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Digital Marketing MSc

Part of: [Business and Management](#) and [Computer and Data Science](#) ACCREDITED BY:



Digital Marketing represents a rapidly growing and technologically-advanced area of business operations. The MSc Digital Marketing programme is designed to prepare you for a career within this cutting-edge and challenging field. The programme is open to graduates of all disciplinary backgrounds and is also suitable for individuals who are looking to start or develop their own businesses.

- Learn to develop customer insights from data and use this to deliver successful products, services, and marketing campaigns.
- Specialise in digital marketing – a key skill for all marketers today.
- Learn from academics engaged in world-leading digital marketing research.

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Study options

Full-time, September 2024 | 1 year

Location	Mile End
Fees	Home: £14,850 Overseas: £31,850 EU/EEA/Swiss students
Apply Now	

What you'll study

You will start by learning the basics of marketing, digital marketing and AI in business, before engaging with more specialised topics including digital communications, campaigns and analytics.

The programme aims to help students build the following broad skills:

- Ability to develop independent insights from research and learning.
- Ability to critically evaluate competing approaches and viewpoints, and justify decisions.
- Ability to deal with complex and dynamic managerial and business environments.
- Ability to communicate effectively and with sensitivity to cultural or other relevant contextual factors.
- Ability to work ethically and with responsibility.



Masters Open Event

Join us for our next Masters Open Event on Thursday 21 March 2024 where you can find out more about student life and study at Queen Mary

[Register now](#)

Structure

- Seven compulsory modules
- Three optional modules
- Compulsory dissertation or business game module

Compulsory/Core modules

▼ Introduction to Marketing Theory and Concepts
▼ Relationship and Network Marketing

Elective modules

▼ Social Marketing for Social Justice
▼ Brand Storytelling in the Digital Age

- ▼ Digital Marketing
- ▼ Dissertation for Marketing
- ▼ AI for Business
- ▼ Business Digital Analytics
- ▼ Integrated Digital Communications and Campaigning
- ▼ Business Game

Please note that all modules are subject to change.

Assessment

Learning outcomes are assessed using a mix of coursework, essays, projects, presentations and, in some cases, exams. There will be variation across modules, and some are wholly examined by coursework. Teaching staff will aim to provide students with constructive feedback on assessments.

Dissertation

Compulsory - choice of dissertation or business game.

Teaching

Teaching will be conducted by research-oriented staff and supplemented, where appropriate, by visiting lecturers with professional expertise.

Students typically have 3 contact hours per week for each module. Within these three hours, each module has its own pattern of lectures, seminars/classes and other activities. Students could take part in a range of different teaching and learning activities, including one-to-one tutorials, guest lectures, simulation game(s), computer-lab based activities, group-work, independent studies, research projects and team learning.



**Professor Stephan
Henneberg**

Professor of Marketing and Strategy

Professor Henneberg joined the School of Business and Management in summer 2013. He's held academic roles at Manchester Business School (MBS), University of Manchester, and at the University of Bath. His research interests mainly in the area of business marketing, supply chain management, and business strategy. He's worked in senior positions as a management consultant with A.T. Kearney and Kinsey & Co.



Dr Zahra Sharifonnasabi

Lecturer in Marketing and Co-Director of Research Group MINDS

Dr Zahra Sharifonnasabi is a lecturer and Assistant Professor at Queen Mary. Zahra's research falls into the field of consumer behaviour and she takes an interpretivist, qualitative approach in her studies.



Where you'll learn

Facilities

- ThinkPod interactive collaboration space with presentation, recording and video conferencing facilities.
- Media suite with industry-standard design and editing software (QUBE).
- Brand new Graduate Centre, offering purpose-built study spaces and an exclusive rooftop common room.
- 24-hour library on campus.



Campus

Teaching is based at Queen Mary's [Mile End Campus](#), one of the largest self-contained residential campuses in the capital. Our location in the heart of London's East End offers a rich cultural environment.

We have invested £105m in [new facilities](#) over the past five years, to offer our students an exceptional learning environment. Recent developments include the £39m [Graduate Centre](#), providing 7,700 square metres of learning, teaching and social space.

The campus is 15 minutes from Central London by tube, where you will have access to many of the University of London's facilities, such as the Senate House library.

About the School

School of Business and Management

The School of Business and Management has a reputation as a socially engaged management school, with an innovative, multidisciplinary, mindful and responsible approach. We invite our students to ask incisive questions, to challenge their assumptions, and to search for solutions to real-world challenges.

We ensure students experience innovative and engaging educational pathways, alongside supportive staff and excellent research facilities.

The School is accredited by the [Association to Advance Collegiate Schools of Business](#) (AACSB), which ensures that the highest standards of excellence in teaching, research, curriculum, and learner success are met.

CONTACT US

[School of Business and Management](#)

Tel: +44 (0) 20 7882 2166
[Contact us](#)



Times Higher Education Rankings, among 100 UK business schools,
the School now ranks:

- 22nd for overall research quality (up from 39th in REF2014)
- 28th for research outputs (up from 34th)
- 12th for research impact (up from 24th)
- 21st for research environment (up from 59th)

Queen Mary is also part of the [Russell Group](#) - a body of leading UK universities dedicated to research and teaching excellence.

Career paths

Graduates of this course will be well-equipped to pursue careers in brand management, digital marketing management, email marketing, SEO, social media management, content strategy and market research.

The School works closely with the Careers Service to support students with finding internships, making applications and preparing for interviews and assessment centres.

Fees and funding

Full-time study

September 2024 | 1 year

Home: £14,850

Overseas: £31,850

[EU/EEA/Swiss students](#)

Conditional deposit

Home: Not applicable

Overseas: £2000

[Information about deposits](#)

Queen Mary alumni can get a £1000, 10% or 20% discount on their fees depending on the programme of study. Find out more about the [Alumni Loyalty Award](#)

Funding

Scholarships and funding

- [Postgraduate loans \(UK students\)](#)
- [Country-specific](#) scholarships for international students

Our [Advice and Counselling](#) service offers specialist support on financial issues, which you can access as soon as you apply for a place at Queen Mary. Before you apply, you can access our funding guides and advice on managing your money:

- [Advice for UK and EU students](#)
- [Advice for international students](#)

Entry requirements

UK

Degree requirements

A 2:1 or above at undergraduate level in any subject.

Find out more about [how to apply](#) for our postgraduate taught courses.

International

Country of Qualification

Select a country

If you got your degree in an English speaking country or if it was taught in English, and you studied within the last five years, you might not need an English language qualification - [find out more](#).

The minimum English Language requirements for entry to postgraduate degree programmes within the School of Business and Management are:

Examining body

IELTS

7.0 overall including 6.0 in Writing, and 6.0 in Reading, Listening and Speaking.

MSc Management with Integrated Pre-Masters requires 5.5 overall including 5.5 in Reading, Writing, Listening and Speaking.

Visas and immigration

Find out how to apply for a [student visa](#).

Contact

School of Business and Management

Tel: +44 (0) 20 7882 2166

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Postgraduate Admissions

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Related Courses

1 year Full-time MSc	1 year Full-time MSc
Marketing and Digital Analytics MSc 1 year Full-time MSc	International Marketing and Business Strategies MSc 1 year Full-time MSc

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