

◆ Masters in

Digital Marketing

HARBOUR.SPACE
INSTITUTE OF TECHNOLOGY

Welcome to Harbour.Space, A Place Where Innovation and Education Meet

With our real-world approach, versatile curriculum and industry leaders as faculty, we create an environment where students thrive. Join our international community of change-makers and leaders of tomorrow!



We've Transformed Traditional Teaching Methods

To ensure that from day one, students are learning and doing only what's necessary for their future careers. No outdated textbooks—just real-world skills and tasks taught by practising professionals. Everything you learn and do in class will prepare you for the work you'll be doing in the real world.



Our Approach

Modules, Not Semesters

Students have 3-week modules, focusing on one subject at a time. This mode is very typical for the tech industry, and students get used to intensive cycles when they study just as they will work. Each module concludes with a real-life project.

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Practitioners, Not Textbooks

Instead of full-time, academic professors, your teachers will be practising specialists who teach you the skills and insights they apply in their daily work.

The Combination of These 2 Factors Give Way To:

- ◆ Trend-driven curriculum
- ◆ Small sized classes
- ◆ Regular Feedback From Teachers
- ◆ 80% Practice, 20% theory
- ◆ Personalised Study Plan
- ◆ Portfolio Development

Nurturing World Champions in Technology



Harbour.Space Institute's team, composed of our talented students, stands out as the first in Europe and Spain to achieve such outstanding results, setting a new benchmark for excellence.

We imagine a world where all driven and talented people have the opportunity to reach their full potential, and the achievements of our students demonstrate that we are on the right path.

Harbour.Space programming team has won a gold medal at the International Collegiate Programming Contest (ICPC) World Finals in Luxor, Egypt, outperforming institutional giants like Stanford, MIT, Cambridge, and Oxford.

The ICPC is a prestigious event that unites the brightest minds in computer programming from leading universities worldwide, showcasing their problem-solving abilities, teamwork, and programming expertise. With over 3,000 universities attempting to qualify, the competition saw more than 170 universities from over 50 countries reaching the finals.



Digital Marketing

Language

English

Format

On-Campus

Main Intake

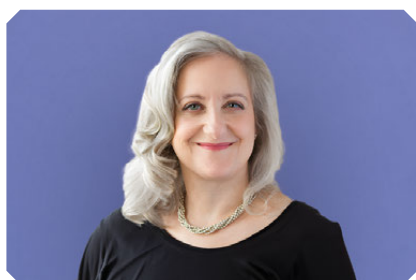
September

Great ideas bloom or wither depending on whether a digital marketing strategy can communicate them. The Harbour.Space Digital Marketing programme offers an intensive and hands-on training that gives students the skills they need to successfully position a product or service in today's oversaturated sea of communications. This unique programme is designed to grow a new generation of leading marketing specialists – digital savvy professionals that can benefit from an explosive growth of online technologies by using the most cutting-edge, innovative tools in their daily job.

Key Learning Outcomes

- ◆ Craft effective strategies across digital platforms
- ◆ Master key channels like SEO, social, and email
- ◆ Use consumer insights for targeted campaigns
- ◆ Strengthen brands with digital storytelling
- ◆ Excel in data analytics for smarter decisions
- ◆ Drive growth with digital and content marketing
- ◆ Boost engagement through automation and personalisation
- ◆ Sharpen communication skills for digital success

Programme Directors



Stephanie Schwab

Founder and CEO,
Crackerjack Marketing



Andy Crestodina

Co-founder and CMO,
Orbit Media

2 Types of Masters

MBA in Digital Marketing

A focused one-year programme designed for those who want to fully immerse themselves in academic study. This format builds strong theoretical and practical expertise through an intensive and comprehensive curriculum.

Duration	Campuses	Credits
1 Year	Barcelona/Bangkok	60 ECTS
Tuition Fee (International)	Tuition Fee (EU & Thai Citizens)	
€22.900	€11.450	

MBA in Applied Digital Marketing

An innovative format that blends academic learning with professional work experience. Study for the first six months, spend a year in a work placement, and return to complete the final six months of coursework. Perfect for those who wish to balance education with hands-on experience, this structure enhances practical skills and career development.

Duration	Campuses	Credits
2 Years	Barcelona	90 ECTS
Tuition Fee		
€19.980		

Programme Curriculum

Intro Module: From Zero to Hero



This introductory module gives you an experiential and immersive introduction into the world of high-tech entrepreneurship and the teaching methods of Harbour.Space. During this course, you will learn how to develop your idea and bring it to life through real decision-making and strategic challenges that many entrepreneurs face these days and how to tackle them.

Taught by Kamran Elahian, Founder and Chairman at Global Innovation Catalyst

Core Modules



Build essential skills through core modules that are fundamental to your degree, equipping you with the expertise expected of a digital marketing master in today's competitive job market.

