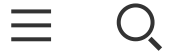


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OK



Nottingham Trent
University



Digital Marketing MSc

Find an open day

Order a prospectus

Level(s) of Study: Postgraduate taught

Start Date(s): September 2024

Duration: One year full-time/two years with a work placement

Study Mode(s): Full-time / Sandwich

Campus: City Campus

Entry Requirements:

[More information](#)

Year of entry:

2024

[Sign up for emails](#)

[Apply now](#)

Find us on:

What
you'll
study

How
you're
taught

Employability

Facilities

Entry
requirements

Fees
and
funding

How
to
apply

Introduction:

Digital marketing is one of the fastest growing, most dynamic areas of the marketing industry. This constantly evolving field continually pioneers new technology, channels and pushes the boundaries of marketing practice. It's helping to redefine the nature of customer relationships, along with the increased use of global marketing strategies, more sophisticated branding techniques, integrated marketing communications and e-commerce.

Created in close collaboration with senior digital marketers and the [Chartered Institute of Marketing \(CIM\)](#), our MSc Digital Marketing degree will expose you to the very latest thinking, tools and techniques in digital and social media marketing.

You will be exposed to a broader view of marketing, the growing significance of digital marketing and the impact these activities have on people, organisations and societies. In your third semester, you'll choose an experiential project. With the opportunity to use your skills in a real-world setting, you can choose from completing a consultancy experience project, an in-company experience project, or a business research project.

Designed for aspiring digital specialists

This course is aimed at students from a range of backgrounds who don't necessarily have a background in marketing. Whether you want to work for a major international organisation or small-scale start-ups, our MSc Digital Marketing degree will ensure you learn the theory, tools and techniques needed to develop into a specialist marketing professional ready to operate at strategic and tactical levels in industry.

What you'll gain from this degree?

- a Graduate Gateway accreditation from the CIM which means you will have the option to gain two professional qualifications - the [Level 4 Certificate in Professional Marketing](#) and the [Level 6 Diploma in Professional Digital Marketing](#).
- the opportunity to attend different advanced workshops with our industry partners and expert practitioners, where you will sharpen your practical skills.
- learn skills and knowledge within strategic marketing and digital marketing processes.
- demonstrated knowledge and understanding of digital marketing tactics and implementation.
- the ability to effectively use information and communication technologies relevant to the marketing discipline.
- the ability to analyse a variety of relevant data used in diverse contexts to support effective decision making in the marketing discipline.

Choosing the right postgraduate Marketing course can seem like a difficult task. Our useful [course comparison](#) will help you compare the modules available across our postgraduate Marketing portfolio.



You have the option to gain two professional qualifications - the Level 4 Certificate in Professional Marketing and the Level 6 Diploma in Professional Digital Marketing.



93% of students studying a postgraduate marketing course would recommend studying at Nottingham Trent University to others (Postgraduate Taught Experience Survey, 2021).



NTU is ranked in the Top 20 for Marketing in The Complete University Guide 2021.



86% of MSc Digital Marketing students are in graduate level jobs within 15 months after graduation (Graduate Outcomes Survey 2020/21).

Join our internationally accredited business school

Nottingham Business School is accredited to AACSB and EQUIS, the highest international standards for business school education. We are one of 47 global PRME Champions - a United Nations-supported initiative leading the way with sustainable and responsible management education.



What you'll study

At NBS you can create a personalised learning experience, giving you a unique Masters degree that equips you with the skills you'll need, for the career you want. Each of the modules will be delivered over a four week period, with teaching delivered in three weeks and the fourth week left clear for assessment work. This enables you to focus on one subject at a time, whilst allowing time for preparation and assessment work.

Residential trip

At the beginning of your course you will attend a residential trip with your new course mates and course team. This is a perfect introduction to your course and a great opportunity to get to know who you will be spending the next year studying with. The trip involves interactive ice-breaker sessions and team building activities.

