



# MSc Digital Marketing (with Advanced Practice)

## London Campus

**Level of study:** Postgraduate

**Mode of study:** Full-time

**Duration:** 1 year (up to 2 years with advanced practice)

### Overview

Whether you are a business student looking to build your knowledge and specialise in the digital domain or looking to join the marketing world, this MSc Digital Marketing programme has been designed to accelerate your career potential in a rapidly developing sector.

### Key facts

- Learn how to integrate new tactics and strategies with traditional marketing tools and practices
- Develop your understanding of leadership and management
- The Advanced Practice option includes an Internship or Group Consultancy Project, enhancing your employability with all-important work experience
- Part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation
- Upon completion of your programme, you will be eligible for the QA Professional Pathways programmes which will

enable you to further develop your skills with one of the UK's largest providers of IT and project management training

## Course information

**Level of study:** Postgraduate

**Fee (UK/Home):** £11,250

**Fee (International):** £19,000

**Entry requirements:** 2:2 honours degree or equivalent, or substantial experience of working in a business organisation  
IELTS 6.5, with no single element below 5.5, or equivalent.

**English language requirements:** IELTS 6.5, with no single element below 5.5, or equivalent

**Mode of study:** Full-time

**Duration:** 1 year (up to 2 years with advanced practice)

**Assessment methods:** Coursework and exams

**Scholarships or bursaries:** available

**Student finance:** available

**Payment plan:** available

**Starts:** Jan, May, Sep,

## About this course:

### What will I study?

Our marketing subject area has established working relationships with key bodies such as the Chartered Institute of Marketing (CIM) and the Institute of Direct and Digital Marketing (IDM) allowing the course content to be reflective of their syllabus. This is particularly of value if you are intending to progress on to a professional qualification with either body upon successful completion of your Masters.

The MSc Digital Marketing programme demonstrates how new digitally-focused tactics and strategies integrate with more traditional marketing tools and practices to capture new customers, build customer loyalty and provide superior customer service. You will understand the value of, and methods for, determining return on investment of Internet marketing programs, as well as online visitor and buyer behaviour, customer journey mapping, mobile marketing and social media.

You will also have the opportunity to develop a wider understanding of the principles and practice of leading and managing organisations and develop a range of applied research skills.

### How will I be taught and assessed?

- Teaching is delivered through a mix of lectures, seminars and workshops, totalling around **13 hours per week**
- You're expected to engage in independent study, around **32 hours per week**

- **Assessment** for this programme takes place through group work, assignments, presentations and exams giving you multiple methods for you to show your understanding of the course material.
- Taught by **experienced lecturers and academics** who use their industry experience to demonstrate how theories translate into real-life situations.
- **Technology-enhanced** learning is embedded throughout the course to guide your preparation for seminars and independent research
- Benefit from **weekly academic support sessions** designed to build your ability and confidence as an academic learner
- You will be assigned a **guidance tutor** at induction who you will meet with regularly during your studies

## Careers and further study

Graduates will be well suited to join a wide range of businesses, including graduate training schemes or even start up their own businesses or begin a professional qualification with one of the marketing industry bodies.

Upon successfully completing your course, you may undertake further professional development and training through Professional Pathways programmes. These are offered to our graduates for free, from our partner, QA. [Find out more about Professional Pathways and your eligibility.](#)

You can also gain access to the Northumbria University Graduate Enterprise scheme where we can help you with advice and skills to enable you to set up your own business.

## Advanced Practice stage

The Advanced Practice version of this course offers you a valuable opportunity to secure a work placement or complete a group consultancy project, giving you an experience of the workplace environment or live business issues, and an excellent way to put your learning into practice. This stage of the programme will take place between your second and final semester, and is a semester-long (12-15 weeks) in duration. Internships as part of the Advanced Practice stage may be paid or unpaid. The alternative consultancy module allows you to work in teams with a business organisation working on consultancy-based projects on real business scenarios. Whether you choose the internship or consultancy project you will successfully develop your business skills and further enhance your employability.

- **September start dates:** your programme will last for up to 21 months. You will have a summer break after Semester 2, and commence your Advanced Practice stage in September.
- **January start dates:** your programme will run for 16-24 months. You will commence the Advanced Practice stage of the programme in the following January, immediately after your second semester. Please note that there are two summer breaks included in this programme for those starting in January.
- **May start dates:** you will start the Advanced Practice stage of the programme in January, straight after you have completed your second semester. Your programme will run for a total of 16-18 months. Please note that there is no summer break included in this programme for those starting in May.

The Advanced Practice programmes are structured as below:

	Sept-Jan	Jan-May	May-Sept	Sept-Jan	Jan-May	May-Sept	Sept-Jan
September starts	Semester 1	Semester 2	Summer break	Masters Internship	Masters Dissertation		
				Business Clinic PG Group Consultancy Project	Applied Management Work Investigation*		
Jan starts		Semester 1	Summer break	Semester 2	Masters Internship	Summer break	Masters Dissertation
					Business Clinic PG Group Consultancy Project		Applied Management Work Investigation*
May starts			Semester 1	Semester 2	Masters Internship	Masters Dissertation	
					Business Clinic PG Group Consultancy Project	Applied Management Work Investigation*	

\*dependent on what grade you achieve in the Consultancy Project

## Related reading

### From your Programme Leader, Dr Lillian Clark

- [The World of Branded Content: A Visit to The Guardian](#)

### Digital Marketing reading:

- [5 Tips for Marketing Yourself](#)
- [A Day in the Life: Head of Marketing](#)
- [The Skills You Need to Succeed in Digital Marketing](#)
- [Leading-Edge Careers for our Students](#)
- [Technology and Cultural Trends for 2017 – A Guest Lecture](#)

[Enquire now](#)

## Entry requirements (1 year MSc)

## Academic requirements

- Minimum 2:2 honours degree or equivalent, or substantial experience of working in a business organisation

All applications will be considered on an individual basis.

