

The Marketer's

# DBA



Build a Legacy  
of Impact-driven  
Leadership



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA



# The Doctor of Business Administration (Marketing Management)

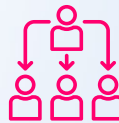
## In a Nutshell



**Highest Academic Qualification** in Business Management



**Takes 2 years** or more to complete



Pursued by **Senior Professionals and Executives**



Combination of **Academic Coursework & Learner-led Research**



**Guidance** from Research Supervisors



Successful Graduates are **awarded with a 'Doctor' title**

# What are the Benefits of a DBA?



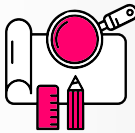
Highest Academic **Accolade** In Business



Critical **Thinking** Skills



Problem **Solving** Skills



**Research** Experience



**Data Literacy & Analytical** Skills



Access To **Faculty** Positions



Entry To Executive **Leadership** Roles



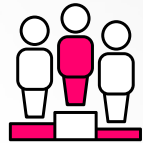
Unlock **Business Consultancy** Roles



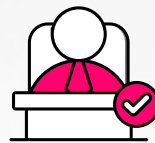
Eligibility For **Policymaking** Roles



Established **Credibility** of 'Dr.' Title



Build A **Competitive Edge** Among Peers



Qualify For **Senior Roles** & Increased Remuneration



# Message From Academic Director

UniAthena is dedicated to offering our learners the highest quality international programs from Italy, Spain, the US and other prominent countries. We carefully select our partner universities to ensure that each program is fully accredited, internationally recognized, and industry appropriate. Our teaching staff, learner support staff, and partner staff are focused on one thing: your success, both in the classroom and in your career and when you join our programs, from any of our partner universities, you will always have UniAthena by your side, helping you along each step of your path to success.

UniAthena's distinguished international faculties have been educated in renowned universities. Our professors and trainers possess expertise in research and teaching, and they are committed to providing learners with a world-class learning experience. Many members of our faculty also hold significant corporate experience and serve on corporate management boards. Our reports indicate that our graduates leave our programs with the functional industry knowledge they expect from executive education. Our learners move on to become effective leaders and strong team players, with the talent to identify and build opportunities – and we hope to see your success story unfold with us.

We warmly welcome you to UniAthena, the new era of affordable, flexible and accessible learning. I wish you an enriching and enjoyable learning experience and success.

## **Col (Rtd). Anil Ahluwalia**

Academic Director  
UniAthena



# Introducing UniAthena

UniAthena is an Online Learning Platform dedicated to making Higher Education accessible and affordable to Professionals across the globe. We offer self-paced Master, Doctorate, and Microcredit programs in collaboration with European Universities and reputed Professional Qualifications Authorities. UniAthena offers quality UK, Italian, Spanish and American Bachelor, Master and Doctoral level degrees. We have helped thousands of learners from around the world achieve their higher education aspirations and through that, their professional goals.

## Accreditation & Partnerships



# Why UniAthena?

We strive to ensure that learning is seamless and blends with learners' lives.



