



Undergraduate Programmes

Hospitality Management Digital Marketing



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LEARN BY DOING. DISCOVER YOUR DIRECTION.

As you study for an Arden University degree at AHA, you'll explore how your knowledge works in practice, what you enjoy doing and where your strengths could take you. This approach is called Work-Based Learning.

HOW DOES IT WORK?

Throughout your degree, classroom learning connects with practical projects, career preparation and workplace experience. You'll try things out, learn from feedback and build confidence through three connected areas:

EXPERIENTIAL LEARNING

Test ideas and make decisions through labs, simulations, company visits and applied projects. Depending on your programme, you could explore hotel operations, develop a social media campaign or respond to a business challenge.

CAREER DEVELOPMENT

Prepare for working life through coaching and workshops. Explore your strengths, develop your professional profile and practice presenting yourself to employers before your first internship.

WORKPLACE EXPERIENCE

Apply your skills through internships, company projects and management trainee programmes. Work on professional tasks, learn from colleagues and supervisors, and reflect on feedback to understand what you do well and where to improve.

Gain experience while
discovering what suits you!



BSc (Hons) International Hospitality & Tourism Management

Duration: 3 years

Study mode: On Campus · Braşov

Start of the academic year: September

British degree awarded by Arden University

TURN GREAT EXPERIENCES INTO YOUR FUTURE CAREER

Discover how hotels, tourism businesses and guest experiences work, from daily operations to the decisions that shape their future.

WHAT YOU'LL LEARN

People management, finance, marketing, hotel operations and business strategy, with a focus on technology and sustainability.

HOW YOU'LL LEARN

Practical labs, hotel simulations, industry visits and applied assessments, including presentations and business plans.

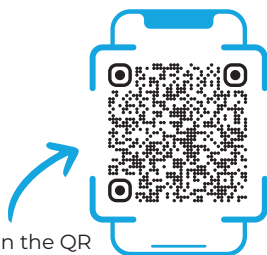
WHERE YOU'LL GAIN EXPERIENCE

Paid international internships in four- and five-star hotels in America, Europe and Asia.

WHERE IT COULD TAKE YOU

Hotels, tourism, events, guest experience or your own hospitality business.

**Start in Braşov. Explore an
international future!**



Scan the QR
code for
more information
about this programme



BSc (Hons) Digital Marketing

Duration: 3 years

Study mode: On Campus · Braşov

Start of the academic year: September

British degree awarded by Arden University

TURN YOUR IDEAS INTO CAMPAIGNS THAT CONNECT.

Discover how brands attract attention, build relationships and grow through creativity, strategy and data.

WHAT YOU'LL LEARN

Content creation, social media, digital advertising, SEO, branding, user experience and marketing analytics.

HOW YOU'LL LEARN

Create campaigns, build digital platforms and pitch ideas through practical assessments that develop your portfolio. Earn embedded micro-certifications from the Digital Marketing Institute.

WHERE YOU'LL GAIN EXPERIENCE

Two virtual internship opportunities to work on real company briefs and apply your digital marketing skills, followed by international onsite work experience.

WHERE IT COULD TAKE YOU

Creative agencies, brand teams, social media, e-commerce or your own digital business.

**Bring your ideas!
Build your digital future!**



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Ask an admissions counsellor!

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