## English language requirements

- IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

## International entry equivalencies

We accept a wide range of international qualifications. Please visit our [entry requirements](#) page for country-specific qualifications.

Please note that if your qualifications are not in English, we might need certified translations in order to proceed with your application.

Pathway courses and support for international students

## Masters Foundation programme

Alternatively, you may also be eligible for one of our [Pre-Masters courses](#). These are pathway programmes designed specifically for students who require additional support to meet the entry requirements of their chosen Masters degree.

## Pre-Sessional English and Study Skills

If you have IELTS 5.5 – 6.0, you may be eligible to join our [Pre-Sessional English](#) before starting this programme. This programme will help you develop language skills in a content-based approach to learning involving critical thinking, questioning, discussion, reflection and analysis.

[Enquire now](#)

## Modules (1 year MSc)

## Fees and finance (1 year MSc)

### Tuition fees 2023/24

- **UK/Home students:** £11,250
- **International students:** £19,000

### Tuition fees 2024/25

- **UK/Home:** £11,750

- **International students:** £19,750

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a Northumbria University London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £100 for the duration of your studies should you choose to purchase any additional reading materials.

### **Information for international students**

Northumbria University is committed to providing the best possible experience to all our students. To ensure you secure your place with us, we require our international students to pay a deposit towards their fees. More information can be found [here](#).

### **What's included in your tuition fees?**

Your tuition fees cover far more than your time in class with our expert academics, it covers the cost of providing you with excellent services and student experience.

- Contact time in class – typically in lectures, seminars and tutorials
- Access to facilities, including computers, on-campus Wi-Fi, printers, vending machines, quiet study spaces
- The support of our Careers & Employment Service who help you to become more employable, secure placements and run workshops
- Academic support – our ACE Team run multiple sessions on academic writing, presenting, exam techniques throughout the semester, as well as 1-2-1 appointments and drop-in sessions
- Student support services such as our Ask4Help Service. Find out more about the services available to you on our [Student Support](#) page
- Access to online resources, including 24/7 Library with over 400,000 e-books and 50,000 electronic journals.

### **Scholarships and bursaries for international students**

Depending on the country you are from, you may be eligible for a country bursary and/or scholarship when studying the MSc Digital Marketing programme.

All of our scholarships and bursaries are automatically applied when we process your application and one of our team will be able to confirm your eligibility.

### **London Cost of Living Bursary**

Eligible international students will receive an automatic bursary for £1,334, covering one month's living costs in London\*, applied at the Conditional Offer as a fee discount. This bursary is effective for intakes in May 2024, September 2024, January 2025 and May 2025. This offer excludes Pre-sessional English, standalone Graduate Certificate programmes and sponsored applicants.

If you receive this bursary, you may still be eligible for additional bursaries and scholarships, these will be confirmed at the Unconditional Offer stage. Full maintenance costs still need to be evidenced when applying for your visa.

This bursary is only available for international students from specific countries. Please visit our [Scholarships page](#) for more information.

\*As defined by UKVI

[Scholarships and bursaries](#)

## **Payment plans for self-funded students**

If you need support to spread the cost of your tuition, you may be eligible for our payment plan.

[Payment plans](#)

## **Government Loan for Masters study**

If you are a UK or Home student, you may be eligible for a postgraduate loan of up to £10,000+ from the UK Government. Click [here](#) to find out more about the loan and whether you are eligible to receive it.

[Postgraduate Loan](#)

## **How to apply or find out more (1 year MSc)**

### **How to find out more**

Enquire now to find out more information about the course, studying with us, the application process, and to ask any other questions you may have.

[Enquire now](#)

### **How to apply**

Once you're ready to apply, you can apply online to study the **1 year MSc Digital Marketing** programme. This method allows you to upload your supporting documents at the time of application and automatically receive your student application number.

Apply for May 2024

[Apply for 1 year MSc](#)

Apply for September 2024

[Apply for 1 year MSc](#)

We strongly recommend that you submit your application as early as possible to allow you to complete all of the preparations needed to study your programme. After receiving an offer it can take time to arrange your finances and apply for your visa (if required) and it is important that you arrive in good time to enrol onto your course. Please refer to the [Dates and Fees](#) page.

You can check more information on [how to apply here](#), including guidelines for the application forms.

## Information For Disabled Applicants

At Northumbria University London we welcome applications from disabled students and are committed to ensuring an equal and accessible application journey. Your application will be considered on an equal basis to all other applications. Please contact us if you require any assistance. This website is continually optimised to adhere to accessibility best practice guidelines; tools to assist users with specific accessibility requirements have also been provided. More information is available in our [accessibility statement](#).

## Entry requirements (Advanced Practice)

### Academic requirements

- Minimum 2:2 (second class) honours degree from a UK university or equivalent
- Professional qualifications with equivalent standing which had a significant requirement for academic study may also be considered

### English language requirements

- IELTS 6.5 (or above) with no single element below 5.5 or equivalent.



## If you don't meet the academic requirements

Applicants who do not meet the academic requirements but who do have substantial experience of working in a business organisation and/or possess a relevant professional qualification will also be considered. If you are unsure if you meet the entry criteria, please contact us and our team will be able to advise you.

## International entry equivalencies

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## Fees and finance (Advanced Practice)

### Tuition fee 2023/24

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