



MSc Digital Marketing

College of Business, Public Policy, & Law, J.E. Cairnes School of Business & Economics

Course Code: MSC-DMKT

Course Overview
Key Facts
Course Outline
Why Choose This Course?
Course Fees
Find Out More

Why Choose This Course?

Career Opportunities

Graduates find employment in a wide variety of industry sectors with companies such as: Microsoft, LinkedIn, Google, Hubspot, AnswerLab, The Knot Worldwide, VHI Healthcare and Wolfgang Digital.

Professional Development

The MSc. Digital Marketing programme strives to build the technical skills of students with a repertoire of globally recognised certifications, sought-after by potential employers. These certifications derive from the Hubspot and Google Analytics Academy. MSc Digital Marketing Students, under special arrangements with the Marketing Institute of Ireland (MII), sit the MII

Qualifier Exam, enabling them to become full members of the Marketing Institute and use the letters MMII Grad after their name, as well as being listed in the Marketing Institute's Register of Qualified Marketers.

Best Practice Module Delivery

The delivery of modules offered in the MSc Digital Marketing combines academic and industry excellence. Marketing Analytics, is delivered by University of Akron and Incisive Analytics, USA.

Digital Summer School

The changing online landscape, new technologies and demand for content has resulted in incredible growth in Digital Marketing. To keep up with industry trends and new digital marketing knowledge and skills, the MSc Digital Marketing Programme includes a Web 3.0 Summer School and a Digital Marketing Simulation as part of the Applied Marketing Project.

Dr. Brendan Keegan, Digital Summer School Facilitator, 2019

"I was impressed by students who were well versed in a fantastic array of essential digital marketing skills. The student experience was bolstered by industry speakers and engagement with local businesses, but what sets this programme aside was the underpinning of marketing, psychology and media communications theory, which is not an easy feat".

Strategic Partnerships

A number of strategic partnerships have been established to ensure curriculum design and delivery creates industry ready graduates, including:

- Hubspot
- SiteMinder
- HSE
- The Knot Worldwide
- Spotlight Oral Care
- Incisive Analytics, USA

Good Links with Relevant Industries and Recruiters

Graduates are well equipped to work in a diversity of sectors and industries, including profit, non-profit/charity and government initiatives such as Road Safety Authority and Safefood.



Applied Projects

Each year, students have the opportunity to apply digital marketing skills to real life company challenges, for both commercial and not for profit enterprises, across industry sectors such as health care, health technology, tourism, finance, software, the environment and business services.

Averil Tyrell, Marketing Specialist, An Post Insurance

"The calibre of innovation and creativity in this Master's Programme is excellent. Students produced digital campaign ideas for An Post Insurance that capture imaginations, drive engagement and help create a buzz around our brand and our products. The knowledge and skills these students possess is fantastic and this type of industry engagement by the MSc Digital Marketing Programme benefits all involved – the students, the programme and most definitely An Post Insurance".

Safefood Ireland

Safefood Ireland continually seeks graduates from University of Galway for their Research Fellowships.

Healthy Cities, HSE Initiative

Students have been working with Healthy Ireland on the National Physical Activity Plan, 2013-2025.

Fiona Donovan, Project Manager for National Healthy Cities and Counties, Health Promotion and Improvement, HSE

"It was a great opportunity for Healthy Galway City to work with the students. They had the opportunity to contribute to the discussion and implementation of national policy at the local level, a key skill required for our future leaders".

Digital in Action Masterclass

Action-based learning with expert professionals in key marketing and digital fields.

Intercultural Awareness Training (ICOS)

In collaboration with ICOS, all students receive accredited training to increase intercultural awareness and competency.

Digital Marketing Masterclasses:

Marketing Masterclass with Google



Inbound Marketing Masterclass with Hubspot



John Campbell, Marketing Manager, SIREN Talk on SEO



Digital Sales Masterclass: John McArdle, Vice President of Worldwide Sales, Channel Mechanics

Talk on Sales Pipeline Management

Digital Sales Management Industry Panel



✓ HOW TO APPLY

 SHARE THIS

 PRINT PAGE

AACSB - Global
Accreditation



AACSB is the longest-serv ing global accrediting body for business

schools, and the largest business education network connecting students, educators, and businesses worldwide

[Learn More >](#)

Higher Education
Awards



Related Courses

- [MSc \(Marketing Management\)](#)

What Our Students Say

Aditya Kadam | MSC DIGITAL MARKETING SCHOLAR 2022-23

“ One of the most fantastic experiences I have ever had in my life was studying in Galway. The fact that the university is itself among the Top 250 Universities attests to its high caliber. Being a student at



a university of this caliber is undoubtedly demanding but also thrilling. I came to the realization that all the challenges I had while attending the University of Galway had shaped me into a more analytical and active person. The university prepares students for a work world that requires them to be active. The metropolitan atmosphere and the environment of international students are the most intriguing aspects despite all the difficulties. The city has a bike-friendly atmosphere, so I was able to ride my bike anywhere! The city is ideal for studying because of its peaceful atmosphere. Being one of the most diverse cities for students, according to The Times, allowed me to meet a lot of people from all cultures, learn about their customs, work with them, and undoubtedly sample a variety of delectable cuisine. ”



Dana Marshall | MSC DIGITAL MARKETING SCHOLAR 2021-22

“ Receiving the EU Business Merit Postgraduate Scholarship has meant that I have been able to continue my studies in an area that I am extremely passionate about. I was delighted to be accepted into the Msc Digital Marketing program in the J.E Cairnes School of Business. This program immerses you in industry, builds confidence and brings marketing theory to life. The MSc Digital Marketing course unpacks the fundamentals of marketing with a strategic and tactical approach. You really delve deep into marketing concepts while having the opportunity to bring them to life through projects with real-world companies like WorkCompass and The Eden Project. I would highly recommend this course to anyone who has an interest in Digital Marketing.”



