



Geneva Business School®

Real Business. Future Leaders.



SWISS QUALITY EDUCATION, INTERNATIONAL
NETWORK AND PERSONALIZED MENTORING

SWITZERLAND | SPAIN | KAZAKHSTAN | UAE | KSA | CHINA | IRAN | EGYPT | BAHRAIN

▶ MASTER OF BUSINESS ADMINISTRATION (MBA)
MAJOR IN DIGITAL MARKETING





What makes us unique?

We make you unique

Geneva Business School is a leading business school providing cutting-edge, Swiss-quality education on a global scale. GBS is at the forefront of innovative learning methods and is committed to the use of new technologies in and outside the classroom.

You will benefit from personalized mentoring, tailored education and the opportunity to transfer between campuses to enjoy the unique business culture in each diverse location.

Our expert career team guarantees internship opportunities and provides professional career mentoring to prepare you for work.

Our faculty members are all professionally active, giving an insight into current business trends as well as access to a global professional network.

GBS is uniquely positioned to give you that competitive edge. Our innovative learning methods, professional faculty, international business network and excellent career services combined with personalized student care makes choosing Geneva Business School a very smart decision.

Be informed. Be equipped. Be a leader. Be GBS.



Swiss Quality Education and UK Accredited Degrees

GBS combines the best of Swiss quality private education with UK state accreditation



Tailored Programs

GBS students benefit from made-to-measure programs and flexible schedules



Global Campus Network

Exciting transfer opportunities between our GBS campuses worldwide



Personalized Coaching

GBS offers students personalized mentoring and support from start to finish



Guaranteed Internship Opportunities

GBS students are able to take advantage of our excellent internship placement services



Individual Attention

With smaller class sizes GBS ensures no student is left unattended



Cutting Edge Programs

GBS is committed to the use of new and innovative learning methodologies



Digital Education

GBS promotes digital learning and new technologies inside and outside the classroom



Professional Faculty

Majority of European and US professors with top-management working experience of over 20 years



Successful International Network

GBS is proud of its successful global alumni network with GBS alumni currently working in some of the world's top corporations and organizations

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GBS Students

be Master

Master of Business Administration (MBA) Major in Digital Marketing

This program will teach students how to understand and master the technology that is completely revolutionizing the traditional approach to marketing. Working with key industry professionals, students will have the opportunity to create campaigns and apply their knowledge and skills in real life settings.



Become a Digital Communication Manager

This Master in Business Administration with a Major in Digital Marketing will give professionals tools they need to create amazing campaigns using current and emerging digital tools. Students will learn how to create high impact campaigns, designed to maximise customer awareness and turn that awareness into sales revenue.



Duration

One year of courses and 6 months to write Master thesis; semesters start in September and February



Campus

Transfer opportunities between Barcelona and Geneva Campuses; classes in english



Degree Awarded

Master Degree in Business Administration (MBA) with Major in Digital Marketing



Career Opportunities

- › Community Manager
- › E-CRM Manager
- › Web Project Manager
- › E-Marketing Manager
- › Digital Communication Manager
- › E-Commerce Manager
- › Search Engine Optimization Manager
- › Affiliates manager
- › Web Designer



Program Objectives

- › Be able to effectively publish and manage content for business growth
- › Acquire expertise in using Google analytics and various data analysis software
- › Gain familiarity with online legalities and rights management
- › Become an expert in designing and implementing online marketing campaigns

The GBS Master program A real-world business experience

All our Master programs share the same core components outlined below. During our unique registration weeks you will receive specialized guidance for your chosen major. At the end of this journey with GBS you will be ready for the next step in your future career.

Business DNA

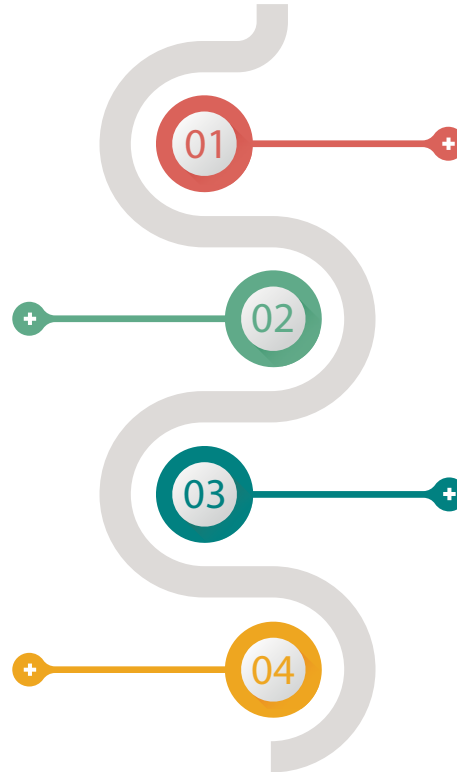
Explore and learn how to handle the key business fundamentals.

