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ERASMUS MUNDUS DESIGN MEASURES

DATA DRIVEN DIGITAL MARKETING (3D-M)

General Information Flyer



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Data Driven Digital Marketing project has been developed by Business and Technology University and its partners in line with the strategic priorities of the Digital Education Action Plan (2021-2027) in response to the Erasmus Mundus Design Measures (EMDM) program with an aim to begin procedures for launching a joint, innovative and ambitious international Master's program in Data Driven Digital Marketing (3D-M) attracting excellent students from all around the world.

Six Higher Education Institutions from EU and non-EU countries and one thematic well-established association have united to encourage the academic collaboration between well-established, experienced as well as relatively new institutions dedicated to the shared vision and a common goal to develop a joint program design for the top-notch marketing program which will respond to the needs of local and international markets through integrating ICT with Marketing.

The demand for graduates with qualifications in digital marketing is high both in Europe and globally. With the increase in digitalization, especially amid Covid-19, the need for digital marketers rises dramatically each year with consumer behavior changing radically. Data-driven marketing intends to fill the gap and refers to the methodology of extracting actionable insights tied to consumer behavior from large data sets in order to predict consumer behavior in relation to new products, marketing positioning and user's likelihood of interacting with a brand.

With the increase in popularity of Big Data, and the technological advancements that allow for massive amounts of information to be collected, organized and analyzed, data-driven marketing is emerging as the next generation strategy to effectively create personalized and relevant consumer experiences. More importantly, data-driven marketing is emerging as the next generation strategy to effectively create personalized and relevant consumer experiences as the popularity of Big Data, and the technological advancements that allow for massive amounts of information to be collected.

The 3D-M program that the consortium aims to launch, is directly responding to the need of the market, and recognizes the necessity for collaboration to develop tech enhanced marketers who have background in ICT as well as marketing along with significant cultural experiences which is also critical for such professionals in today's globalized world.

Project Partners/Key Partners:

Business and Technology University, Georgia (Project Coordinator)

Business and Technology University (BTU) represents a higher education and research unit in the country of Georgia that combines and integrates business and modern technology and supports development of innovative and creative entrepreneurial markets locally and globally. BTU unites University, school, regional technological hubs, business incubator and accelerator, IT academia, media centers, research center, AI, Industry 4.0, blockchain and cyber security labs. Founded in 2016, as the part of Silicon Valley Tbilisi, BTU has 5000 students, 400 employees and a degree portfolio of 4 ongoing Bachelor's, 3 Master's, 2 PhD and 8 international double degree diploma programs at BA and MA level. BTU boasts partnerships with more than 75 leading international universities and institutions, which is a clear confirmation that in a short period of time the institution has become a very successful and dynamic university in Georgia. There are a number of reasons that contributed to this success - adopting technology-based approaches in the learning process, blended teaching and learning methods, promoting creativity and innovation being some of them. The mission of the university is to offer the students unique educational experience, develop their leadership and entrepreneurship skills; give them the motivation and opportunity to become competitive work-force on both, local and international markets, by creating entrepreneurship ecosystem and integrating business with high technologies; demonstrate their potential on global markets by exchanging scientific papers, ideas and innovations.

University of Versailles Saint Quentin-en-Yvelines - IAE is a leading multidisciplinary higher education and research institution in France. The quality of UVSQ's undergraduate and graduate programs (master's programs, doctorates, post-doctoral fellowships) is backed by the compelling research programs conducted in UVSQ research centers and laboratories. UVSQ is a medium size university (20 000 students) located in the Southwestern suburb of Paris, where internationally known businesses are established (such as Renault, PSA, Dassault) as well as renowned French research institutes (CNRS, INRA, CEA).

Polytechnic Institute of Braganca, Portugal

The Polytechnic Institute of Bragança (IPB) is a leading Portuguese University of Applied Sciences with 8000 students and 500 teachers and researchers. It has an internationalization programme with widely recognized success, including the annual mobility of more than 900 incoming and outgoing students and 300 teaching staff members. Nowadays the IPB is a multicultural institution where 30% of its students are international students from all over the World. IPB is also recognized by its performance in applied research and regional engagement. The Polytechnic Institute of Bragança (IPB) is positioning itself as an enthusiastically active player in the development of the region where, in a more evident and naturally expected way, its action is felt. There are several initiatives and action vectors with which the IPB operates with a view to economic, sustained and sustainable development in the Region of Trás-Os-Montes, in the North of Portugal, in short. Digital marketing is in a dizzying evolution and professionals in this field are daily faced with the need to familiarize themselves with and master emerging techniques, providing them with tools to deal with fragmented information, with the myriad of distribution platforms, with the demands of interaction by eagerly participative audiences while maintaining the integrity of the DNA inherent in the rigor of information and its dissemination.

