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# ERASMUS MUNDUS DESIGN MEASURES

## DATA DRIVEN DIGITAL MARKETING (3D-M)

### *Information Flyer – Project Deliverables & Meetings*

May, 2023

**Project Number:** 101082577

**Project Duration:** 15 months

**Start Date:** 30.08.2022

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.

#### **Project Deliverables:**

D1.1 - Project Management Plan

D1.2 - Project Partnership Plan

D1.3 - Accreditation Plan

D1.4 - Joint Degree Policy Paper

D1.5 - Student admission and selection procedure papers

D1.6 - Marketing Strategy Paper

D1.7 - Administrative and financial management plan

D1.8 - Data Driven Digital Marketing Master's Program Curriculum

D1.9 - Common services plan for both academic years offered to student

D1.10 - Preliminary agreements with industry representatives regarding the employment of the graduates

D1.11 - Quality control plan

D1.12 - Project progress report paper

D1.13 - Project Website

D1.14 - Informative materials, posters, flyers

## Project Meetings:

Name	Timeline	Meeting Type
Project Kick-Off Meeting	September 16, 2022	Online (Google Meet)
Coordination Meeting I:	November 18, 2022	Online (Google Meet)
Coordination Meeting II:	January 12, 2023	Online (Google Meet)
Coordination Meeting III:	February 13, 2023	Online (Google Meet)
Coordination Meeting IV:	March 9-10, 2023	On-site at UVSQ, France
Academic Coordination Meeting V:	March 28, 2023	Online (Google Meet)
Academic Coordination Meeting VI:	May 17, 2023	Online (Google Meet)
Academic Coordination Meeting VII:	June 27, 2023	Online (Google Meet)
Academic Coordination Meeting VIII:	September 8, 2023	Online (Google Meet)
Coordination Meeting IX:	October 13, 2023	Online (Google Meet)
Project Closing Event	November 2-3, 2023	On-site at IPB, Portugal

### Project Website:

[www.emdm-3dm.net/](http://www.emdm-3dm.net/)

### Project Contact:

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### Disclaimer:

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