

Earn a British

BA (Hons) Business Studies with Digital Marketing

in Cyprus (Nicosia / Limassol)

3 YEARS FT



CIM - Cyprus Business School



CIM-Cyprus Business School was established in 1978 in Nicosia as The Cyprus Institute of Marketing and has been operating also in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus and abroad, during the last 45 year CIM-Cyprus Business School has evolved into an all-round Business School, offering an array of programmes at both Undergraduate as well as Postgraduate level – from Marketing, Business, to Accounting and Finance, Shipping, and Human Resource Management, Law, and other.

Over the years, CIM-Cyprus Business School has provided the opportunity to more than 10,000 students to acquire acclaimed qualifications and fulfil their aspirations. A lot of our students are individuals who had missed out, for one reason or another, on the opportunity to study after graduating from secondary school, yet who always had the desire to pursue learning, gain further knowledge and qualifications, and advance their careers. Though CIM serves students of all ages and all walks of life, we still offer evening classes exclusively – in order to cater for the needs of working individuals. We still put emphasis on combining theory and practice and remain committed to offering the best and most accessible education at the most affordable fees.

**10,000
students**

from over 30 countries, who
are leading multinational
companies across the globe

University of West London

In top 5 universities in the UK for teaching quality

The Times and Sunday Times Good University Guide 2024

The University of West London (UWL) is a British University with a heritage of over 150 years in teaching and professional education.

In 2021, UWL was announced as 'University of the Year for Student Experience' by The Times and Sunday Times Good University Guide 2021. It was also named top university in London for student satisfaction by the Complete University Guide 2021.

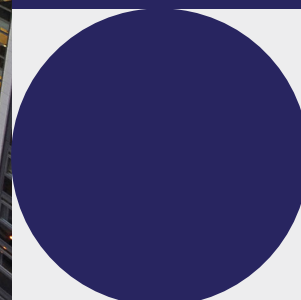
In June 2017, UWL was awarded Silver in the first Teaching Excellence Framework (TEF), recognising its strategic and innovative approach to curriculum and teaching expertise, and its focus on a positive student experience. The success of UWL has been underpinned by dynamic growth following major investment of up to £150m across its three campus sites.



Top modern* university in London

The Guardian University Guide 2024

*Modern universities are defined as higher education institutions that were granted university status in, and subsequent to, 1992



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This course offers a unique opportunity to gain practical skills and knowledge in business and digital marketing, equipping you for a successful career in these fields. The course is delivered in a series of cycles integrating theory, skills, and practical elements. Each cycle introduces important foundational frameworks and helps you put theory into practice across a range of real-world scenarios and contexts. The course content reflects the latest professional insights and academic research on business and digital marketing. To meet your personal development and employability needs, a substantial number of completely new modules have been developed which are aligned to current theory, skills and practice demands.

By the end of your studies, you will also have gained knowledge of consulting on digital marketing and business issues in a real-world context.

COURSE OVERVIEW

This course was developed in response to the growing need for business management professionals to play an active role in acquiring, converting and retaining customers using digital channels. Success in delivering products and services to the market and sustaining competitive advantage is increasingly driven by streamlined processes. These processes have increased the need for individual employees to become confident, evidence-based decision-makers.

This course will introduce you to the customer-centric strategies that enable organisations to integrate management, resourcing and communications into silo-free structures. The course also recognises the requirement for professionals to be able to analyse and evaluate digital marketing campaign performance in the face of active competition and constant changes in consumer purchasing preferences and behaviour.

The course also anticipates the growing demand for professionals to understand how strategies for business growth must also be supported by genuine sustainability and social responsibility. To support long-term career progression and professional durability, several modules are focused on career development, leadership abilities and collaborative work practices. Modules will provide you with the opportunity to engage in project-driven critical enquiry into SME, start-up and enterprise marketing contexts and problems. Working as client-facing consultants, you will deliver projects that showcase genuine commercial experience and outcomes.

This combination of contemporary business management skills, digital campaign delivery and real-world experience will provide you with a competitive edge in the job market.