Programme overview

Semester one

Semester one modules

- Principles of Marketing
- Understanding the Customer Experience
- Strategic Global Marketing

Semester two

Semester two modules

- Digital Marketing Operations
- Dynamic Digital Marketing
- Contemporary Perspectives in Customer Engagement

Semester three

Semester three modules

Your choice of final semester project. Experiential projects include:

Ongoing learning/professional development

Placement opportunities

- Consultancy Experience Project;
- In-Company Experience Project; *or*
- Business Research Project

Module for those undertaking the 2 year course

Don't just take our word for it, hear from our students themselves

Student Profiles

Mariana Castrillo

What I really enjoyed about the degree was working with people from all over the world, (I had never done this before) and had so many opportunities to attend workshops and activities organised by NBS. I also enjoyed that NBS made us of the latest technology.

How you're taught

Teaching and Learning

Nottingham Business School adopts a distinctive approach to the design of student learning opportunities. Your learning is structured around theory, practice, experience & observation, and reflection & improvement. At each level (course, module and session), you will study different theories, concepts and approaches and be given opportunities to apply these in a range of practical settings. The aim is to enhance your understanding through the direct experience of business, where you will have opportunities to observe business practices and behaviours (including your own) and analyse these using theoretical knowledge. It is our intention that by reflecting on these experiences, you will be able to use these theories to guide your actions and decisions in a business context or even consider how a theory itself might be improved. In this way, we aim to enhance the quality of your learning.

Marketing Simulation

As part of your Principles of Marketing module you will take part in a simulation exercise which will see you make marketing decisions for company in the jeans industry, applying your skills within a dynamic competitive market place. In class you will compete in teams and be able to track the impact of your decisions on the company's performance. Through the simulation you'll be able to connect essential marketing concepts to marketing practice and in doing so develop relevant professional marketing skills.

Academic Mentors

Every postgraduate student will be allocated an Academic Mentor at the beginning of the academic year and you will meet with them regularly throughout the year. Academic Mentors help you make the most of your time at NTU. They will support you in developing and enhancing the qualities and transferrable skills necessary for your studies, career progression, professional and personal development.

Assessments

A range of assessment methods are used across the course, the choice of which reflects the needs and demands of the different types of module. Some modules will assess the ability to work collaboratively in a team and others will assess individual capability. Types of assessment will range from examinations to group presentations including essays, reports, financial analyses, literature reviews and research based projects.

The interactive nature of the taught sessions offers opportunities to gain feedback on your performance before being formally assessed and increasing use is made of eLearning to further support the feedback process.

In-session English language support

In-session English language classes are offered to international students at no extra cost. The classes aim to provide focused support in the skills you need in order to develop your English in your subject area.

Further information please contact the Nottingham Language Centre based in the DICE building on City Campus:

Tel: +44 (0)115 848 6156 | Email: englishsupport@ntu.ac.uk | Website: www.ntu.ac.uk/nlc

Personalisation

We know our postgraduate students are a diverse group, with different levels of academic knowledge in their chosen area of study, different cultural and educational backgrounds, and varying levels of personal and professional skills and competencies.

At NBS we strive to ensure that these two motivating factors are nurtured and therefore supported. Our students are encouraged to practice and develop the skills and competencies required to critically reflect on their learning, and on their ability to apply this learning to their studies and to real world complex issues within the workplace. Through a series of

curricula and extra-curricular initiatives, strengthened by tailored academic mentor support, NBS provides all our postgraduate students with the ability to participate in a range of challenging and unique activities, projects, events and experiences to enable our students to succeed in a competitive and dynamic global environment.

Staff Profiles

Ms Sharon-Marie Gillooley - Principal Lecturer

Nottingham Business School

Sharon-Marie is a Principal Lecturer in the Department of Marketing, the Course Leader for the MSc Marketing suite, the Learning and Teaching Department Representative for Marketing and Fellow of the

[See Ms Sharon-Marie Gillooley's staff profile](#)

Careers and employability

At Nottingham Business School, we're focused on your employability from the start of your postgraduate degree. We provide you with a learning experience that integrates theory and practice.

Matching your ambition

Our course is designed to produce graduates with focused knowledge of digital. This is crucial knowledge needed to succeed as a Digital Marketing Manager, Digital Campaigns Manager or Digital Strategist.

Digital Marketing and Digital Campaigns Managers are responsible for developing, implementing and managing marketing campaigns that promote a company and its products and/or services. They a major role in enhancing brand awareness within the digital space as well as driving website traffic and acquiring leads/customers.

