

MSc

## Digital Marketing Communications

Digital marketing communications are now vital for the success of modern businesses. Get sought after expertise and an industry recognised qualification.

## COURSE OVERVIEW

The way we communicate with, reach and engage customers has changed dramatically in the digital age. As such, opportunities for careers in digital marketing are growing all over the world.

Accredited by the Institute of Data and Marketing and Chartered Institute of Marketing, this is a specialist course designed to develop your knowledge and skillset in evidence-based, applied digital marketing strategy and campaign planning. We welcome students from all over the world, who have a passion for digital and want to develop their professional practice and enhance their marketing career prospects.

You will develop your knowledge and skills through a mix of collaborative teaching and group workshops with industry-skilled, research-active academics, live client briefs and specialist guest lectures.

### The latest insights from industry

This course is designed around the latest advancements in the digital environment with units that allow you to develop specialist digital marketing skills, highly sought after by employers.

Taught by experienced digital experts, you will gain unique insights and the vital skills needed to succeed in this rapidly expanding sector.

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the test and to make valuable contacts.

Whatever your preferred career direction, in-house, agency or freelance, studying with us will help you find your passion and ensure you have the knowledge and skills to succeed as a strategic digital marketer.

[Show less ^](#)

## WHAT YOU NEED TO KNOW



**When does the course start?**

**23/24**



**What is the length of the course?**

1 year full-time

2 years with internship (September start)



**Where will I study this course?**

[Manchester](#)

## FEATURES AND BENEFITS

**Industry accreditation** - this course is accredited by the Institute of Data and Marketing and the Chartered Institute of Marketing. This means that the course content is professionally recognised and approved by leading, global bodies.

**Triple accredited** - our Business School holds the globally recognised trio of accreditations from EQUIS, AACSB and AMBA, placing us among the best business schools in the world.

**An accessible masters degree** – upgrade your knowledge and skills whatever your previous level of marketing experience.

**Rise programme** – all students are eligible to take part in curricular activities with Rise. These might include volunteering, project work and certifications. [Find out more](#)

**Study in Manchester** – a city at the heart of digital, packed with creative companies on the lookout for talented graduates.

**Industry connections** – learn with our team of experienced marketing professionals and take advantage of their links within the global digital and social media community.

**No exams** – complete your masters through a series of coursework submissions.

**Applied learning** - build your professional portfolio as you study. Put your newly acquired skills into practice, working through a series of live coursework projects, with the added option to work on a live client brief.

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**"We're a team who live and breathe digital communications, strategy, tactics and psychology. This means we'll help you explore and practice a wide range of research-led digital marketing skills including: strategy development, tactical campaign planning, content marketing, measurement and evaluation and rich user experience. You'll work directly with clients and there's an option to complete a paid internship after your masters too. A great way to kick-start your digital career."**

**Dr Sophie Iredale**  
Programme Leader

## COURSE INFORMATION

Digital has transformed our lives and marketing has changed with it, keeping pace and making the most of every innovation. It's a rapidly evolving world and, with the right skills, one that's full of opportunity.

This is a course that will help you discover what it takes to deliver, monitor and measure targeted digital marketing campaigns. Crucially, you will also get the chance to apply the theory in practice, whether working on your assignments, a live client brief or taking on an internship.

Home to a flourishing creative and digital sector, Manchester is an ideal location to develop your professional portfolio. A great location to pursue a career in digital marketing.

### Flexible study

From September 2023, this course will have multiple start dates (September and January). No matter which start date you choose, you will study all the same units and have the same opportunities and support as other students.

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credits on your degree through employment-enhancing activities. During your studies you can collect points for the activities you engage in and if you engage in enough activity you could receive recognition on your degree transcript.

Postgraduate students can get involved in activities such as **project work**, workshops, **volunteering** and **certifications**. For example, you could gain certifications with the likes of Microsoft, Adobe and the Project Management Institute free of charge. Not only are these fantastic to have on your CV but they are also transferable to a wide range of careers.

All Rise activities are organised according to themes of Digital Capabilities, Self-Effectiveness, Sustainability, Internationalisation, Enterprise and Civics. Completing a number of activities within a certain theme will also earn you micro-accreditations in the form of **Digital Badges**.

