

Marketing and Digital Analytics MSc

Part of: [Business and Management](#) and [Computer and Data Science](#) ACCREDITED BY:



The MSc Marketing and Digital Analytics programme is designed to provide insight into marketing and its relationship with the online data economy. Students will develop critical insights into the changing nature of marketing, and learn how to drive campaigns and build consumer relationships within a digital environment. The programme is open to graduates of all disciplinary backgrounds and is also suitable for individuals who are looking to start or develop their own businesses.

- Specialise in data analytics and their use in B2B and B2C marketing, and beyond.
- Examine techniques to measure, track and code human and consumer behaviour.
- Explore the opportunities and challenges within the Big Data economy.

On this page

Study options

Full-time, September 2024 | 1 year

Starting in	September 2024
Location	Mile End
Fees	Home: £14,850 Overseas: £31,850 EU/EEA/Swiss students

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What you'll study

The core modules aim to build foundational knowledge and skills in marketing and digital economy concepts and theories. Broad skills that will be developed during the course include:

- Ability to develop independent insights on marketing in the digital economy.
- Ability to critically evaluate competing approaches and viewpoints, and justify decisions on Big Data and data analytics.
- Ability to review the use of data and its relevance in different cultural contexts.
- Knowledge of how to act ethically and with responsibility in terms of data analytics, while paying special attention to data ethics including data privacy, anonymity and governance.



Structure

- Seven compulsory modules
- Three optional modules
- Compulsory dissertation module (with choice of topic)

Masters Open Event

Join us for our next Masters Open Event on Thursday 21 March 2024 where you can find out more about student life and study at Queen Mary

[Register now](#)

Compulsory/Core modules

▼ Research Methods for Marketing
▼ Dissertation for Marketing
▼ AI for Business
▼ Digital Economy, Big Data and Platformization
▼ Global Marketing and Communications
▼ Networked and Influencer Marketing

Elective modules

▼ Services Management
▼ Social Marketing for Social Justice
▼ Sustainability Marketing, Ethics and CSR

✓ Brand Storytelling in the Digital Age

✓ Business Digital Analytics

✓ Dissertation - Working with Open Data

Please note that all modules are subject to change.

Assessment

Learning outcomes are assessed using a mix of coursework, essays, projects, presentations and, in some cases, exams. There will be variation across modules, and some are wholly examined by coursework. Teaching staff will aim to provide students with constructive feedback on assessments.

Dissertation

Compulsory dissertation with a choice between Dissertation for Marketing or Dissertation with Open Data.

Teaching

The teaching team is comprised of Teaching and Research and Teaching and Scholarship staff, complemented where relevant by visiting lecturers with professional expertise in sectors such as communications, advertising and public relations. Students will benefit from this mix of expertise, gaining insights from research, scholarship and industry.

Students typically have 3 contact hours per week in each module. Within these three hours, each module has its own pattern of lectures, seminars/classes and other activities. Students could take part in a range of different teaching and learning activities, including one-to-one tutorials, guest lectures, simulation game(s), computer-lab based activities, group-work, independent studies, research projects and team learning.



Zafeirenia Brokalaki

Lecturer in Marketing and Communications

Zafeirenia Brokalaki is a cultural scholar working at the intersections of marketing and consumer research, cultural studies and performance studies. She joined the School of Business and Management as Lecturer in Marketing in 2022. Prior to this, she held positions at the University of Chester (School of Business), King's College London (Department of Culture, Media and Cultural Studies and the Digital Humanities Department), University of Arkansas (Walton Business School) and the University of Copenhagen (School of Theatre Studies).



Dr Sianne Gordon-Wilson

Lecturer in Marketing and Communications; Deputy Chair for School's Research Committee; Co-Director of MINDS (Marketing Insights & Digital Societies) Research Group.

Sianne Gordon-Wilson is a Lecturer (Assistant Professor) in Marketing. Sianne's research approach draws on marketing, management, and psychology.



