Study with Liverpool (https://www.liverpool.ac.uk) **Our research** ▽ **About us** ▽

All subjects(https://online.liverpool.ac.uk/all-subjects/)

Fees and funding(https://online.liverpool.ac.uk/fees-and-funding/)

Discover more(https://online.liverpool.ac.uk/discover-more/) Blog(https://online.liverpool.ac.uk/blog/)

Events(https://online.liverpool.ac.uk/events/) Contact Us(https://online.liverpool.ac.uk/contact/)
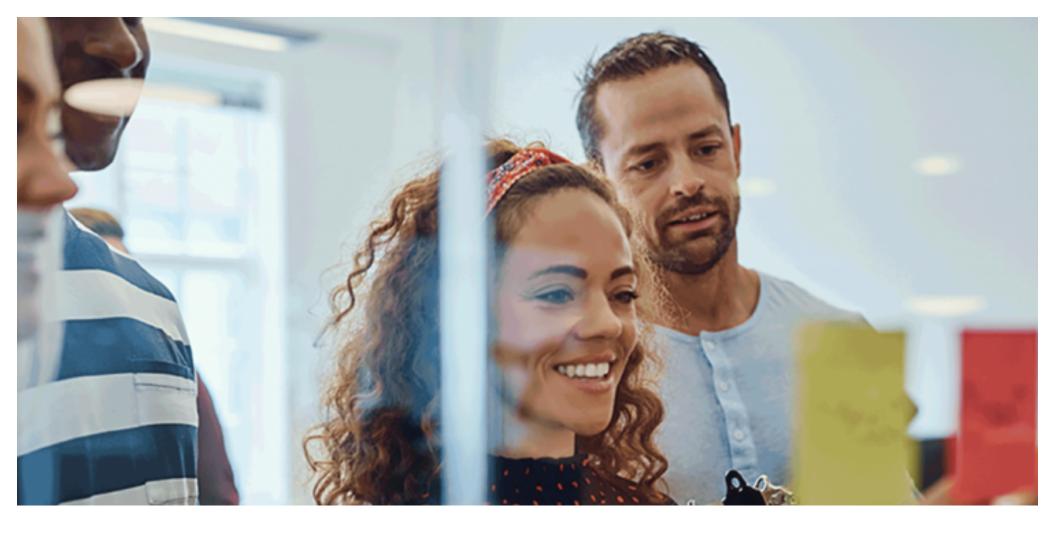
Business and Management(https://online.liverpool.ac.uk/subject/business/)

Computer Science(https://online.liverpool.ac.uk/subject/computer-science/)

Education(https://online.liverpool.ac.uk/subject/education/) Law(https://online.liverpool.ac.uk/subject/law/)

Medicine and Health Sciences(https://online.liverpool.ac.uk/subject/medicine-and-health/)

Psychology(https://online.liverpool.ac.uk/subject/psychology/)

Digital Marketing MSc | PGDip | PGCert – Online Course

Programme duration: approximately 30 months for MSc (part-time and online)

Upcoming starts: 21 May 2024 and 8 October 2024

Related content

- **What discounts are available for online study at Liverpool? (https://online.liverpool.ac.uk/what-discounts-are-available-for-online-programmes/)**

Entry awards: MSc/PGDip/PGCert

Awarding body: University of Liverpool

Download prospectus (/prospectus/)

Apply now (/apply/)

Digital marketing has revolutionised the global business landscape. Innovative digital techniques have allowed companies to reach global audiences instantaneously creating an exciting, fast paced and competitive marketing environment.

(https://online.liverpool.ac.uk/events/pg-open-week-online-programmes/)

What is digital marketing?

As the world gets more used to living life online, digital marketing is one of the most proficient and effective tools in a business' arsenal for engaging customers and securing sales of products or services. All of the biggest businesses in the world harness digital marketing to catch the attention of a target audience and to get their brand noticed by all the right people.

Modern digital marketing encompasses a number of different areas such as SEO strategy, Pay-Per-Click (PPC) advertising, content marketing and PR campaigns – all of these disciplines form an overall digital marketing approach that connects

- **What are academic transcripts and how do I get them?** (https://online.liverpool.ac.uk/what-are-academic-transcripts-and-how-do-i-get-them/)
- **How do I write a good personal statement?** (https://online.liverpool.ac.uk/how-do-i-write-a-good-personal-statement/)

businesses with their audiences in increasingly innovative ways. Obtaining a position at a digital marketing agency or as a digital marketer is more often than not a matter of combining experience and education to get started on a marketing career path.