Graduates from this course have gone onto roles within the public, private and third sector, undertaking positions such as:

- Digital Media Planner
- Digital Marketing Executive
- Internet Marketing Analyst
- Digital Marketing Managers
- Account Managers

Employability Team

We have a dedicated Employability Team who not only help you during your time with us but also following graduation, they'll continue to support you by providing a number of services that will help kick-start your career.

Our [Employability Team](#) offer a wide range of support from one-to-one appointments with our specially trained consultants, to arranging recruitment fairs and skill building workshops.

Services they provide include:

- Finding placements, internships and part-time work
- Helping you to pursue self-employment
- Advice on taking gap years and time out
- Information and help on getting into volunteering
- Providing advice on further study.

As a student you will have access to our virtual learning environment, where you will be able to get in touch with our Employability team for CV support, application, interview and job hunting advice, career ideas and employer videos.

You can visit the Employability Team on your local campus every day during term time. They are also open outside of term time too, except on University closure days. So drop in, say hello, and get help with quick enquiries or book an appointment with a careers consultant from your school.

Re:search Re:imagined

To us, research is about more than writing papers and proposing new ideas. By daring to think differently, we're disrupting the research landscape and finding the answers to the questions that really matter. From ethics, innovation and entrepreneurship to behavioural science, we're inspiring the brightest minds to rise up and find solutions to some of the most significant global challenges facing society.

Find out more: ntu.ac.uk/research

Campus and facilities

We are continually investing in our facilities, and transforming our learning and teaching environment to create an inspiring and innovative atmosphere.

The School is based in the impressive [Newton Building](#) on NTU's [City Campus](#).

Postgraduate Centre

A short walk from the Newton building and Boots library, the [Postgraduate Centre](#) facilitates on-campus teaching for Nottingham Business School's postgraduate and executive education courses.

Dryden Centre

Benefit from the newly built [NTU Dryden Enterprise Centre](#) that provides dedicated support for entrepreneurs, start-ups, small and medium-sized enterprises.

Fantastic facilities

- You can take advantage of the Link Lounge, a space dedicated to Business School students, located on floor zero of the Newton building.
- Explore your career prospects with the help of the University's Employability Team.
- You will benefit from spacious [teaching rooms and lecture theatres](#).
- We provide students with a variety of social spaces.
- Your studies will benefit from the £13 million [Boots Library](#).
- You can take advantage of our 24-hour IT facilities.
- Our [Student Services Centre](#) will also be on-hand should you need support.

The location of the City site also means that you have easy access to:

- sports facilities
- shops
- student accommodation
- music venues
- cafés.

[Take a Virtual Tour](#)



New Postgraduate Centre opening Spring 2024.

Entry requirements

UK

International

This programme is open to graduates from any discipline and does not require marketing study to be completed at undergraduate level.

One year course


- You will need an undergraduate degree equivalent to a UK undergraduate honours degree (**2.2 or above**).
- All applicants will be required to demonstrate a commitment to the subject they wish to study and should demonstrate how their chosen programme of study will benefit them in their future career.
- One academic reference is required.

Two years with placement

- You will need an undergraduate degree equivalent to a UK undergraduate honours degree (**2.1 or above**).
- All applicants will be required to demonstrate a commitment to the subject they wish to study and should demonstrate how their chosen programme of study will benefit them in their future career.
- One academic reference is required.

If you're considering submitting an application for this course, but you have more than three years of relevant work experience, why not consider applying for our Master of Business Administration (MBA) course? [Find out more about our MBA here.](#)

Get in touch If you need any more help or information, please contact us at [Ask NTU](#) or call on +44 (0)115 848 4200.

NTU may admit a student with advanced standing beyond the beginning of a course, through an assessment of that student's prior learning, whether it is certificated or uncertificated. Our [Recognition of Prior Learning and Credit Transfer Policy](#)  outlines the process and options available to

these prospective students, such as recognising experiential learning or transferring to a similar course at another institution, otherwise known as credit transfer.

All prospective students who wish to apply via Recognition of Prior Learning should initially contact the central [Admissions and Enquiries Team](#) who will be able to support you through the process.

This programme is open to graduates from any discipline and does not require marketing study to be completed at undergraduate level.

