

## MSc in Digital Marke

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### Overview

Our vision is to deliver a program that stands at the forefront of modern marketing education, producing top-tier digital marketers sought after by leading companies across Ireland and the globe. To accomplish this, we've assembled an exceptional team of academics and industry professionals who collaborate to ensure our content reflects the latest research and real-time best practices. We also leverage our strong networks and advantageous position in Dublin, the thriving tech hub of Europe, to bring digital experts from some of the world's leading technology companies into the classroom.

We recognise that digital marketing requires a technical skill set, and we take a hands-on approach throughout the curriculum to ensure our students hone the practical skills demanded by the industry. Students will learn the tactical approaches to customer journey modeling, customer analytics, search engines, social media, programmatic advertising and more, alongside timeless marketing strategy. The programme culminates not in a traditional master's thesis, but in an extensive summer consulting project where students work together on a live brief from a real client. Whether you have a background in digital marketing or are completely new to the field, we are eager to welcome anyone with the ambition to be a leader in the digital space.

### Quick Facts

98%\*

% Employed  
After 6 Months



APPLY