To find out more about what Rise has to offer, [visit their website](#)

## ACCREDITATIONS, AWARDS AND ENDORSEMENTS

### Accreditation

Institute of Data and Marketing

This course is accredited by The Institute of Data and Marketing (IDM). The IDM has over 30 years' experience helping marketers reach the next level in their career by offering a portfolio of qualifications and training courses, all informed by industry and underpinned by core principles and best practice. Students taking an IDM accredited course are eligible to sit a 2-hour online exam to achieve the IDM Certificate in Digital and Data-Driven Marketing.

### Accreditation

EFMD Quality Improvement System

Our Business School holds the EQUIS accreditation – a leading international system of quality assessment, improvement and accreditation of higher education institutions in management and business administration. By attending an EQUIS accredited institution, students can be confident they are part of a high quality institution.

### Accreditation

Association to Advance Collegiate Schools of Business  
The Business School is accredited by The Association to Advance Collegiate Schools of Business. This means we are internationally recognised for meeting

### Endorsement

Business School Impact System (BSIS)

The BSIS scheme is designed to determine the extent and nature of a business school's impact upon its local environment. BSIS has given us the tools to capture the enormous added value and impact that

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### Accreditation

Chartered Institute of Marketing  
Manchester Metropolitan University offers Chartered Institute of Marketing (CIM) Accredited Degrees. This means our students can gain CIM exemptions whilst studying. The CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners.

### Accreditation

Australian Marketing Institute  
This course is recognised by the Australian Marketing Institute (AMI).

### Year 1

You'll study several core units, covering topics such as strategy for digital, digital marketing practice and content strategy. From there you'll complete your applied research proposal and project. Alongside your core units you'll also study one additional unit linked to your subject area.

**Please note:** The order in which you complete these units will depend on which date you select to start the course (September or January).

During your studies you'll also be given the opportunity to engage in a number of optional extracurricular activities through our Rise programme. These activities include project work, volunteering and certifications. Sustained engagement in these activities will also earn you recognition on your transcript, which means future employers will be able to see your additional efforts.

### Core units

#### DIGITAL MASTERS LEVEL LEARNING



#### DIGITAL MARKETING PRACTICE



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- RICH USER EXPERIENCE** ▾
- DIGITAL MEASUREMENT AND EVALUATION** ▾
- CONTENT STRATEGY** ▾
- ORGANIC AND PAID DIGITAL PRACTICE** ▾
- APPLIED RESEARCH PROPOSAL** ▾
- APPLIED RESEARCH PROJECT** ▾

## Study and assessment breakdown

10 credits equates to 100 hours of study, which is a combination of lectures, seminars and practical sessions, and independent study. A masters qualification typically comprises of 180 credits, a PGDip 120 credits, a PGCert 60 credits and an MFA 300 credits. The exact composition of your study time and assessments for the course will vary according to your option choices and style of learning, but it could be:

### Study

**Full-time** 20% lectures, seminars or similar; 0% placement; 80% independent study

### Assessment

**Full-time** 100% coursework; 0% practical; 0% examination

### Placement options

If you choose to take the optional one-year internship, you will do so once you have successfully completed your taught units. The internship takes place over 36-48 weeks – you will be supported by our Placement Office, who have extensive contacts with the industry and over 25 years of experience of helping students to find placements. **Please note:** the internship year option is only available to students starting the course in September (not January).

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An additional fee applies to this internship.

## MEET US

Whether you've already made your decision about what you want to study, or you're just considering whether postgraduate study is right for you, there are lots of ways you can meet us and find out more about postgraduate student life at Manchester Met.

We offer:

- [open days](#)
- [webinars](#)
- [a virtual experience campus tour](#)
- [chats with current students](#)

## MEET US

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## TAUGHT BY EXPERTS

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We often link up with external professionals too, helping to enhance your learning and build valuable connections to the working world.

**MEET YOUR TUTORS**

**DISCOVER YOUR DEPARTMENT**

## ENTRY REQUIREMENTS

You will need a UK honours degree - at least a 2:2 - or the international equivalent. We do consider any discipline, but this course is ideal for graduates of marketing, business and those who have completed marketing units on their undergraduate degree.

Overseas applicants will require IELTS with an overall score of 6.5 with no less than 5.5 in any category, or an equivalent accepted English qualification. Accepted English qualifications can be viewed [here](#).