One year course

- You will need an undergraduate degree equivalent to a UK undergraduate honours degree (**2.2 or above**).
- All applicants will be required to demonstrate a commitment to the subject they wish to study and should demonstrate how their chosen programme of study will benefit them in their future career.
- One academic reference is required.

Two years with placement

- You will need an undergraduate degree equivalent to a UK undergraduate honours degree (**2.1 or above**).
- All applicants will be required to demonstrate a commitment to the subject they wish to study and should demonstrate how their chosen programme of study will benefit them in their future career.
- One academic reference is required.

If you're considering submitting an application for this course, but you have more than three years of relevant work experience, why not consider applying for our Master of Business Administration (MBA) course? [Find out more about our MBA here.](#)

International qualifications

We accept qualifications from all over the world – check yours here:

- [Entry requirements by country.](#)

Postgraduate preparation courses (Pre-Masters)

If you don't yet meet our entry requirements, we offer Pre-Masters courses through our partner Nottingham Trent International College (NTIC), based on our City Campus:

- [Pre-Masters courses leading to postgraduate study at NTU](#)

English language entry requirements

You can meet our language requirements by successfully completing our pre-sessional English course for an agreed length of time, or by submitting the required grade in one of our accepted English language tests, such as IELTS:

- [English language requirements](#)
- [Pre-sessional English for Academic Purposes \(PEAP\)](#)

Would you like some advice on your study plans?

Our international teams are highly experienced in answering queries from students all over the world. We also have members of staff based in Vietnam, China, India and Nigeria and work with a worldwide network of education counsellors.

- [Complete this simple form](#) to keep in touch with the International Office.

Fees and funding

UK

International

Home fees for September 2024 entry

Study route	Home fees
One year (full-time)	£11,900
Two years (placement year)*	£13,750 (£11,900 in year one and £1,850 in year two)

*Please note that if you are considering a course that runs over more than one year, the tuition fee stated is for the first year of study. The course fee for the second year may be subject to annual review.

Placements are only available for students beginning their studies in September.

Additional costs

Your course fees cover the cost of studies, and include loads of great benefits, such as the use of our [City Campus library](#), support from our expert [Employability team](#), and free use of the [IT equipment across our campuses](#).

You may choose to purchase core text books for your course, and prices for these may vary. However, our library is home to four floors of books, journals and materials (many of which you can access online) – meaning you may not need to purchase as many books as you might think!

Whilst on placement students will be expected to pay for accommodation, travel and living costs.

Funding your studies

Preparing for the financial side of student life is important, but there's no need to feel anxious and confused about it. We hope that our [fees and living costs](#) page and [funding](#) pages will answer your questions.

Postgraduate loans

The government introduced a new postgraduate loan scheme for Master degrees. The loan will be a contribution towards the costs of study and it will be at the student's discretion to use the loan towards fees, maintenance costs or other costs. Find out more on our [postgraduate loans](#) page.

Scholarships

You might be able to get a scholarship to help fund your studies. We award [scholarships](#) to those students who can demonstrate excellent achievement, passion and dedication to their studies.

Alumni Discount

We're happy to be able to offer a [20% alumni discount](#) to most current NTU students and recent NTU alumni. This discount is currently available for those starting an eligible postgraduate taught, postgraduate research or professional course.

Getting in touch

For more advice and guidance, you can contact our Student Financial Support Service on Tel: **+44 (0)115 848 2494** or for Scholarship help please contact us on Tel: **+44 (0)115 848 4460**.

International / EU fees for September 2024 entry

Study route	International / EU fees
One year (full-time)	£20,250
Two years (placement year)*	£22,100 (£20,250 in Year One and £1,850 in Year Two)

*Please note that if you are considering a course that runs over more than one year, the tuition fee stated is for the first year of study. The course fee for the second year may be subject to annual review.

Placements are only available for students beginning their studies in September.

Tuition fees are payable for each year that you are at the University. The level of tuition fees for the second and subsequent years of your postgraduate course may increase in line with inflation and as specified by the UK government.

Scholarships

We offer scholarships of up to 50% of your tuition fee. You can apply for your scholarship when you have an offer to study at NTU.

- [International Scholarships](#)

Living costs

Get advice on the cost of living as an international student in Nottingham and how to budget:

- [Managing your money](#)

Paying fees

Find out about advanced payments, instalment plan options and how to make payments securely to the University:

- [How and when to pay your fees](#)

Would you like some advice on your study plans?

