



Food Marketing and Digital Business

Slogan: From idea to market, you are the force that turns a product into success!

1. Why a Master in “Food Marketing and Digital Business”

- Meets the demands of the labor market in the field of food marketing and digital business, a sector that is still underserved in terms of specialized professionals.
- Equips students with comprehensive knowledge in marketing, business management, and digital strategies.
- Enhances students’ competencies in designing marketing strategies, data analysis, and the development of food markets.
- Prepares students with scientific and practical skills for success in local and international markets.

2. Competences of the graduates

- Design and implementation of effective marketing strategies for the agri-food sector.
- Market analysis, consumer segmentation, and the use of data for strategic decision-making.
- Application of digital technologies such as Search Engine Optimization (SEO), social media, and e-commerce for business development.
- Product and brand management, as well as strategic communication with consumers in different markets.
- Market research and data interpretation to improve business performance.
- Development of export strategies and competition in international agri-food markets.
- Design and management of innovative and entrepreneurial projects in the agri-food sector.

3. Potential employer and/or career path

- Marketing managers in agri-food enterprises, developing and implementing marketing strategies for food products.
- Digital marketing specialists in marketing agencies, managing online campaigns and social media platforms.
- Market analysts, conducting research on consumers and trends in the agri-food sector.
- Sales and export managers in companies operating in local and international markets.
- E-commerce specialists on online food trade platforms.
- Specialists in public institutions or international organizations in the field of food policies and rural development.
- Marketing and digital strategy consultants for businesses in the food sector.
- Developers and entrepreneurs in startups within the food and digital business sector.
- Researchers in higher education institutions.

4. Alumnus and their experiences

5. The interdisciplinary of the program

- 70% of the credits in Economic and Social Sciences
- 15% of the credits in Natural Sciences
- 15% of the credits in Technical Sciences

During the development of this program, the principle of an interdisciplinary approach has been followed. This curriculum creates interdisciplinary through the integration of knowledge from various fields such as business, marketing, management, technology, and the food industry. It combines economics, statistics, and psychology to help students understand the market, consumer behavior, and business dynamics. At the same time, the program connects marketing theory with practical skills in communication, negotiation, and sales management. The managerial dimension is strengthened through the inclusion of strategy, organization, project management, quality management, and decision-making, preparing students for real-life situations in organizations and companies. Furthermore, through an international perspective, students gain knowledge of global trade, exports, and the functioning of foreign markets. An important element of this curriculum is its connection with the agri-food sector, where marketing is integrated with food sciences, rural development, and sustainability. Likewise, the technological and innovative component is enriched through knowledge of digital business, startups, and modern financial services. In this way, the program creates a comprehensive professional profile in which students develop analytical, managerial, technological, and sector-specific skills, being well prepared for the demands of the modern labor market.

6. Which Bachelor Program are suggested

Bachelor's degree in Economics, Business and Administration; Marketing and Advertising as well as interdisciplinary programs and qualifications that include business, administration and law.