Cyprus University of Technology, Cyprus

Cyprus University of Technology (CUT) is a leading HEI in Cyprus with 6 Faculties, 3000 students and 200 teachers. University vision is to become a modern and innovative university with international recognition which promotes excellence in education and research in cutting-edge fields, aiming at the scientific, technological, economic, social and cultural upgrading of our country. University mission is to provide high-quality education and high-level training and to promote lifelong learning with modern pedagogical methods, to produce and disseminate scientific knowledge through research and teaching, and through contribution towards addressing challenges in the fields of Science and Technology, to become a catalyst for the state and society. In particular, the mission focuses on creating added value through actions on the following three axes: Education, Research, Innovation and Transfer of Know-how and Social contribution.

Project Partners/Key Partners:

Ljubljana School of Business, Slovenia

Ljubljana School of Business (hereinafter LSB) is an independent higher education institution in Slovenia (not belonging to any university) and provides professional study programmes accredited by The Slovenian Quality Assurance Agency for Higher Education. Even though LSB does not belong to any University, we are equivalent to public HEIs or universities since the process of accreditation is the same for all, and we must fully respect the legislation in the field of higher education. More about LSB: <https://www.vspv.si/en/about-school>. LSB has been established in 2010. It is owned by the company B2 which has been on the market since 1989. LSB provides three bachelor's programmes: Business Informatics, Management, and Marketing Communication Camp; PR, and two master's programmes: Management and Informatics and Marketing Management. Its vision by 2028 is to become an internationally recognized higher education institution in the field of business science. LSB's recent EU and national projects include activities on: - Boosting EU economy through training of Foreign Direct Investment Advisors; - Establishing a corporate image and marketing nature-friendly tourist services; - Building a Coaching Culture.

Belgrade Banking Academy – Faculty of Banking, Insurance and Finance has been one of the best ranked faculties in Serbia in the field of social sciences and humanities for several years now. The organization and manner of teaching at the Faculty, as well as the results that students achieve during their studies and in their further professional and academic careers fully justify the name “School of Excellence”. The Faculty is recognized as a leading higher education and scientific institution in the field of economics, business, finance, insurance and application of digital technologies in mentioned fields, which continuously harmonizes its study programs with the requirements of modern theory and best business practice. The mission of the university is to offer the students unique educational experience, develop their leadership and entrepreneurship skills; give them the motivation and opportunity to become competitive work-force on both, local and international markets, by creating entrepreneurship ecosystem and integrating business with high technologies; demonstrate their potential on global markets by exchanging scientific papers, ideas and innovations.

Project Partners/Key Partners:

European Marketing and Management Association (EUMMAS) – Non-academic partner

The European Marketing and Management Association – EUMMAS was founded in 2007 as a professional, non-governmental and non-profit association aiming to connect business and academic leaders to contribute to local, regional and global prosperity and capacity building to cope with the current challenges. Our focus is on scientific and professional research in the field of marketing and management and we strive to create a professional and academic network aimed at sharing knowledge and experience, establishing a platform for effective dialogue and cooperation between educational institutions and the business sector and representation of members’ interests towards other institutions.

General goals of the consortium with regards to the program:

- Design high-level, innovative double degree master’s program with 2 or more diploma awarded by 2 or more HEIs from different EU and non-EU countries;
- Develop modernized and internationalized curricula and teaching practices in all participant universities through exchange of best practices and experiences;
- Utilize consortium pool for integrating the best professors in the field and support exchange of ideas and experiences among them;
- Create the possibility to study at least in 3 different countries; the goal here is to combine the expertise of consortium member countries and design the program that gives students with excellent academic background the opportunities to delve into different social, economic and cultural environments;
- Develop common mechanisms related to quality assurance, accreditation and recognition of degrees and credits;
- Develop industrial partnerships for on-hand trainings and internships in all 6 countries;
- Improve relevance for the labour market through an increased involvement of employers in all 6 countries.

Project Contact:

international@btu.edu.ge

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