About the programme

This programme will take advantage of the most current theory and practice to explore the key aspects of the digital marketing environment and how it has influenced marketing strategy. It will consider how digital marketing fits in with traditional marketing theories and practices and consider what future trends in digital marketing will look like.

Developed by leading academics in the University of Liverpool's AACSB, AMBA and EQUIS accredited Management School, students will be equipped with the specialist knowledge and professional skills to become outstanding digital marketing managers, either in their current employment or when forging a new career in the field of marketing.

The curriculum combines essential digital marketing elements such as consumer behaviour, digital communications, social medial marketing, and brand creation and management with core business skills. These are tailored to the needs of marketing practice, including leadership, data and financial management, marketing and business ethics and corporate social responsibility.

Download a prospectus(https://online.liverpool.ac.uk/prospectus/) for more details on this programme including module information.

Programme structure

What will I study?

This programme consists of the following modules. You are required to complete 180 credits to achieve a full Master of Science (MSc), 120 credits to achieve the postgraduate diploma (PG Dip) and 60 credits to achieve the postgraduate certificate (PG Cert).

Modules	MSc	PGDip	PGCert
Digital Marketing Strategy and Practice (15 credits)			
Becoming a Leader (15 credits)			
Ethical and Sustainable Business Practice (15 credits)			
Finance and Data Analysis for Managers (15 credits)			
Consumer Behaviour (15 credits)			
Digital Communications and Social Media Marketing (15 credits)			
Brand Creation and Management (15 credits)			
Research Methods (15 credits)			
Dissertation (60 credits)			

Entry requirements

For more information on the modules, including syllabus and learning outcomes, please download our programme booklet(https://online.liverpool.ac.uk/booklet/).

All applications will be considered on a case-by-case basis. If you want to discuss your previous qualifications and experience before applying, please contact us now via LiveChat.

Applications should possess either:

- A minimum of a 2:1 class degree in any subject, equivalent to a UK bachelor's degree; or
- Professional work experience in a related field and/or other prior qualifications will be considered on a case-by-case basis.

All applicants must provide evidence that they have an English language ability equivalent to an IELTS (academic) score of 6.5.

If you don't have an IELTS or equivalent certificate, you can take our free online English test to assess your proficiency. You don't need to prove your English ability if you recently have completed a qualification equivalent to a UK degree in, any of these countries (https://www.liverpool.ac.uk/study/international/apply/english-language/).

Fees and funding

Applying

Career prospects

Graduates will be equipped with the knowledge, skills, awareness and confidence to be highly effective managers and digital marketing professionals able to influence organisational strategy and practice. After completing this programme, you will be able to develop your existing marketing career, move into a role within the digital marketing sector or work within a general management position.

About us

University of Liverpool online programmes are delivered in partnership with Kaplan Open Learning.
Programme Terms and Conditions(https://online.liverpool.ac.uk/wp-content/uploads/2022/07/UoLO_Programme-Terms-and-Conditions-for-Online-Study.pdf)
/ Statement on the Ukraine Crisis(https://online.liverpool.ac.uk/statement-on-the-ukraine-crisis/) /
View All Policies(https://online.liverpool.ac.uk/policies/)

Login(https://liverpool-online-study.com/login/index.php) to your Virtual Learning Environment

Online programme enquiries: +44 (0)151 318 4466

(https://www.facebook.com/LivUniOnline/)   (https://www.linkedin.com/school/livunionline/)

(https://www.youtube.com/channel/UCPMCJzTL3UMnQBDhcWk6Nng)   (https://twitter.com/LivUniOnline)

(https://www.instagram.com/livunionline/)

University of Liverpool, Liverpool L69 3BX, United Kingdom   +44 (0)151 794 2000

© University of Liverpool(https://www.liverpool.ac.uk/) – a member of the Russell Group /
Terms and Conditions(https://www.liverpool.ac.uk/legal/website-terms-and-conditions/)
/
Modern slavery statement(https://www.liverpool.ac.uk/media/livacuk/procurement-main/externaldocuments/Slavery,Statement,VC,18.12.18.pdf)
/ Map(https://www.liverpool.ac.uk/maps) /
Contact us(https://www.liverpool.ac.uk/contacts)