Marketing Strategy

Jenna Tiffany, Founder & Strategy Director
at Let'sTalk Strategy

Data-Driven Email Marketing

Jenna Tiffany, Founder & Strategy Director
at Let'sTalk Strategy

Content Marketing Masterclass

Andy Crestodina, Co-founder and CMO at Orbit Media

Consumer Behaviour

Gary van Broekhoven, International Innovation Coach,
Consumer Psychologist

Behavioural Marketing Automation

Kenda Macdonald, CEO of Automation Ninjas

Mastering SEO

Alex Nechoroskovas, Founder & CEO at Revenue Atoms

Elective Modules



Tailor your studies with elective modules, choosing to specialise in niche skills or explore interdisciplinary insights from fields beyond digital marketing.

Performance Marketing

Social Media & Content Marketing

Brand Building & Creative Strategy

Digital Strategy and Platforms

Advanced Growth Strategy

Paid Social & Display Marketing

Sales as a Science

Product Analytics Fundamentals

Intro to Digital Marketing, Growth and Digital Strategy

Programmatic Advertising for Growth

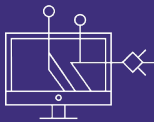
Pitch Power: Unlocking Influence and Impact

Digital Analytics Using the Google Marketing Platform

Creative Writing, Storytelling, and Creative Performing

Storytelling for Brands in the Digital Age

Our Programme Ecosystem



Computer Science



Data Science



Cyber Security



High-Tech Entrepreneurship



Digital Marketing



Product Management



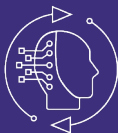
FinTech



Math as a Second Language



International Business



Digital Transformation



Interaction Design



Front-end Development

The Synergy of Technology, Business, and Design



Interdisciplinary Collaboration

Classes and assignments are aimed to closely resemble real life professional Situations. Thus, during the class, students are forming teams that consist of students fulfilling specific roles—Tech Entrepreneurs, Developers, and Designers.



All-Rounded Curriculum

Throughout their studies, students are required to pursue modules across three disciplines: design, technology and business, in order to expand their expertise. They learn how those three areas relate to one another, regardless of which major is declared.

Google Our Teachers

We invite successful professionals from Tech, Business and Design to share their practical expertise and personal insights with our students. Through our flexible modular system, we can accommodate the needs of our experts and bring world-class knowledge to our campuses.



Stephanie Schwab

Founder and CEO,
Crackerjack Marketing



Andy Crestodina

Co-founder and CMO,
Orbit Media



Kenda Macdonald

Chief Executive Officer,
Automation Ninjas



Gary van Broekhoven

Lecturer at Berkeley, Stanford, HEC,
and Host at UNSILOED Podcast



Jenna Tiffany

Founder & Strategy Director,
Let'sTalk Strategy



Bonnie Rothman

Founder & President,
Company B



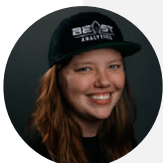
Charles Farina

Director of Analytics,
Analytics Pros



Alex Nechoroskovas

Founder & CEO,
Revenue Atoms



Brie Anderson

Owner,
BEAST Analytics



Susannah Sulsar

Group Comms Strategy Director,
VMLY&R



Katlin Kaldmaa

Writer, International Secretary,
PEN International



Neil Feinstein

Associate Professor,
St. John's University



Rui Nunes

Founder,
sendXmail



Olaf Knijn

Head of Sales Strategy,
HERE Technologies



Kyoko Takeyama

The Creative Communicator's Coach,
KT Consulting



Alejandro Rigatuso

Principal Growth Marketing Strategist,
Toptal



Mark Schaefer

Executive Director,
Schaefer Marketing Solutions



Rebecca Lieb

Chief Marketing Officer,
Coney Island USA



Amy Harrison

Copywriter, harrisonamy.com;
Founder, Write With Influence



Jessica Best

Director of Data-driven Marketing,
Barkley

Our Two Campuses



Barcelona

Harbour.Space's flagship campus opened in 2015 and is located in the heart of town, just one block from the beach, offering an inspiring learning environment.



Professional Opportunities

- ◆ Thriving Tech Hub
- ◆ Industry Connections
- ◆ Creative Environment



Lifestyle

- ◆ Cultural Richness
- ◆ Beach and Outdoor Activities
- ◆ Food Haven





Bangkok

Harbour.Space's second campus opened in 2021 in partnership with UTCC (The University of the Thai Chamber of Commerce) and offers brand new facilities in downtown Bangkok.



Professional Opportunities

- ◆ Gateway to Southeast Asia
- ◆ Financial Centre
- ◆ Business Incubator



Lifestyle

- ◆ Culinary Paradise
- ◆ Bustling Urban Experience
- ◆ Cultural Immersion



From Campus to Career

30%

of students join the
Work & Study
model

€50– 70k

median salary
range after three
years of
graduating

66%

of graduates work
in tech, creative or
ICT businesses

Our Alumni are a part of



frog



amazon

Rakuten

IBM

Glovo?

