

POSTGRADUATE

Digital Marketing MSc

Master the art of modern marketing and conquer the digital age. Develop essential expertise to lead with confidence and thrive in today's business landscape.

! You are currently viewing course information for entry year: **2024-25**

Start date(s): **September 2024**

Fees and funding



Entry requirements



How to apply



Hi, I'm NCL Bot, I'm here to help answer your questions.

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Please type here...

Next

Overview

Marketing is the practice of identifying and satisfying customer needs. It has been transformed through:

- digitalisation
- electronic devices, such as computers
- the widespread availability of the internet

The demand for knowledge, skills, and expertise in digital marketing is high. This programme aims to bridge the gap.

The Digital Marketing MSc gives you a comprehensive and up-to-date critical understanding of digital marketing. It focuses on:

- strategic and tactical digital marketing in the modern business environment
- how research-led digital marketing informs business decisions
- how effective digital marketing responses are scoped, planned, and developed

The programme is built on the expertise of our leading scholars. It gives you essential knowledge, skills and expertise. It also includes practical elements that will prepare you for the modern business environment.

Course features

The programme is built on research-led content, developed by leading digital marketing academics.

It combines theory, methods, practical understanding and critical perspectives

There are close links with practitioners through guest lectures and field trips.

The dissertation module allows you to complete an individual piece of supervised research. This can be on a specific area of interest to you.

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Please note that we make all reasonable efforts to provide you with the programmes, services and facilities described. However, it may be necessary to make changes due to significant disruption, for example in response to Covid-19.

View our [Academic experience page](#), which gives information about your Newcastle University study experience for the academic year 2023-24.

See our [terms and conditions and student complaints information](#), which gives details of circumstances that may lead to changes to programmes, modules or University services.

What you'll learn

This programme focuses specifically on key aspects of marketing in a digital context. It does not simply focus on marketing with some digital examples.

Over the course of the programme you will:

- develop your digital marketing skills and practice
- consider digital marketing in a range of contexts
- use a wide range of analytical and creative tools
- develop a critical perspective that will support a professional career
- engage in academic research within digital marketing
- be able to put theory into practice
- learn to consider the ethical implications of digital marketing
- engage with digital marketing professionals and professional bodies

A range of bespoke modules cover:

- digital consumer behaviour
- digital marketing communications
- digital marketing strategy
- omnichannel retailing

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outcomes and assessment methods.

i Course content changes

Module information is intended to provide an example of what you will study.

Our teaching is informed by research. Course content changes periodically to reflect developments in the discipline, the requirements of external bodies and partners, and student feedback.

Full details of the modules on offer will be published through the [Programme Regulations and Specifications](#) ahead of each academic year. This usually happens in May.

Optional modules availability

Some courses have optional modules. Student demand for optional modules may affect availability.

To find out more please [see our terms and conditions](#).

Digital Marketing MSc modules

The programme comprises modules to a credit value of 180 credits.

All candidates shall take the following compulsory modules (170 credits)

Compulsory modules	Credits
Dissertation in Marketing	60
Marketing Research	20
Principles of Marketing	20
Marketing Ethics, Critical Consumption, and Corporate Social Responsibility	10
Contemporary Trends in Marketing	10

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<u>Digital Marketing Strategy</u>	10
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All candidates shall take a further optional module to a value of **10** credits from the following:

Optional modules	Credits
<u>Customer Relationship Management</u>	10
<u>Marketing Analytics</u>	10

How you'll learn

Delivery and teaching methods

You'll be taught through a variety of methods, including:

- lectures
- seminars
- workshops
- interactive projects using real-life examples
- external guest speakers

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Dissertation

Essay

Report

Research proposal

Thesis

Written examination

Student support

Our staff

Your development

Practical skills

You will learn how to:

- understand digital consumers by developing personas and customer journeys
- manage digital campaigns
- develop social media campaigns
- use data effectively to understand consumer habits

Research skills

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Careers

The programme will prepare you for a wide range of digital marketing roles, including:

- Digital Marketing Manager
- Search Engine Optimisation (SEO) Specialist
- Social Media Manager
- Email Marketing Specialist
- Content Marketing Manager
- Pay-per-Click (PPC) manager

You will be able to undertake roles in:

- digital marketing/marketing agencies and consultancies
- start-ups (your own or those founded by others)
- small to medium-sized organisations
- large corporates

Further study

The programme also provides a foundation for further study, such as:

- academic research (e.g. PhD)
- professional digital marketing courses

Our Careers Service

Our award-winning Careers Service is one of the largest and best in the country, and we have strong links with employers. We provide an extensive range of opportunities to all students through our ncl+ initiative.