## FEES AND FUNDING

### UK AND CHANNEL ISLAND STUDENTS

Full-time fee: £10,250 per year. Tuition fees will remain the same for each year of your course providing you complete it in the normal timeframe (no repeat years or breaks in study).

### EU AND NON-EU INTERNATIONAL STUDENTS

Full-time fee: £18,000 per year. Tuition fees will remain the same for each year of your course providing you complete it in the normal timeframe (no repeat years or breaks in study).

### ADDITIONAL INFORMATION

A masters qualification typically comprises 180 credits, a PGDip 120 credits, a PGCert 60 credits, and an MFA 300 credits. Tuition fees will remain the same for each year of study provided the course is completed in the normal timeframe (no repeat years or breaks in study).

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### POSTGRADUATE LOAN SCHEME

Loans available for many of our postgraduate courses

[FIND OUT MORE](#)

### ALUMNI LOYALTY DISCOUNT

Rewarding our graduates

[LEARN MORE](#)

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By the time you graduate, you will have developed valuable skills and the critical knowledge to succeed in this exciting, constantly evolving industry.

Employment opportunities are expanding globally. Finding roles such as a digital marketing executive, digital brand manager, social media manager, digital account manager, or as a content creator are just some of your options, you will also be able to explore roles in exciting new areas of this industry such as:

- Digital Research
- Digital Marketing Strategy and Planning
- Campaign Planning and Creative Content Creation
- SEO and CRO
- Paid Advertising
- Marketing Automation and Evaluation
- User Experience
- Consumer Journey Planning
- Email Marketing and Customer Relationship Management
- Digital Marketing Consultancy
- Social Media Marketing
- Content Marketing

High-level operational and strategic planning roles could also be within your reach, where you may work on evolving digital campaigns. With your newly acquired knowledge and skills, you will also be able to pursue a freelance career in digital marketing communications, or even create your own agency.

Our graduates are working in exciting roles all over the world, with local, national and international companies including:

- BP

## OUR CAREERS SERVICES

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- TBWA
- The Hut Group
- SE10 PR

## TAUGHT BY INDUSTRY PROFESSIONALS AND ACTIVE RESEARCHERS

Our courses are taught by a combination of industry professionals and research-active academics. The industry professionals use case studies to demonstrate how you can apply the theory and skills you learn to real life scenarios. The research academics are engaged in projects that contribute to the very latest thinking in their area of expertise.

**78% of our business and management research is rated as world leading or internationally excellent (Research Excellence Framework 2021)**

RESEARCH AT MANCHESTER MET

## WANT TO KNOW MORE

REGISTER YOUR  
INTEREST

GOT A QUESTION?

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You can apply for this course by selecting one of the options below.

- **MSc Digital Marketing Communications 1 year full-time**
- **MSc Digital Marketing Communications 2 years full-time with internship**

**Please note:** Applications for January 2024 are now closed. The next available start date for this course is September 2024.

**Get advice and support on making a successful application.**

You can review our current **Terms and Conditions** before you make your application. If you are successful with your application, we will send you up to date information alongside your offer letter.

## MANCHESTER IS YOUR CITY, BE PART OF IT

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YOUR NEW  
CITY

WHY  
UNIVERSITY?

## RELATED COURSES

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### MARKETING

Postgraduate | 1 year full-time 2 years full-time if undertaking an internship

MSc

### INTERNATIONAL MARKETING MANAGEMENT

Postgraduate | 1 year full-time 2 years full-time with internship (September start)

#### Programme Review

Our programmes undergo an annual review and major review (normally at 6 year intervals) to ensure an up-to-date curriculum supported by the latest online learning technology. For further information on when we may make changes to our programmes, please see the [changes section of our Terms and Conditions](#).

#### Important Notice

This online prospectus provides an overview of our programmes of study and the University. We regularly update our online prospectus so that our published course information is accurate. Please check back to the online prospectus before making an application to us to access the most up to date information for your chosen course of study.

#### Confirmation of Regulator

The Manchester Metropolitan University is regulated by the Office for Students (OfS). The OfS is the independent regulator of higher education in England. More information on the role of the OfS and its regulatory framework can be found at [officeforstudents.org.uk](http://officeforstudents.org.uk).

All higher education providers registered with the OfS must have a student protection plan in place. The student protection plan sets out what students can expect to happen should a course, campus, or institution close. Access our current [Student Protection Plan](#).

GET  
IN TOUCH

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