

Masters Programmes 2024/25



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin



MSc in Digital Marketing Strategy

The MSc in Digital Marketing Strategy is designed to provide you with the knowledge and tools required to become a highly skilled digital marketing strategist. You will learn about digital design, the user experience and how to plan and implement digital strategies.

About the Programme

We focus on how different companies do business in a digital world, coupled with a strong industry and partnership approach. A variety of leading digital companies are represented by expert guest speakers and faculty, including multinational companies such as Google, Meta, Twitter, HubSpot and Microsoft. With the European headquarters of such companies situated nearby, you have the opportunity to visit them on company trips and learn how to master specific platforms such as Google Ads, Analytics, Facebook Insights and HubSpot tools.

Career Prospects

A comprehensive overview of the digital ecosystem, this programme is an excellent foundation for a career working across many industries including technology, retail, consulting, manufacturing and pharma biotech/health. Recent employers include Google, Accenture, eBay and Glanbia.

Features & Benefits

- Ranked 1st in Western Europe for E-Business and Digital Marketing Eduniversal 2022.
- Strong industry and partnership approach.
- Practical skills. Master platforms such as Google Ads, Facebook Insights and Hubspot tools.
- Present, pitch and create. A learning model designed to mirror the real world competencies needed for a career in Digital Marketing.

“Our modules are taught by internationally recognised academics and expert industry practitioners, who offer a good balance of both theoretical and practical learning. Our students gain specialist knowledge in marketing management and digital business, and are offered opportunities to work with client companies to put their knowledge into practice. This programme helps students develop skills in areas, such as social media, digital advertising, marketing analytics and e-commerce.”

Xiaoning Liang, Director of MSc in Digital Marketing Strategy.

Curriculum

This one year programme offers a number of core modules and the option to customise your degree with a range of exciting electives and a dissertation. Modules may include:

CORE

- Digital Design & User Experience
- Digital Marketing Communication
- Digital Marketing Practice
- Digital Marketing Strategy
- Ethical Business for Digital Marketing
- Marketing Intelligence & Analytics
- Social Media Marketing
- Transformation Management for Individuals and Organisations

ELECTIVE

- › Consumer Value Management
- › Digital Business Models
- › Digital Platform Innovation
- › E-Commerce
- › Sales Management

Curriculum subject to change

DISSERTATION

The dissertation allows you to showcase the knowledge you have gained and enhance your career potential by specialising in a particular area.

