

Course Overview

Course Overview

Modules &amp; Learning

Teaching Staff

Facilities

Research-rich Learning

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Your Future

Fees, Funding &amp; Scholarships

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REGISTER YOUR INTEREST

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**Join our one-year, industry recognised, [CIM](#) & [IDM](#) accredited Digital Marketing MSc. Focus on developing a better understanding of the role digital marketing plays in contemporary marketing.**

Delivered in collaboration with leading marketing professionals, this Masters is relevant to those from any undergraduate background who want to develop their knowledge of innovative digital marketing strategies, and who want to gain a relevant and recognised qualification to achieve their career aspirations.

### What can I expect from this course?

The course will also cover themes such as location-based marketing, user experience, customer journey mapping and mobile marketing.

During your time on the MSc Digital Marketing, you will cover a range of practical digital marketing topics, which includes:

- Search Engine Optimisation (SEO)
- Pay-Per-Click (PPC) advertising
- Content Marketing
- Conversion Rate Optimisation (CRO)
- Social Media Strategy
- Paid Facebook Advertising
- Google Analytics and Search Console
- Google Tag Manager
- Google Data Studio

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less of the topic, you will be given a firm grasp of the subject, through a mix of lectures, seminars, and practical workshops that utilise real data.

Our Digital Marketing masters also addresses consumer behaviour and how profiling is used to understand lifestyle characteristics and how this helps deliver personalised, tailored

## Course Information



**Level of Study**  
Postgraduate

**Mode of Study**  
1 year full-time  
[2 other options available](#)

**Department**  
Newcastle Business School

**Location**  
City Campus,  
Northumbria University

**City**  
Newcastle

**Start**  
September 2024

[Fee Information](#)

[Module Information](#)

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degrees which ensures we are equipping students with the best opportunities for a successful marketing career

You will also have the chance to complete a Master’s consultancy project in place of a dissertation, and we will discuss that option with you towards the end of your first semester. You’ll also have the option to extend your studies by moving over to one of Northumbria University’s two-year postgraduate Digital Marketing courses if you choose to.

Find out more about why you should study Digital Marketing [here](#).

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Clicking on these links will bring up a modal containing a larger version of the image.

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**Funding and Scholarships**

Discover the funding options available to you.





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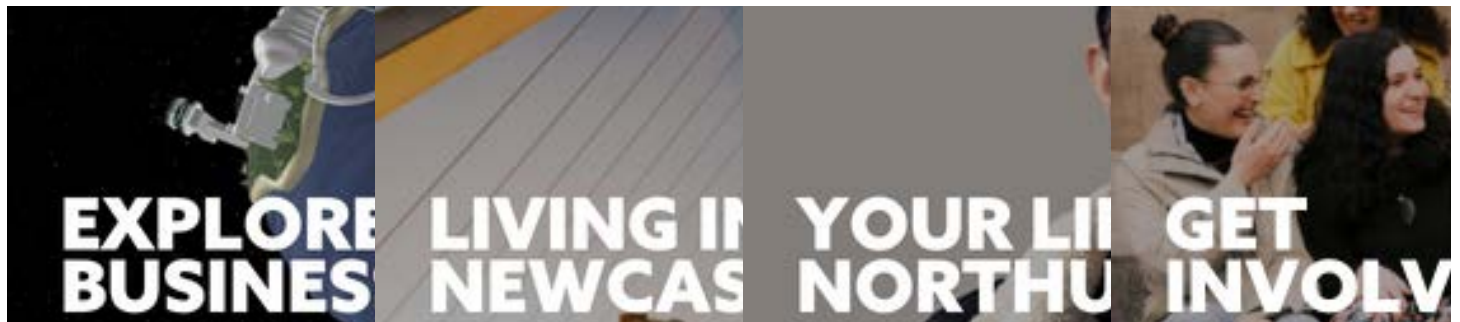
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01:58

01:56

### Discover NU World / A virtual journey through everything Northumbria has to offer.

Explore our immersive 360 tours, informative subject videos, inspirational student profiles, ground-breaking research, and a range of life at university blogs videos and articles.



## Entry Requirements 2024/25

### Standard Entry

#### Applicants should normally have:

A minimum of a 2:2 honours degree or equivalent, or substantial experience of working in a business organisation.

#### International qualifications

If you have studied a non UK qualification, you can see how your qualifications compare to the standard entry criteria, by selecting the country that you received the qualification in, from our country pages. Visit [www.northumbria.ac.uk/yourcountry](http://www.northumbria.ac.uk/yourcountry).

#### English Language requirements

International applicants are required to have a minimum overall IELTS (Academic) score of 6.5 with 5.5 in each component (or approved equivalent\*).

\*The University accepts a large number of UK and International Qualifications in place of IELTS. You can find details of acceptable tests and the results you will need in our English Language section. Visit [www.northumbria.ac.uk/englishqualifications](http://www.northumbria.ac.uk/englishqualifications)

How to Apply

Certain applications may need to be submitted via an external application system, such as UCAS, Lawcabs or DfE Apply.

