



EXPLORE OUR EXECUTIVE EDUCATION PROGRAMS

DIGITAL MARKETING

The next step in your professional journey:

Unlock the full potential of digital strategy and gain hands-on expertise in CRM, Performance Marketing, SEO/SEA, and Social Media to drive measurable business growth. This program equips you with the tools to build data-driven campaigns, strengthen customer relationships, and stay ahead in a fast-changing digital landscape.

3 Weekend course:

28.11. – 29.11.25

12.12. – 13.12.25

09.01. – 10.01.26

Location:

On-Campus in Potsdam (online attendance possible)

Instructor:

Prof. Dr. Petyo Budakov