

GOOGLE DUBAI OFFICES



MSc Digital Marketing
Residential student visit 2018

On the 18th of March 2018 students from the MSc Digital Marketing Programme of Middlesex University Dubai visited Google Dubai Offices. The visit was part of the residential week of the above programme and organised by Dr. Evangelos Moustakas, Associate Professor in Digital Marketing at MDX Dubai.

During the residential week students are exposed to current thinking and strategy as implemented by a range of organisations in digital marketing and business-to-business markets. In particular, students attend a set

of presentations by digital organisations and social media agencies in Dubai and the UAE. The residential week provides students with a practical and applied perspective of the marketing discipline. The point of this experience is to enhance group cohesion whilst consolidating various aspects of the digital marketing curriculum.

Alex Brunori talked about the major shifts in marketing as influenced by the rise of digital media while Giannis Kollias discussed the new ways of defining and reaching one's qualified audience.