Our international teams are highly experienced in answering queries from students all over the world. We also have members of staff based in Vietnam, China, India and Nigeria and work with a worldwide network of education counsellors.

- [Complete this simple form](#) to keep in touch with the International Office.

Additional Costs

Your course fees cover the cost of studies, and include loads of great benefits, such as the use of our library, support from our expert Employability team, and free use of the [IT equipment across our campuses](#).

Library books

Most study modules will recommend one or more core text books, which most students choose to purchase. Book costs vary and further information is available in the University's bookshop. Our libraries provide a good supply of essential text books, journals and materials (many of which you can access online) – meaning you may not need to purchase as many books as you might think! There may also be a supply of second-hand books available for purchase from previous year students.

Field trips

All essential field trip costs will be included in your course fees. There may be the opportunity to take part in optional field trips, which do incur additional costs.

Placement

Whilst on placement students will be expected to pay for accommodation, travel and living costs.

Print and copy costs

The University allocates an annual printing and copying allowance of £20 depending on the course you are studying. For more details about costs for additional print and copying required over and above the annual allowance please see the [Printing, photocopying and scanning information on the Library website](#).

How to apply

UK

International

Ready to join us? **Apply through our [NTU Applicant Portal](#).**

1. **Register as a new applicant and create an account in the Applicant Portal** - don't worry you won't need to complete your application at once, you can come back to it so keep your details safe.
2. **Fill out and submit your application** - make sure to check all the information such as entry requirements before submitting.
3. **Track the progress of your application** – you can do this by logging into the Application Portal.
4. **Check your offer** – As long as you've provided all the information we need, we'll try and make a decision on your application within five to ten working days. However, this can take longer and you should allow at least three weeks for a decision.
5. **Accept your offer within four weeks** - Remember that competition for places is high, and if you don't accept your offer within four weeks it may lapse. After eight weeks it will be automatically withdrawn.
6. **Meet the conditions of your offer (if you have any)** - Upload all the documents required to meet the conditions of your offer using the My Documents section of the Applicant Portal.

Don't worry if you're waiting for results – we recommend applying now, and then adding them to your Application Portal once they arrive.

If you need some help in writing your application you can [view our handy tips](#).

Good luck with your application!

Apply online through our [NTU applicant portal](#).

Application advice

Apply early so that you have enough time to prepare – processing times for Student visas can vary, for example. After you've applied, we'll be sending you important emails throughout the application process – so check your emails regularly, including your junk mail folder.

- [Follow our guide to the application process](#)

Writing your personal statement

Be honest, thorough, and persuasive – we can only make a decision about your application based on what you tell us:

- [Advice on writing a good personal statement](#)

Would you like some advice on your study plans?

Our international teams are highly experienced in answering queries from students all over the world. We also have members of staff based in Vietnam, China, India and Nigeria and work with a worldwide network of education counsellors.

- [Complete this simple form](#) to keep in touch with the International Office.

[The University's commitment to delivering the educational services advertised.](#)

More from
Nottingham Business School

[See more courses](#)

You may also be interested in:

MSc Marketing

This degree will help you become a market-ready professional with a global outlook, equipped for a successful international career in marketing, business or management. Created in close consultation with the marketing industry and the Chartered Institute of Marketing (CIM), it develops the strengths, abilities and understanding today's marketing employers are looking for.

[Find out more](#)

Take the next steps:

How to apply for a postgraduate course

All you need to know about applying for a postgraduate or professional course here at NTU.

[Find out more](#)



WINNER
UNIVERSITY OF THE YEAR

Contact us

+44 (0)115 848 2999

enquiries@ntu.ac.uk

Other ways to get in touch

Lines are open:

Monday – Thursday 8.30 am – 5 pm

Friday 8.30 am – 4.30 pm

Current students

[StudentHub](#)

[Library](#)

[NOW](#)

Future students

[Ask a question](#)

[Open days](#)

[Order a prospectus](#)

Campus information

Nottingham Trent University
50 Shakespeare Street
Nottingham
NG1 4FQ

[NTU campuses](#)
[Campus access guides](#)
[Maps and directions](#)

Useful links

[Academic Schools](#)
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