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MODULES & ASSESSMENT

YEAR 1	MODULES	CREDITS	ASSESSMENT
	Principals of Management	20	Written Examination 50%, Written Examination 50%
	Professional Skills	20	Oral Assignment 100%
	Management in Practice	20	Written Examination 30%, Portfolio 70%
	Principles of Digital and Social Media Marketing	20	Written Assignment Report (2000 words) 100%
	Employability Skills	20	Written Assignment 30%, Oral Assignment 70%
	Analysis of Real-World Issues	20	Written Assignment 40%, Written Assignment 60%
YEAR 2	MODULES	CREDITS	ASSESSMENT
	Marketing and Brand Management	20	Written Assignment 100%
	Web design and Development	20	Artefact 100%
	Social Media and Analytics	20	Written Assignment 100%
	Organisational Behaviour	20	Written Assignment 100%
	Leadership and Teams	20	Oral Assignment 60%, Written Assignment 40%
	Group Business Development Applied Project	20	Portfolio 100%
YEAR 3	MODULES	CREDITS	ASSESSMENT
	Strategic Management	20	Written Assignment 100%
	Career Strategy and Planning	20	Portfolio 40%, Portfolio 40%, Oral Assignment 30%
	Business Sustainability and Social Responsibility in Practice	20	Written Assignment 100%
	Critical Inquiry in Marketing	20	Written Assignment Proposal (3000 words) 100%
	Digital Marketing Consulting in Practice	40	Oral Assignment 50%, Written Examination 50%

* The School reserves the right to change its form of assessment.



**Recognised
by KYSATS
and UK NARIC**

Nicosia / Limassol

Course delivered by professionals
and designed for professionals

**Tuition Fees:
€7000 per year**

Government subsidy up to €3420
(for Cypriot students)

**Registration Fee:
€500 per year**



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As you would expect, throughout your course there will be a healthy amount of coursework for you to complete and exams, group work and presentations so that we, and you, can see just how far you are progressing.

TEACHING METHODS

How you learn is almost as important as what you learn and it's our job to make sure we give you all the information you need in as interesting and varied a way as possible. So there will be lectures, seminars, tutorials and workshops where you will listen and learn, discuss and gain hands-on experience.

AIMS

Our aim is to produce graduates with all the skills and abilities needed to flourish in the world of business marketing and management.

We hope you will leave us:

- A confident and independent learner with sound underpinnings of business knowledge and behaviour;
- An inspired decision maker, putting all your knowledge to use in reaching creative and effective solutions to complex business situations;
- Someone who could make the most of postgraduate or professional study;
- An effective team player but also someone able to work independently;
- Someone who doesn't see a job as the end of their studies but just the start of Continuous Professional Development and Lifelong Learning.



REASONS TO STUDY AT THE UNIVERSITY OF WEST LONDON

- 1** Ranked **30th university in the UK**
The Guardian University Guide 2025
- 2** Top **modern* university in London**
The Guardian University Guide 2024
- 3** **Number 1 London university for overall student satisfaction**
*National Student Survey 2024***
- 4** Best university for **Student Experience and Teaching Quality** in the UK
The Times and Sunday Times Good University Guide 2024

* Modern universities - defined as higher education institutions that were granted university status in, and subsequent to, 1992.

** The National Student Survey 2023 and 2024 - Average of answers to all questions by registered student population. Excludes specialist institutions.

ADMISSION REQUIREMENTS

- / Secondary School Leaving Certificate with average 15/20
AND
- / 15/20 in English on the High School Leaving Certificate, or IELTS 5.5, or GCSE C or equivalent.

Exemptions may be granted on a case by case basis.



**#1 British University
in Cyprus**

**The
Guardian**
University Guide 2021

NSS
National Student Survey

THE SUNDAY TIMES
**GOOD
UNIVERSITY
GUIDE
2024**
**TOP 5
FOR STUDENT
EXPERIENCE**

THE SUNDAY TIMES
**GOOD
UNIVERSITY
GUIDE
2024**
**TOP 5
FOR TEACHING
QUALITY**

Global Partners / 2011 - 2025



The collaboration between CIM-Cyprus Business School and The University of West London (UWL) is the longest surviving and most successful collaboration between any UK university and any Cypriot Higher Education institution. Based on the most recent UK university rankings, UWL is now the top UK university operating in Cyprus.



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uwl.ac.uk



UNIVERSITY OF WEST LONDON



Strategic
Thinker



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