Aoife Bell | MSC DIGITAL MARKETING SCHOLAR

“ I would highly recommend this program to anyone who is passionate about the digital aspect of marketing as you gain valuable knowledge into topical areas of interest for future employers such as marketing analytics, social media marketing, content creation and digital sales management, to name a few. The course fully immerses you in the Digital Marketing world, where you are given the opportunity to attend captivating talks from industry experts and attain valuable certifications from accredited marketing organisations such as HubSpot. The course was well-balanced between learning important theory and practising what we learned through interactive class discussions, group projects, presentations and pitches. I can confidently say that I am a well-rounded marketer and prepared to bring these valuable lessons and skills learnt from this course into the real world of marketing! ”

Shubham Ghildiyal

| PPC MARKETING EXECUTIVE AT RENTOKIL INITIAL IRELAND



“ The MSc Digital Marketing program is designed with an industry-oriented approach which provided me with the opportunity to work with people from different backgrounds and cultures on projects focusing on all aspects of Digital Marketing. The concepts taught in the program created a strong foundation which is something that has benefited me deeply as I started working in Ireland ”



Sejal Jamsandekar

| DIGITAL PERFORMANCE SPECIALIST AT THE AA (IRELAND)

“ I'd recommend this course to anyone who is enthusiastic about how online marketing works. Each of the lecturers at NUI Galway are an expert teachers and researchers in their own fields ”



Ciara Shaughnessy

| MARKETING SPECIALIST AT VHI HEALTHCARE (GRADUATE 2017)

“ The course is precisely structured to provide a perfect blend of constantly advancing theory, and rewarding practical digital projects for real businesses. This combined learning approach was next to none in terms of its quality and ability to prepare me for the working world ”



Conor Buckley

| DIGITAL MARKETING EXECUTIVE @ SMYTHS TOYS (GRADUATE 2017)

“ My communication and organisational levels, along with my eye for detail were all enhanced, as I completed work for meticulous lecturers ”



Hita Prem

| DIGITAL MARKETING CONSULTANT AT DIATEC - DIGITAL PROJECT DEL

“ The focus on building technical skills with a mix of street smart marketing is what gave me the confidence I was looking for. What make this course valuable are the various marketing tools, theories and effective strategies taught to the students from the very beginning. All in all, I am capable of having healthy discussions with the big guys in marketing. That's a win if you ask me! ”

Sean Higgins | DIGITAL MARKETING STRATEGIST AT QUINNBET

“ I have learned many valuable skills still being used now such as working well as part of groups, juggling different workloads and ”



deadlines which helped me settle into my first marketing job with minimal effort ”

Recognized by National and International Experts



Dr. Lorna Ruane

| DIRECTOR OF RESEARCH AND ANALYTICS AT SPOTLIGHT ORAL CARE

“ By strongly incorporating industry into the programme, students have the opportunity to apply what they are learning to industry environments. This is hugely beneficial in preparing students for entering the jobs market ”



Siobhán McGinty

| TITLETEAM MANAGER, INTERNATIONAL CHAMPIONS AT HUBSPOT

“ The MSc. Digital Marketing is an excellent programme which combines both strategic and tactical modules taught by experts in their fields. This means that graduates are well-rounded marketers and with the highest standard of up-to-date knowledge of the latest digital trends and tactics ”

[in](#) Connect with Siobhán



Aoife Kelly | SENIOR PRODUCT MANAGER AT GENESYS

“ It's great to see a Master's Programme focus on the development of essential technical skills from recognized digital leaders such as Google and Hubspot. These skills, on top of a Masters qualification, add significantly to the employability of the students ”



Conor Madden | SALES DIRECTOR, TITANHQ

“ Like any other Marketing medium, the people managing your Social Media campaigns need first and foremost to understand the fundamentals of Marketing. When you're looking at social media through those eyes, you're in a much better position to use it as an effective Marketing tool. The NUIG Marketing Masters Programme delivers really well on this which is why we continue to recruit from their graduate pool. ”

Downloads



**Business Postgraduate
Programmes 2024**
PDF (4.7 MB)



**Postgraduate Prospectus
2024**
PDF (3.3MB)



Marketing Flyer
PDF (16MB)

ABOUT UNIVERSITY OF GALWAY

Founded in 1845, we've been inspiring students for 179 years. University of Galway has earned international recognition as a research-led university with a commitment to top quality teaching.



CONTACT

University of Galway,
University Road,
Galway, Ireland
H91 TK33
T. +353 91 524411

📍 [GET DIRECTIONS](#)

✉️ [SEND US AN EMAIL](#)

CONNECT



[DISCLAIMER](#) • [PRIVACY & COOKIES](#) • [COPYRIGHT](#) • [CONTACT & ENQUIRIES](#) • [ACCESSIBILITY](#)