**100% Online Delivery**



**Affordable Payment Plans**



**Academic Advisor and  
Research Supervisor Support**



**Accredited and Internationally  
Recognised Programs**



**Application-Centric Coursework**



**Global Classroom**

# Introducing Guglielmo Marconi University



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA

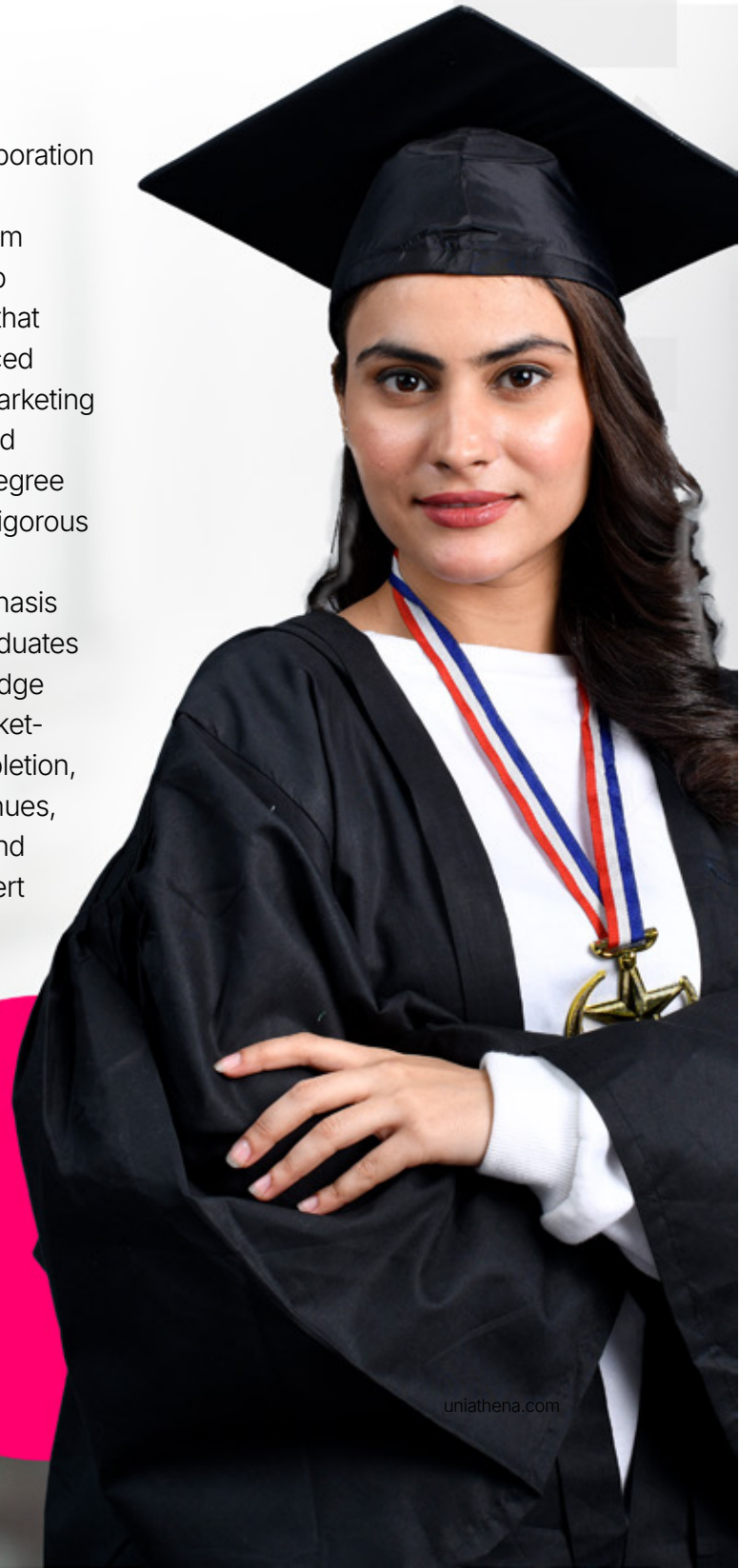
Guglielmo Marconi University (GMU) is based in Rome, Italy, and is recognized by the Ministerial Decree of March 1, 2004. GMU's main campuses are based in Rome and are located around the Prati and Vatican neighbourhoods. Currently, GMU has more than **16,000 learners** enrolled in graduate and postgraduate programs, **300 faculty members**, and a team of **200 expert advisors**.

Since 1999, Italian universities have **abided by the 'Bologna Process'**, launched with the Bologna Declaration of 1999 and defined by the **European Higher Education Area (EHEA)**. In relation to this reform, the university is a system organized into **3 cycles: bachelor's degrees, master degrees, and doctorates** in different schools.



# Introducing UniAthena's DBA

UniAthena's Doctor of Business Administration in Marketing Management, delivered in collaboration with the esteemed GMU, Italy, is a world-class Doctoral program tailored for ambitious business professionals. With a curriculum that harmoniously integrates advanced research methodologies with marketing applications, remote delivery and flexible learning, this Doctoral degree offers full-time professionals a rigorous yet accommodative academic experience. With a special emphasis on Marketing Management, graduates will be armed with the cutting-edge insights needed to lead the marketing world. The DBA, upon completion, opens greater professional avenues, perfects research excellence, and spotlights the learner as an expert on the rise.



