

The initial application deadline for this course is 1 June 2024. [Further detail here.](#)

Digital Marketing

MSc



Key information

Duration: 1 year full time

Institution code: R72

Campus: Central London

UK fees*: £14,800

International/EU fees**: £23,900

The course

Digital Marketing (MSc)

Study our dedicated digital marketing degree course at our central London campus. If you are a finalist or recent graduate (any subject) wanting to boost your employability this degree course should provide you with the knowledge and skills needed for the digital era.

Being one of a few specialist digital marketing Masters degree courses in the UK you will gain a 360 degree perspective of digital marketing from digital branding and advertising to the consumer journey and metrics.

On graduating you will be able to create and analyse digital strategies and make well informed tactical and strategic decisions, having studied in the context of Royal Holloway Marketing's distinctive critical ideology. You will be confident in using acquired skills to communicate strategies to stakeholders at all levels.

You will enjoy studying in our historic University of London buildings in central London and work with our experienced academic staff to realise your full potential.

Accredited by CIM (The Chartered Institute of Marketing). On completing this course you'll be able to apply for exemptions.

Great career prospects in digital marketing and any other related discipline.

Flexible studies over two days a week, combined with extensive self-study.



From time to time, we make changes to our courses to improve the student and learning experience. If we make a significant change to your chosen course, we'll let you know as soon as possible.

Course structure

Core Modules

- ✓ Digital Marketing Strategy
- ✓ Search and Metrics
- ✓ Design Thinking
- ✓ Digital Brand Storytelling
- ✓ Digital Consumer in Online Culture
- ✓ Advertising in a Digital Era
- ✓ Research Methods for Digital Marketing
- ✓ Contemporary Issues in Digital Marketing
- ✓ Digital Marketing Consultancy
- ✓ Individual Business Project
- ✓ Academic Integrity

Teaching & assessment

Assessment is carried out by a variety of methods including essays, group projects, workshops, case studies and a dissertation.

Entry requirements

2:2

Upper second degree or equivalent.