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Year one

- BM9706 - Marketing Metrics and Analysis (Core,20 Credits)
- BM9718 - Research Methods and Analytics for Business Practice (Core,20 Credits)
- GA7000 - Academic Language Skills for Postgraduate Business Students (Core – for International and EU students only,0 Credits)
- MK9700 - Strategic Marketing in the Digital Era (Core,20 Credits)
- MK9701 - The Digital Customer Journey: Data, Profiling and CRM (Core,20 Credits)
- MK9702 - Digital Campaign Management and Media (Core,20 Credits)
- MK9711 - Developing Leadership Capability for Professional Practice (Core,20 Credits)
- NX0477 - NBS Masters Consultancy Project (Optional,60 Credits)
- NX0480 - The Newcastle Business School Masters Dissertation (Optional,60 Credits)
- NX9734 - Masters' Management Enquiry (Optional,60 Credits)

Modules Overview 2025/26

Modules

Module information is indicative and is reviewed annually therefore may be subject to change. Applicants will be informed if there are any changes.

Year one

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- GA7000 - Academic Language Skills for Postgraduate Business Students (Core – for International and EU students only,0 Credits)
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- NX0480 - The Newcastle Business School Masters Dissertation (Optional,60 Credits)

NX9 / 34 -  
**Masters' Management Enquiry** (Optional,60 Credits)

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**Any Questions?**

Our Applicant Services team will be happy to help. They can be contacted on **0191 406 0901** or by using our **Contact Form**.

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# Digital Marketing MSc: 6 Reasons Why You Should Study It

30th March 2022

**Digital Marketing is marketing using digital technologies, such as mobile devices and the Internet. The course covers a range of platforms and topics, anything from digital strategy, social media, web and search.**

What makes digital marketing such an exciting area for study and work is the lightening pace at which it is changing. New technologies, apps and devices can change the way we market to consumers very quickly and hence make our learning very diverse and open-ended.

So what makes Digital Marketing such a relevant topic for students to study at Northumbria?

## **1. Companies are keen on data collection and management**

Data has always been important to businesses, but with the emergence of modern technology and new platforms, it's now easier than ever to capture and use that data to create targeted campaigns and customer profiling.

The course offers a well-rounded view of the importance and theory of data and its collection and consumption within

## **Postgraduate Study Degree**

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- + Returning to Study
- + Living in Newcastle
- + New Masters Courses for 2022
- + Postgraduate Information
- + Masters Application Guide
- + Postgraduate Scholarship Registration
- + Masters Subjects
- + Why Choose Northumbria?

- + Types of Postgraduate Study
- + Change Direction

marketing teams. The course also offers industry experts in the area to give greater clarity and understanding of profiling, customer journey mapping and the importance and legal aspects of consumer data; such as adhering to GDPR.

## **2. Social media is an ever-changing marketing platform**

"Go to Facebook and I guarantee you have an ad within the top 10 posts on your newsfeed". Ever wondered how tailored advertisements infiltrate our newsfeed and constantly evolve and adapt to our search and buying patterns? The course, again with industry experts, gives you a greater understanding of how and why this happens on our social channels. It will also prepare you for practical skills within social media that are very, very useful within industry.

In recent years, the emergence of Instagram Reels and the explosion of Tik Tok has drastically changed the way in which companies reach audiences on social media. This course will give you the opportunity to explore emerging trends and think creatively about how you might reach online communities.

## **3. Websites need to capture the eye and be accessible to its user**

Websites need to be immersive, user friendly and visual. They also need to be well connected to all other elements of your brand and communicative channels. Again, how do you best use your website to collect, maintain and tailor content through newsletters and subscriptions to the audience which is browsing your website?

## **4. Mobile is a 24/7 marketing tool**

One of the more recent marketing tools that has exploded is location and mobile marketing. Mobile phones are potentially a 24/7 marketing tool. Smartphones that have countless applications with a variety of different uses, such as gaming, socialising, transactions and lifestyle tools (e.g. Strava). GPS enabled maps and data that allow us to access the web, are something that has whet the appetite of marketers around the



world. However, mobile marketing is changing as fast as it's growing.

Digital Marketing and the knowledge and skills it can provide will help you shape the future of what mobile marketing can, or will, be. The data that is captured and used through mobile technology is staggering and something that will definitely stand you in good stead with technological growth not slowing down.

## **5. Our Dual-accredited course is suitable for any academic or professional background**

This Digital Marketing course is accredited by the Chartered Institute of Marketing (CIM) and the Institute of Data & Marketing (IDM), two of the world's leading professional bodies in the marketing field. The accreditation's provide the chance to work towards professional marketing qualifications upon graduation through the CIM's IDM graduate gateway. Furthermore, you do not require a marketing background to enrol on the course, meaning it caters to anyone from any discipline.

## **6. Hear what our current students have to say**

*"Being a student both new to digital marketing and new to Northumbria University, I was slightly nervous at first. In our first week of introduction, I was welcomed with open arms and from then on was offered any guidance and support needed. The team of lecturers are both supportive of their students and charismatic. Their positivity and level of passion allows those like me, with no previous digital marketing experience, and those with previous experience, to engage in the course and enjoy our learning. Throughout we have been given numerous opportunities for additional skill enhancing activities such as the DMA case and the optional CIM certification."* - **Jen, Digital Marketing MSc student.**

*"The Digital Marketing MSc Course has exceeded my expectations of what a Master's course is all about. The jump from Undergrad to Master's was a massive one, but David, Danielle, Kirk, Craig and Alya have made it the easiest learning*

*experience I have ever had."* - **Faye, Digital Marketing MSc student.**

## How does the course work?

Our Digital Marketing masters is broken down into lectures, seminars and practical workshops. It also has a balance of individual and group assessments, as well as practical and theoretical pieces of work. The course is on offer for both full-time and part-time, distance learning applicants.

With all business programmes, a consultancy project is available as an alternative to a Masters dissertation.

**Learn more about the course and apply [here](#).**