[Visit our Careers Service website](#)

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Impact Rankings 2023

- 65% increase in research power since 2014 – [Research Excellence Framework 2021](#)
- Global Top 110 University - QS World University Rankings 2024
- Global Top 140 University - Times Higher Education World University Rankings 2023

Professional accreditation and recognition

Newcastle University Business School accreditation

Newcastle University Business School is accredited by the:

- [Association to Advance Collegiate Schools of Business \(AACSB\)](#)
- [European Quality Improvement System \(EQUIS\)](#)
- [Association of MBAs \(AMBA\)](#)

Only 1% of business schools worldwide hold this triple crown. Our accreditations reflect the investments we make for our students through providing a high quality teaching environment, innovative programming and active engagement with industry.

- ✓ All professional accreditations are reviewed regularly by their professional body

i Recognition of professional qualifications outside of the UK

Facilities

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The Business School is the gateway to Newcastle Helix - an innovation hub and community that brings together industry leaders, businesses and top researchers.

Our facilities include:

- flexible conference room with panoramic views across the city
- Wi-Fi enabled connectivity throughout the building, including three computer clusters housing over 120 PCs
- four large lecture theatres and over 25 seminar and teaching spaces, providing comfortable teaching and group study space
- dedicated Student Hub and Quiet Space, providing a balanced mix of study space for group work or quiet, individual study
- contemporary café
- employability hub to support your career aspirations
- Bloomberg Room to give you a real feel for the trading room floor
- Experimental and Behavioural Economics Lab, a state-of-the-art research facility for conducting studies in experimental economics and economic psychology

The [Frederick Douglass Centre](#) at Newcastle Helix also offers further study and learning spaces. This includes a 750 seat auditorium – the largest in the University.

[Find out more about Newcastle University Business School](#)

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Fees and funding

Tuition fees for 2024 entry (per year)

Qualification: MSc Full time	
Home students Full time: 12 months	Tuition fees (per year) £15,000
International students Full time: 12 months	Tuition fees (per year) £27,100

i Tuition fee increases

! EU, other EEA and Swiss nationals - tuition fee status

What you're paying for

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TO EXAMINATION

- graduation

Find out more about:

- [living costs](#)
- [tuition fees](#)

! Deposit

! Funding deadlines

Search for funding

Find funding available for your course

Select your country



Entry requirements

The entrance requirements below apply to 2024 entry.

Academic entry requirements

A 2:1 honours degree, or international equivalent, in any subject.

Qualifications from outside the UK

Select your country



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This policy applies to all undergraduate and postgraduate admissions at Newcastle University. It is intended to provide information about our admissions policies and procedures to applicants and potential applicants, to their advisors and family members, and to staff of the University.

[Download our admissions policy](#) (PDF: 201KB)

[Other policies related to admissions](#)

Credit transfer and Recognition of Prior Learning

Recognition of Prior Learning (RPL) can allow you to convert existing relevant university-level knowledge, skills and experience into credits towards a qualification. [Find out more about the RPL policy which may apply to this course](#)

How to apply

Before you start

Start Dates

The course starts in September.

Closing Dates

There is no application deadline for this course.

We suggest international students apply at least two months before the course starts. This is so that you have enough time to make the necessary arrangements.

Deposit

If you are an international student or a student from the EU, EEA or Switzerland and you need a visa to study in the UK, you must:

- pay a deposit of £1,500
- or submit an official letter of sponsorship

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Full time: 12 months

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Using the application portal

The application portal has instructions to guide you through your application. It will tell you what documents you need and how to upload them.

You can choose to start your application, save your details and come back to complete it later.

If you're ready, you can select Apply Online and you'll be taken directly to the application portal.

Alternatively you can find out more about applying on our [applications and offers pages](#).

[Apply Online](#) 

Open days and events

You'll have a number of opportunities to meet us throughout the year including:

- campus tours
- on-campus open days
- virtual open days
- webinars

[Find out about how you can visit Newcastle in person and virtually](#)

Overseas events

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Kirk Dodds
Degree Programme Director
[Newcastle University Business School](#)
Telephone: +44 (0) 191 208 2806
[Contact Newcastle University Business School](#)

Online

For more general enquiries you could also complete our online enquiry form.

[Fill in our enquiry form](#)

Live chat

Our Ncl chatbot might be able to give you an answer straight away. If not, it'll direct you to someone who can help.

You'll find our Ncl chatbot in the bottom right of this page.

Keep updated

We regularly send email updates and extra information about the University.

[Receive regular updates by email](#)

Chat to a student

Chat online with current students with our Unibuddy platform.

[Chat to a student](#)

Social Media

Connect with Newcastle University Business School.

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