



CUNNINGHAM
UNIVERSITY COLLEGE
GHANA, CUCGH
KNOWLEDGE, INNOVATION, IMPACT
GNÓSI, KAINOTOMÍA, EPÍDRASI

Master of Arts in **DIGITAL MARKETING**

Accelerate your career with the digital business
skills of tomorrow

www.cucgh.com
info@cucgh.com
+233 55 297 9025



PROGRAM OVERVIEW

Awarded by: Steinbeis
University Berlin (S-NEXT),
Germany

Delivered by: Cunningham
University College Ghana
(CUCGH), Accra

Duration: 1 Year

Credits: 60 ECTS

Language: English

The M.A. in Digital Marketing is a future-focused, industry aligned program designed for marketing professionals and aspiring leaders who want to master the latest digital tools, strategies, and trends.

Delivered in partnership with Steinbeis University Berlin, this program empowers graduates to lead marketing innovation in the global digital landscape.



STEINBEIS UNIVERSITY
Schools of Next Practices



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ABOUT CUCGH

Cunningham University College Ghana (CUCGH) is a premier higher education institution located in East Legon, Accra, Ghana. Established in 2025 by esteemed educationist Mr. Peter Galeh, CUCGH is dedicated to nurturing global leaders, innovators, and entrepreneurs through an education model that combines academic rigor, practical skills, and international exposure. Located in East Legon, Accra, Ghana. Cunningham University College Ghana (CUCGH) is a leading higher education institution founded in 2025 by Mr. Peter Galeh.

CUCGH's educational approach combines academic excellence, practical skill development, and international perspectives to cultivate global leaders, innovators, and entrepreneurs.



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About **S-NEXT**

S-NEXT has over 200 global industry partnerships, including German leaders like Daimler, Bosch, and Siemens, providing students with networking and practical insights.

Their talent management programs and INSIDER Study Model, which combines flexible learning with hands-on projects, develop future-ready leaders.

The fully online, two-year M.Sc. in General Management program from Steinbeis University Berlin (Germany), in partnership with CUCGH, Ghana, provides 120 ECTS credits and equips professionals with advanced global business skills. The program is taught in English.



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PROGRAM MODULES

A comprehensive curriculum built around strategic marketing in a digital-first world:

- Digital Marketing Strategy & Planning
- Social Media Marketing & Online Reputation Management
- Data-Driven Marketing & Analytics
- Content Marketing & Brand Storytelling
- Search Engine Optimization (SEO) & Paid Advertising (PPC)
- Consumer Behavior & Digital Customer Experience
- Marketing Technology (MarTech) Tools
- Capstone Project / Master's Thesis



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ENTRY REQUIREMENTS

- Recognized Bachelor's Degree in any discipline
- Proficiency in English
- Updated CV / Resume
- Motivation Letter
- Optional: Marketing or related professional experience



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LEARNING OUTCOMES

Upon completion, students will:

- Design and implement strategic digital marketing campaigns
- Analyze data to improve ROI and customer engagement
- Lead brand growth across multiple online platforms
- Master tools like Google Ads, SEO, social media platforms, and email automation
- Innovate marketing approaches in a constantly evolving digital economy

GLOBAL CREDENTIAL

Degree awarded by **Steinbeis University Berlin (S-NEXT)**—a renowned German institution known for its applied learning and excellence in business and technology education.

Degrees are internationally accredited and industry-relevant.



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CAREER OPPORTUNITIES

- Digital Marketing Manager
- Content Strategist
- SEO/SEM Specialist
- Brand Manager
- Marketing Consultant
- Social Media Manager



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FEES & SUPPORT

Tuition:

Affordable and industry-competitive (contact us for details)

Payment Plan:

Flexible options available

Scholarships:

Limited merit-based awards for top applicants

ENROLL NOW

Next Intake: September, 2025

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