# About this Program

- Earn the **Doctor of Business Administration (DBA) in Marketing Management** from Guglielmo Marconi University (GMU), Italy.
- GMU is the first ever Italian Open University recognised by **Italy's Ministry of Education, University and Research (MIUR)**.
- **GMU** also appears among the top 25 universities worldwide in the categories of the U-Multirank ranking system for open-access, international joint and regional joint publications.
- This **DBA is an ISCED Level 8, 180 ECTS credits program**, with **60 ECTS** earned in **Year 1** and **120 ECTS** earned in **Years 2 and 3**. The in-demand specialisation will qualify learners for key leadership roles in Marketing.
- **Year 1 features theoretical and practical training** to undertake Doctoral-level research projects, and **Years 2 and 3 offers learners** an opportunity to design, execute and **present their original research**.
- This DBA is delivered **100% online**, along with quality digital resources, **1:1 Academic Assistance**, and **Research Supervision for student support**.
- This program is tailored to fit the demanding and unpredictable schedules of senior executives.



# Our **DBA is better.**



Distance  
**Delivery for  
Convenience**

---



**1:1 Teaching method**  
with dedicated Professors  
for each learner

---



**Easy-to-Access**  
Online Course  
Materials

---



Access the  
**ProQuest Online  
Research Library**

---



**Earn an M.Research Degree**  
upon completion of 5  
Modules

---



**Flexible and  
Affordable**  
Payment Plans

---



Developed for  
**Full-Time  
Professionals**

---



Earn an **Industry-relevant  
Specialisation**

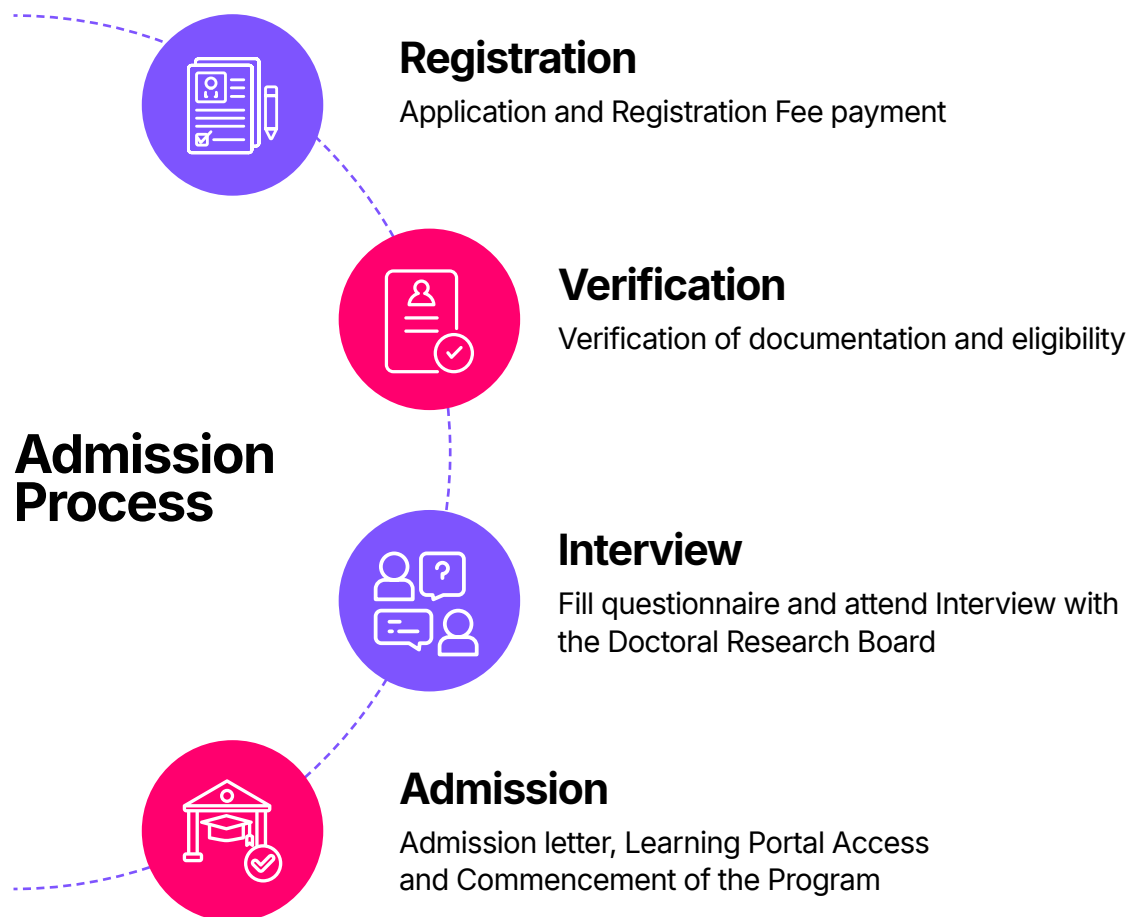
---



# How to Apply for a DBA?

## Admission Process

The DBA program has a continuous intake with cohorts commencing every alternate month. The ongoing admission process is as follows:



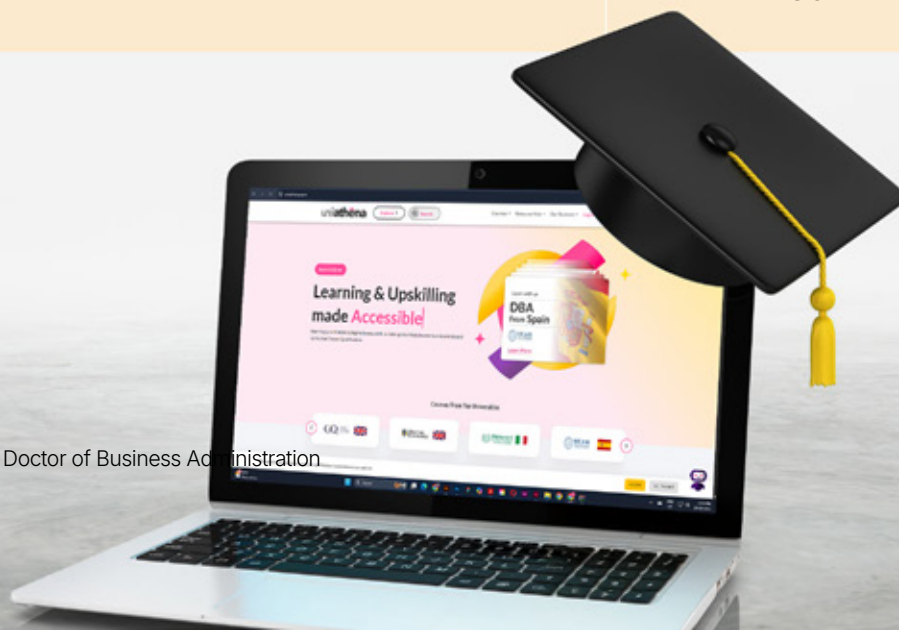
## Eligibility Criteria

- ✓ **Highest Qualification**  
Candidates must hold an MBA, Master's degree, or an equivalent qualification from recognized institutions in Management, Business, Commerce, Economics, Engineering Management, or other allied subjects.
- ✓ **Work Experience**  
Minimum of 3 years of professional work experience.
- ✓ **Language Proficiency**  
English language proficiency at a professional level.

# What will your DBA Program look like?

## Program Structure

Modules	Credits (ECTS)
Year 1 - DBA Course Work	
Applied Research in Management	10
Foundations of Research Design	10
Marketing Management	10
Research Feasibility Study	20
Applied Doctoral Research Proposal	10
Year 2 & 3 (DBA Research)	
Applied Doctoral Research Thesis	120
<b>Total</b>	<b>180</b>



# Program Modules



## Applied Research in Management

**Level: EQF Level 8**   **Credits: 10 ECTS**

This module develops doctoral-level skills in identifying research topics, designing ethical management projects, and understanding contemporary business challenges.



## Foundations of Research Design

**Level: EQF Level 8**   **Credits: 10 ECTS**

Unlock core research methodologies, from philosophy to data analysis, enabling them to design rigorous business research.



## Marketing Management

**Level: EQF Level 8**   **Credits: 10 ECTS**

Learners will explore key marketing principles, customer strategies, and digital tools to create strong marketing plans, build brand value, and connect with target audiences.



## Research Feasibility Study

**Level: EQF Level 8**   **Credits: 20 ECTS**

Learn how to conduct a pilot study, test research feasibility, and refine research methods, establishing a solid foundation for the DBA thesis.



