Bachelor of Science (Hons) Digital Marketing

Payment Option	Annual Tuition Fee*	Applicable Terms
Full Payment	€3,850	Annual Standard Fee
8 Instalments	€4,350	Standard Installment Plan
Early Bird	€3,350	Available Until Feb 28, 2027

* Rates valid for September 2027 start date.

Fees normally increase with inflation, which is reviewed on an annual basis.

Terms & Conditions

Tuition Includes

- Opening ceremony and orientation sessions.
- Participation in core programme modules, and all course materials.
- Unlimited digital library access, and academic tutoring. UK qualification fees.
- 6 micro-certifications from leading professional industry bodies.
- Access to Arden's digital resource hub, and enterprise incubator.
- 4-week digital internship at Level 4.
- 4-week digital internship at Level 5. Optional experiential learning and extracurricular activities.
- Personalized career coaching throughout the programme. Personal development workshops, well-being platform, and career events.
- Graduation ceremony.

Tuition Does Not Include

Accommodation. International / domestic travel. Immigration- related expenses. Any other related expenses.

Additional Charges

€100 registration fee.

Global Onsite Internship: applicable only for students who chose the optional Onsite Internship. Starting at €1,199. For more information check with Careers Department.

Down Payment

After confirmation of admission, students are required to submit a down payment on tuition of €200 within 30 days in order to guarantee their seat. For the Early Bird offer, the required down payment is €400. The down payment is then deducted from the total amount due. This amount is refundable if the students don't pass the baccalaureate exam.

Tuition Fees & Adjustments

Tuition fees are set annually and stated in the Enrolment Contract signed by each student with American Hotel Academy (AHA).

AHA may adjust the tuition fee by up to 6% per year only if our external academic partners change their fees. Any change will be communicated in writing at least 30 days before the start of the new academic year.

Each year, tuition is also indexed to the Eurozone inflation rate (ECB, July value). For payments made before July (e.g., Early Bird), the applicable inflation rate is the month prior to the payment date.

Invoicing

For each fee, AHA shall issue a fiscal invoice, according to the selected payment plan, and in compliance with the fiscal legislation in force.

Students who choose the full payment plan are invoiced before each academic year and payment is due on 31 July.

Invoices are sent electronically.

Payment Methods

Payments must be made by the due date indicated on the invoice, using one of the following methods:

- bank transfer to the institution's official account (as indicated on the invoice).
- online payment via an authorized payment processor.
- cash payment, only in exceptional circumstances and within legal limits.

The institution does not collect or store students' bank details directly. Electronic payments are processed securely through authorized third-party payment operators.

The effective payment date shall be considered the date on which the institution's account is credited.

Refunds

Refunds of amounts paid shall be granted only in circumstances provided by the Internal Procedure on Fee Refunds, such as:

- student withdrawal from the study programme.
- cancellation of enrolment for reasons not attributable to the student (e.g. failure to pass the baccalaureate exam, programme cancellation, etc.).

- payment errors confirmed by the institution.

Refunds shall be made to the payer's bank account within 30 working days from the approval of the refund request or from the date of withdrawal.

Amounts paid for services already rendered (e.g. application processing, examinations already taken) are non-refundable.

In case of suspension, resumption of studies, or enrolment in a new programme, the applicable academic and financial conditions shall be those in force at the date of resumption.

Contact us for additional information

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