- Human capital
- Financial accounting and reporting
- Strategic brand management
- Venture capital
- Supply chain and logistics management
- Customer relationship management

21st Century Leadership

Are you a Manager, a Leader.. or both? It is crucial in today's challenging environment to enhance your soft skills required to *get ahead of the game*.

- Business policy and strategy
- Technology, productivity and change management
- Personal impact and influence
- Project management
- Team building



Start Here

Being an entrepreneur is not just for start ups. Companies today are looking for graduates who think like entrepreneurs, who can assess information, identify risks and make good decisions.

- New business development
- Finance foundations
- The data driven business
- Management foundations
- Entrepreneurship

International Markets

We are in the early stages of the 'fourth industrial revolution' - the old ideas are being tested, new ideas are needed. It's vital for you to understand today's business environment, to identify it and adjust it to emerging market conditions.

- Foreign market analysis
- Money and banking
- Globalisation
- International business law
- Business ethics

Orientation Subjects

01 + Applied Digital Marketing Strategies

02 + Digital Revolution

03 + Digital Marketing Channels

04 + E-commerce: Micro- to Multi-nationals

05 + Persuasion & Customer Decision Making

06 + Conversion optimization

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GBS Students



What our students say



Teymur TEYMUROV

Graduate: MBA Major in International Management
Nationality: Azeri
Current Position: Business Operations Manager

“Geneva Business School gave me the self-confidence to move ahead in my career. The great experience at GBS helped me to broaden my financial and management skills, update my professional knowledge and improve my performance.”



Bastien CHABASSEUIL

Graduate: MBA Major in International Finance
Nationality: French
Current Position: Middle Office Manager (Bonds and Equity Derivatives)

“Through my studies at GBS I developed practical skills in finance. The diversity of students helped me to open my mind regarding cultural and educational differences. Professors are highly-qualified and convey theoretical concepts with practical examples.”



Polina LUKASHOVA

Graduate: Master in Business Administration
Nationality: Canadian
Current Position: Relationship Manager

“GBS has given me an opportunity to explore new business concepts and ideas, which will definitely help me in my future career. GBS has also taught me how to learn to overcome obstacles, as well as find creative solutions for problems that arise.”



Vadim BEZBEDOV

Graduate: MBA Major in International Management
Nationality: Russian
Current Position: Regional Director in a Bank

“I was really grateful for the opportunity to study the business administration program at GBS. It was the opportunity to research modern managerial theories with the application of beset practice in business today. Moreover, the business school program provides many psychological insights that were reflected in the modern business cases. Thank you very much to all the faculty and administration members.”



View our successful alumni on LinkedIn today!

www.linkedin.com/company/geneva-business-school

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GBS Students



Your success starts today

Invest in your future. Apply Now

Geneva Business School welcomes highly motivated individuals who wish to acquire the theoretical knowledge and practical skills in order to successfully and rapidly integrate into the international business world.

We are looking for motivated individuals. We are looking for future leaders. We are looking for you.

Admission Process

Complete the online application form and upload the following documents:

- ▶ Copy of all academic diplomas or certificates obtained
- ▶ One passport photo
- ▶ Copy of passport / National ID
- ▶ Resume / CV
- ▶ Introduction / motivation letter explaining your choice of program (250 words)
- ▶ The Essay (500 words) - Refer to online instructions
- ▶ One academic / professional recommendation letter
- ▶ Receipt for the payment of the application fee

Admission Requirements

- ▶ Bachelor degree in a related field or equivalent
- ▶ Official English exam results (IELTS 6.0, TOEFL IBT 70) or equivalent (exempt if studying in an English speaking environment in the last 3 years)

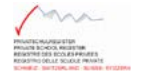
Selection Criteria

- ▶ High level of motivation
- ▶ Personal qualities and competencies
- ▶ Previous experience in Management is an asset

Accredited by



Member of





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