## Applied Doctoral Research Proposal

**Level: EQF Level 8**   **Credits: 10 ECTS**

Prepare to create a comprehensive research proposal, offering practical guidance to advance toward the DBA thesis phase.



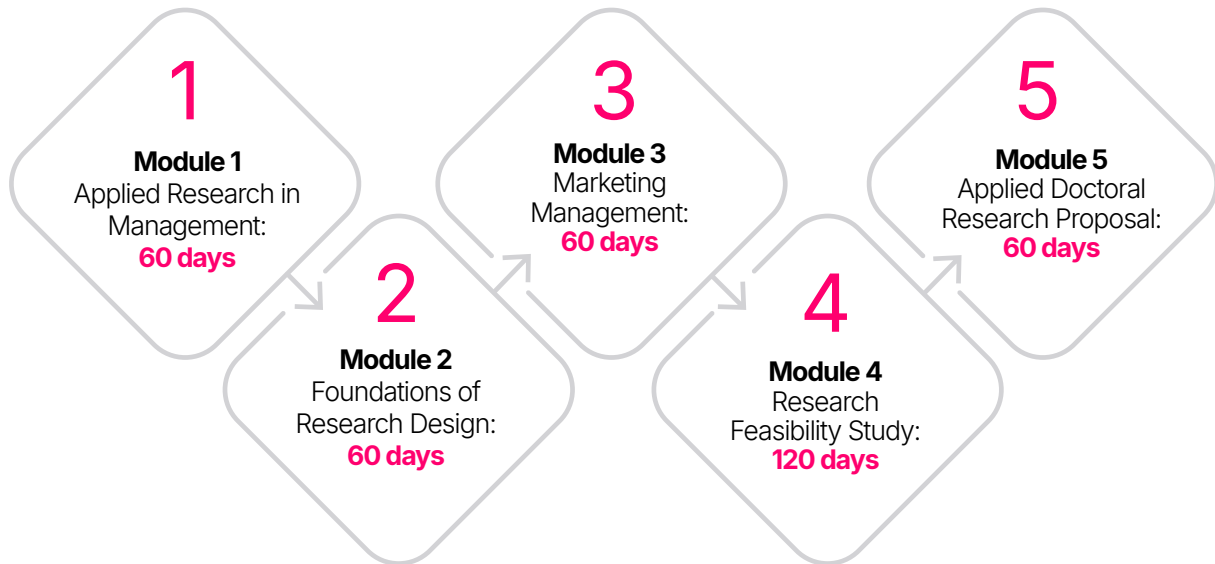
## Applied Doctoral Research Thesis

**Level: EQF Level 8**   **Credits: 120 ECTS**

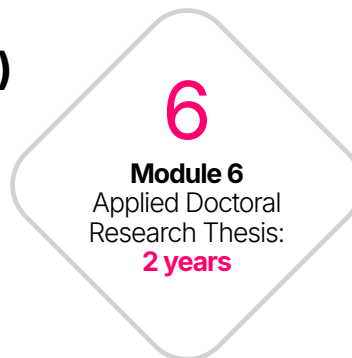
This module culminates in a doctoral-level thesis and viva voce defense, supported by supervision and workshops, leading to the DBA degree award.

