Choose pathways in Artificial Intelligence, Social Media Analytics, or Digital Entrepreneurship.

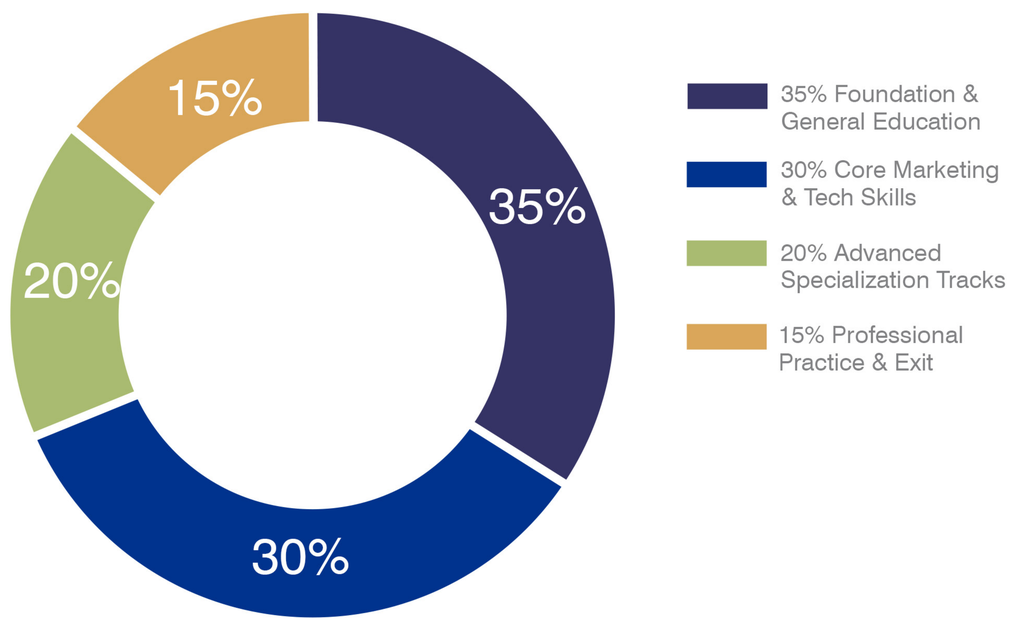
UTE UNIVERSITY of TECHNOLOGY & ENTREPRENEURSHIP

(+855) 17 592 888 / 70 592 888 | www.ute.ac | info@ute.ac

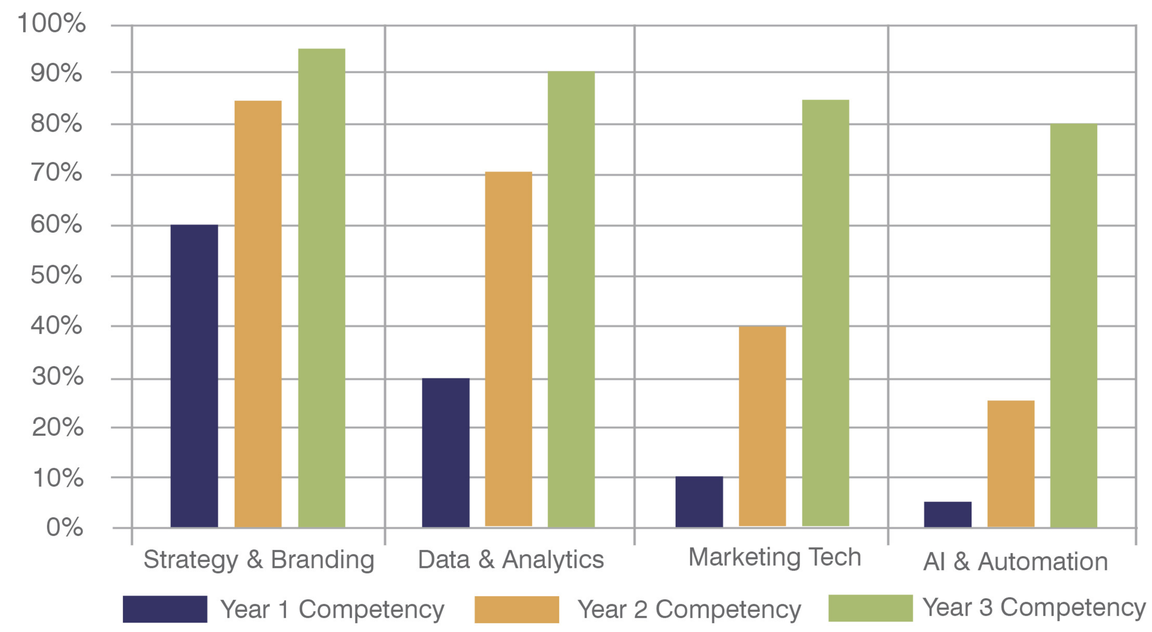
DIGITAL MARKETING MASTERY PATHWAY

A STRUCTURED, TERM-BY-TERM APPROACH TO MASTERING MARKETING STRATEGY, DATA ANALYTICS, AND ARTIFICIAL INTELLIGENCE BEFORE APPLYING THEM TO INDUSTRY-STANDARD CAMPAIGNS.

CURRICULUM COMPOSITION



COMPETENCY PROGRESSION



THE ACADEMIC ROADMAP

YEAR 1
Foundation in Markets

Terms 1-3 focus on Moral Philosophy, Design Thinking, Marketing Fundamentals, and Academic Writing.

48 Credits | Branding

YEAR 2
Building Core Science

Terms 4-6 introduce SEO/SEM, Consumer Behavior, Web Development, and Advanced Social Media.

Google Ads | Analytics

YEAR 3
Specialization Tracks

Students branch into high-demand verticals such as UX/UI, AI in Marketing, and Automation Tools.

E-Commerce | UX Design

THE FINAL EXIT: PROFESSIONAL PRACTICE & INNOVATION

Upon completion of the core curriculum, students must choose one of two distinct paths to qualify for graduation. Both paths require a formal defense.

ACADEMIC RESEARCH THESIS

Designed for students aiming for research-heavy roles or Master/PhD programs.

REQUIREMENT 8,000-word Thesis & Viva Voce.

OR

STARTUP BUSINESS PLAN

Designed for aspiring entrepreneurs building their own digital venture.

REQUIREMENT Functional MVP & Investor-Ready Pitch Deck.

CAREER OPPORTUNITIES

Graduates may pursue careers as:

- SEO/SEM Specialist
- Marketing Data Analyst
- App Marketing Manager
- Digital Consultant
- Content Strategist
- Growth Hacker
- AI Marketing Lead
- Digital Entrepreneur
- Technology Entrepreneur