Deloitte.

↳ Toptal

King

Taboola

AppSignal

Google

Jam3

PORSCHE



Sergi Roig

Alumnus, Masters in Fintech and High-tech Entrepreneurship

Harbour.Space was like a deep dive into the world of startups, I got the full toolkit for managing operations and finance. Now, as the CFO and COO of my own start-up, I'm in the thick of it, making purchasing decisions, scrutinising the financials, and steering the ship with all the resources we've got. I would say Harbour.Space didn't just teach me, it prepared me to lead.



Supatsara Rodratsa (Rose)

Alumna, Masters in Front-end Development

From Bangkok to Barcelona, a year filled with incredible experiences and diverse friendships. We've become a close-knit family, cherishing unforgettable memories together. A wonderful gift to treasure forever.



Margherita Giottoli

Alumna, Masters in Interaction Design

My experience at Harbour Space has been nothing short of transformative. Pursuing a Master's degree in Interaction Design has not only equipped me with valuable skills and knowledge but has also opened up a world of opportunities. Beyond the academic aspect, the highlight of my journey has been the incredible people I've met along the way. I owe a great deal of my success and happiness to this incredible institute.

Getting You Job-Ready!

Our institute places great emphasis on student's careers. From personalised plan to practical experience, Harbour.Space aims to provide as much practical experience for students as possible. The career development at Harbour.Space is divided into four main categories:

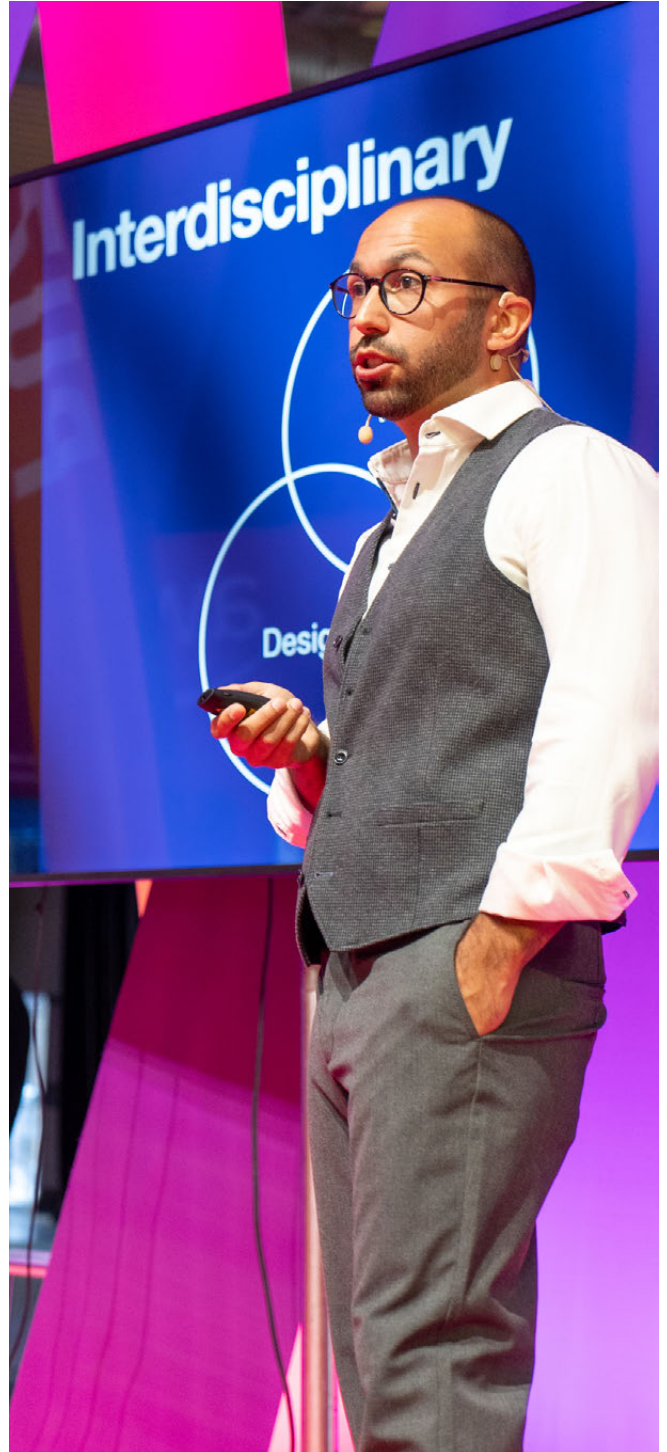
Work and Study Model

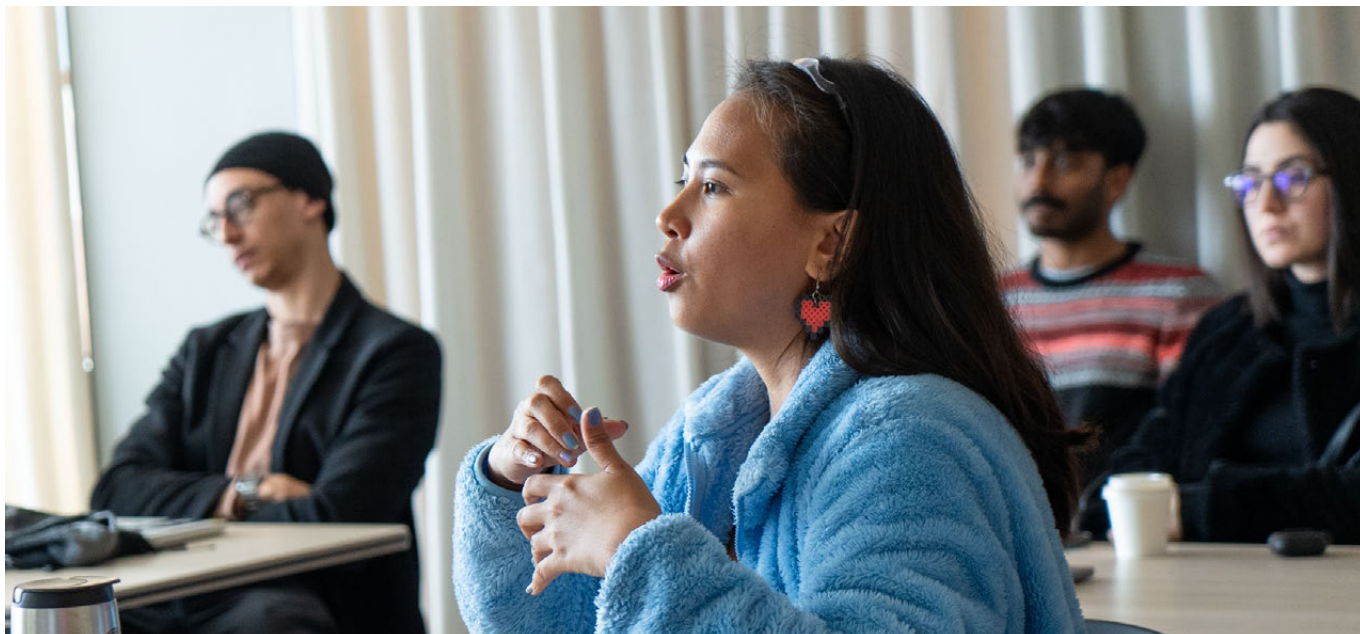
At Harbour.Space, we recognise the importance of balancing education with professional commitments. Our model allows you to continue working while studying, so there's no need to leave your job. While not every student opts for this approach, it's an excellent way to combine practical experience with academic learning.

Career Services

We support students in all aspects of their career journey, providing personalised guidance and resources to help them succeed. From crafting professional CVs and preparing for interviews to finding job opportunities and optimising LinkedIn profiles, we ensure students are fully prepared for the job market.

A dedicated team works closely with students, offering tools, connections, and tailored advice to assist them at every step, ensuring a smooth transition from university to professional life.





Internships

Gain hands-on experience through internships with our network of partner companies. These internships allow you to apply your knowledge in real-world settings, build industry connections, and enhance your professional skills, giving you a competitive edge in the job market.

Networking

Connect directly with industry leaders, explore career paths, and unlock job and internship opportunities through career days, job fairs, and exclusive events. These experiences help you build valuable relationships and gain insights to shape your professional future.



Your Experience With Us



Mentorship Programme

Access personal and professional guidance from a community of alumni, faculty, and industry mentors.



Professional Networking

Direct connections with industry experts in tech, business, and design to build your network and career.



International Community

A global, collaborative environment of students from over 100 countries, growing together.



Career Services

Personalised counselling, CV workshops, and exclusive job connections to prepare you for the job market.



Co-creators Programme

Collaborate on internal and external facing projects with the institute and gain practical experience.



Local Integration

Support with housing, legal needs, and local tips in Barcelona or Bangkok to help you settle in confidently.

Let's Talk About Your Future

Connect with our Admissions Guide to learn more about our programmes, book a campus visit, or try one of our ongoing modules.

Barcelona Intake: Every 3 Weeks

Bangkok Intake: August & January

Maria Kanbina

Admissions Guide

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Phone: +34 671 49 83 03

Scan to book a call



Learn more about the
admission process



harbour.space/admissions

Get started with the
application process



harbour.space/apply



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