# Learner Journey – 36 Months

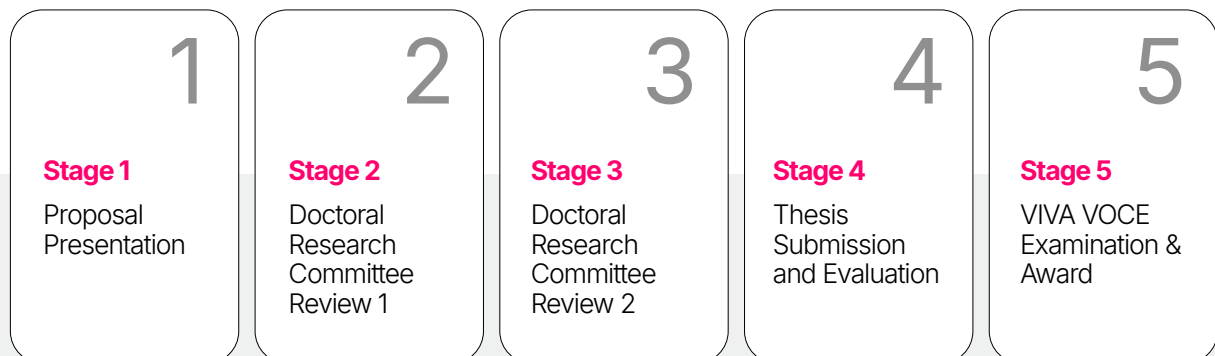
## Year 1: Module 1-5



## Years 2 & 3: Module 6 (Stages 1-5)



## Thesis Progression Stages:



# Fee & Charges

## Monthly Payment Plan

<b>Registration Fee</b>	<b>\$2000</b> (Due Upon Provisional Approval)
<b>First Year Fees</b>	<b>\$4800</b> (To be paid on a monthly basis, \$400 Per Month, Total 12 Installments)
<b>Research Registration Fee</b>	<b>\$1200</b>
<b>Second Year Fees</b>	<b>\$4000</b> (To be paid on a monthly basis, \$400 Per Month, Total 10 Installments)
<b>Total Fees</b>	<b>\$12000</b>
<b>M.Res Certification Fee</b>	<b>\$1500</b> (Must Complete 2nd Year Clearing Fees Dues - Optional)
<b>Courier Fee</b>	<b>\$50</b> (For Each Certificate)

## Quarterly Payment Plan

<b>Registration Fee</b>	<b>\$2000</b> (Due Upon Provisional Approval)
<b>First Year Fees</b>	<b>\$4000</b> (Paid in 4 Quarterly Installments of \$1000 each)
<b>Second Year Fees</b>	<b>\$4000</b> (Paid in 4 Quarterly Installments of \$1000 each)
<b>Third Year Fees</b>	<b>\$2000</b>
<b>Total Fees</b>	<b>\$12000</b>
<b>M.Res Certification Fees</b>	<b>\$1500</b> (Must Complete 2nd Year Clearing Fees Dues - Optional)
<b>Courier Fee</b>	<b>\$50</b> (For Each Certificate)



**Dr. Audrey Ruth  
Kudzanayi Robertson-  
Tarugarira**

Managing Partner

A Robertson Law Chambers  
Zimbabwe

“

My DBA journey with UniAthena has been an **incredible experience!** The administrative staff and tutors always go out of their way to ensure that **I get all the assistance that I need, study-wise and personally.**

”



**Dr. Albert Kweku  
Longdon-Nyewa**

Head of Production Engineering Unit  
Ghana National Petroleum Corporation  
Ghana

“

My journey with UniAthena has been **truly rewarding.** The platform is highly educational, offering a wealth of information that **empowers you to learn and grow** continuously.

”



**Dr. Hassan Ashraf**

Principal

Waltham International College Ltd  
United Kingdom

“

Thank you, UniAthena, for a transformative learning experience. This program has been a **milestone in my academic and professional journey**, equipping me with the tools and insights to excel in the ever-evolving business landscape.

”



**Dr. Michael Plal Chemorei**

Head of Talent

Amref Health Africa-Global Headquarters  
Kenya

“

This has been an **amazing journey** that has led me through the rigors of academic research and **promoted my personal and professional growth.**

”

# Study at Home Graduate in Italy

Join the prestigious Convocation Ceremony  
at the **Guglielmo Marconi University, Italy**



**Apply Now**

Connect to Admission Counselor

Email - [admissions@uniathena.com](mailto:admissions@uniathena.com)

They chased  
their dreams.

**Now it's  
your turn.**

**uniathena**

ATHENA GLOBAL EDUCATION

## UK

**Athena Global Education LTD**  
Magdalen Centre,  
Robert Robinson Avenue,  
Oxford, OX4 4GA, UK  
Phone : 01865 784299

## UAE

**Athena Global Education FZE**  
Block L-03, First Floor,  
Sharjah Publishing City,  
Free Zone, Sharjah, UAE  
Phone : +971 65 31 2511

## INDIA

**UniAthena Private Limited**  
9A, Midas Tower Phase 1,  
Hinjewadi Rajiv Gandhi  
Infotech Park Pune - 411057  
Phone: +91 9145665544