

Business & Hospitality

Digital Marketing

ENGLISH EDITION

세종사이버대학교

디지털마케팅학과

내일을 배우다 내일을 바꾸다

SEJONG CYBER UNIVERSITY



세종사이버대학교

Digital Marketing

온라인마케팅학과

AI와 협업하는 시대 온라인 마케터 양성

Department Introduction

This program trains digital marketers and online advertising experts who lead the Fourth Industrial Revolution era. Amid major shifts in business, marketing, and advertising driven by digital technology, demand for this profession keeps growing rapidly.

Department Description

This is Korea's first and only Digital Marketing program, training digital marketers for the Fourth Industrial Revolution era. The curriculum is designed so graduates can grow into big-data-driven marketers at startups (ventures), or go on to a master's degree to become digital-marketing experts/educators. Learning covers foundational theory alongside practice that can be applied directly in industry.

FACULTY

Business & Hospitality

경영·호텔

OFFICIAL COURSES

24 courses

NEXT INTAKE

March 2027

DEGREE

Bachelor of Business Administration

Bachelor of Business Administration · 경영학사

STUDY FORMAT

100% online (taught in Korean)

What makes Sejong Cyber University's Digital Marketing different?

01

Korea's first and only Digital Marketing program

with an innovative and systematic curriculum.

02

Hands-on introduction to digital marketing tools used in the real workplace

through a network of field practitioners.

03

A mentor-mentee program that connects foundational marketing theory with real industry practice.

04

Classes built on current trends

growth marketing, performance marketing, and big-data-driven marketing.

05

Support preparing for official certifications

Search Ad Marketer, GAIQ (Google Analytics), and Google AdWords.

Curriculum

Official courses (Korean name · English rendering)

경영학원론	Principles of Business Management
기초빅데이터분석	Basic Big Data Analysis
유튜브플랫폼의이해	Understanding the YouTube Platform
MCN비즈니스의이해	Understanding MCN Business
마케팅관리	Marketing Management
마케팅애널리틱스	Marketing Analytics
마케터를위한인공지능	AI for Marketers
디자인씽킹과서비스경영	Design Thinking & Service Management
소셜미디어마케팅	Social Media Marketing
마케팅조사	Marketing Research
어서와검색광고는처음이지?	Welcome, Is This Your First Time with Search Ads?
마케팅프리랜서투잡(Two Job)으로성공하기	Succeeding as a Freelance Marketer (Side Job)

온라인커머스의이해	Understanding Online Commerce
어서와라이브커머스는처음이지?	Welcome, Is This Your First Time with Live Commerce?
온라인마케팅실무	Online Marketing Practice
온라인비즈니스의이해	Understanding Online Business
마케터를위한웹데이터수집	Web Data Collection for Marketers
광고홍보전략	Advertising & PR Strategy
소비자행동	Consumer Behavior
디지털광고와콘텐츠제작	Digital Advertising & Content Production
콘텐츠마케팅	Content Marketing
따라하면서쉽게배우는데이터시각화	Data Visualization — Easy Learn-by-Doing
기업가정신과창업	Entrepreneurship & Startups
마케팅커뮤니케이션	Marketing Communication

Certification Guide

Certifications supported by the department

검색광고 마케터

GAIQ

구글 애드워즈(Google Adwords) 인증 자격증

AMA PCM

페이스북 블루프린트

DEGREE UPON GRADUATION

Bachelor of Business Administration

Bachelor of Business Administration · 경영학사

How to apply from Indonesia

- 01 Free consultation with Annyeong Academy on WhatsApp to check the fit of the major.
- 02 Prepare the 5 apostilled documents — no TOPIK required to apply.
- 03 Apply for the March 2027 intake; Annyeong Academy guides you through to admission.

Annyeong Academy

Official admission partner for Indonesia · Sejong Cyber University, Seoul

Free consultation via WhatsApp +62 823-1956-9256 · hello@annyeongbless.com · annyeongbless.com/sjcu

English translation of Sejong Cyber University's official 2026 e-brochure, re-set by Annyeong Academy in a design that follows the original. Not an official university document; course, certification, and institution names are kept in Korean.