Where you'll learn

Facilities

- ThinkPod interactive collaboration space with presentation, recording and video conferencing facilities.
- Media suite with industry-standard design and editing software (QUBE).
- Brand new Graduate Centre, offering purpose-built study spaces and an exclusive rooftop common room.
- 24-hour library on campus.

Campus

Teaching is based at Queen Mary's [Mile End campus](#), one of the largest self-contained residential campuses in the capital. Our location in the heart of London's East End offers a rich cultural environment.



We have invested £105m in [new facilities](#) over the past five years, to offer our students an exceptional learning environment. Recent

developments include the £39m [Graduate Centre](#), providing 7,700 square metres of learning and teaching space.

The campus is 15 minutes from Central London by tube, where you will have access to many of the University of London's facilities, such as the Senate House library.

About the School

School of Business and Management

The School of Business and Management has a reputation as a socially engaged management school, with an innovative, multidisciplinary, mindful and responsible approach. We invite our students to ask incisive questions, to challenge their assumptions, and to search for solutions to real-world challenges.

We ensure students experience innovative and engaging educational pathways, alongside supportive staff and excellent research facilities.

The School is accredited by the [Association to Advance Collegiate Schools of Business](#) (AACSB), which ensures that the highest standards of excellence in teaching, research, curriculum, and learner success are met.

In the most recent [Research Excellence Framework](#) (REF 2021), the School of Business and Management dramatically moved up the Times Higher Education rankings. Among 108 UK business schools, the School now ranks:

- 22nd for overall research quality (up from 39th in REF2014)
- 28th for research outputs (up from 34th)
- 12th for research impact (up from 24th)
- 21st for research environment (up from 59th)

Queen Mary is also part of the [Russell Group](#) - a body of leading UK universities dedicated to research and teaching excellence.

CONTACT US

[School of Business and Management](#)

Tel: +44 (0) 20 7882 2166

[Contact us](#)



Career paths

Graduates of this course will be well-placed to pursue roles in social media management, marketing campaign management, market research, advertising, SEO, CRM communications, marketing analytics or business analytics.

Fees and funding

Full-time study

September 2024 | 1 year

Home: £14,850

Overseas: £31,850

[EU/EEA/Swiss students](#)

Conditional deposit

Home: Not applicable

Overseas: £2000

[Information about deposits](#)

Queen Mary alumni can get a £1000, 10% or 20% discount on their fees depending on the programme of study. Find out more about the [Alumni Loyalty Award](#)

Funding

There are a number of ways you can fund your postgraduate degree.

- [Scholarships and bursaries](#)
- [Postgraduate loans \(UK students\)](#).
- [Country-specific](#) scholarships for international students

Our [Advice and Counselling](#) service offers specialist support on financial issues, which you can access as soon as you apply for a place at Queen Mary. Before you apply, you can access our funding guides and advice on managing your money:

- [Advice for UK and EU students](#)
- [Advice for international students](#)

Entry requirements

UK

Degree requirements

A 2:1 or above at undergraduate level in any subject.

Find out more about [how to apply](#) for our postgraduate taught courses.

International

Country of Qualification

Select a country

English language requirements

If you got your degree in an English speaking country or if it was taught in English, and you studied within the last five years, you might not need an English language qualification - [find out more](#).

The minimum English Language requirements for entry to postgraduate degree programmes within the School of Business and Management are:

Examining body

IELTS

7.0 overall including 6.0 in Writing, and 6.0 in Reading, Listening and Speaking.

MSc Management with Integrated Pre-Masters requires 5.5 overall including 5.5 in Reading, Writing, Listening and Speaking.

Visas and immigration

Find out how to apply for a [student visa](#).

Contact

School of Business and Management

Tel: +44 (0) 20 7882 2166

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Postgraduate Admissions

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1 year Full-time
MSc

International Marketing and Consumer Psychology MSc

1 year Full-time
MSc

Marketing and Digital Communications MSc

1 year Full-time
MSc

International Marketing and Business Strategies MSc

1 year Full-time
MSc

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