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Digital Marketing and Analytics MSc

We've set the country or region your qualifications are from as United Kingdom.
[Change it here\(/study/international/countries/\)](#)

[Start in 2024/25\(/courses/2024/digital-marketing-and-analytics-msc\)](#)

COURSE DETAILS

- Entry requirements: **A 2:1 Honours degree**
- Full-time: 12 months
- Part-time: 24 months

KEY DATES

- International deadline: **12 July 2024** (<https://app.askadmissions.co.uk/AY>)
- Starts: 23 September 2024

POSTGRADUATE OPEN EVENTS

Join us this March for a range of sessions about postgrad life.

[Get a master's guide\(<https://www.liverpool.ac.uk/study/postgraduate-taught/courses/digital-marketing-and-analytics-msc/>\)](#)

[Related courses \(/study/subjects/business-and-management/\)](#)

[Apply now\(<https://app.askadmissions.co.uk/AY>\)](#)

[Book your place\(\[https://www.liverpool.ac.uk/postgraduate-taught/pg-open-day/virtual-open-week/?utm_source=Website&utm_medium=Course_page_CTA&utm_campaign=PG_Events_March_2024\]\(https://www.liverpool.ac.uk/postgraduate-taught/pg-open-day/virtual-open-week/?utm_source=Website&utm_medium=Course_page_CTA&utm_campaign=PG_Events_March_2024\)\)](#)

Course overview

This programme will equip you with theoretical and practical knowledge of digital marketing and analytics and provide a solid understanding of digital marketing concepts, trends, and methodologies.

INTRODUCTION

Advancements in digital technologies and data analytics are continuously changing the marketing scene. Companies in all sectors employ digital techniques and insights from marketing analytics to build stronger relations with consumers and improve their performance. This increases the demand for skilled marketers who can navigate the digital environment, effectively utilise digital technologies, and make strategic data-driven decisions.

Through this programme, you will appreciate the importance of marketing analytics and its role in creating business opportunities. You will also gain practical problem-solving skills through an in-depth study of real-life case studies.

In addition to field-specific knowledge, you will receive rigorous training in research methods, data analysis techniques, critical thinking, and the use of analytics toolkits. You will have the opportunity to culminate this learning in your final Dissertation at the end of the programme which may take the form of an academic piece of research of your choosing, or instead be more applied in scope as a lengthier piece of analytical writing connected with direct business outcomes.

The Management School has a range of additional funding opportunities for outstanding master's students, including the 50% **ULMS Excellence Scholarship**(<https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/management-school-awards/ulms-excellence-scholarship/>). Eligibility and more information can be found on the School's **scholarship pages**(<https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/management-school-awards/>).

ACCREDITATION

The University of Liverpool Management School is one of an elite group of institutions worldwide to hold the gold standard 'triple-crown' accreditation from AACSB, AMBA and EQUIS.

[Accreditations in detail\(\)](#)

Advancement Scholarships

Join a Management School MSc or MBA and you could be eligible to receive a tuition fee discount of up to £5,000.

Check your eligibility(<https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/advancement-scholarships/>)

Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

Studying this course part-time

International students may be able to study this course on a part-time basis but this is dependent on visa regulations. Please visit the **Government website for more information about student visas**(<https://www.gov.uk/student-visa>).

If you're able to study part-time, you'll study the same modules as the full-time master's degree over a longer period, usually 24 months. You can make studying work for you by arranging your personal schedule around lectures and seminars which take place during the day. After you complete all the taught modules, you will complete your final dissertation or project and will celebrate your achievements at graduation the following term.

Semester one

Semester two

Final project

Teaching and assessment

SEMESTER ONE

The 12-month programme consists of eight compulsory modules followed by either a research project (ULMS719) or the dissertation (ULMS790) carried out over the summer period upon completion of Semester 2.

COMPULSORY MODULES

▽ CONSUMER BEHAVIOUR (ULMS795)

⌄ SERVICES MARKETING (ULMS803)

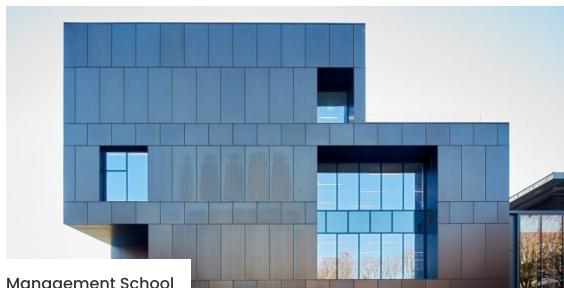
Programme details and modules listed are illustrative only and subject to change.

Your experience

This programme is delivered by the triple-accredited **University of Liverpool Management School**(<https://www.liverpool.ac.uk/management/>).

The School has a thriving international master's community with a comprehensive, interdisciplinary programme of social and extra-curricular events and dedicated careers and employability support.

EXPLORE WHERE YOU'LL STUDY



Management School



McKenzie Trading Suite at the Management School



Reception and café

View all 8 images



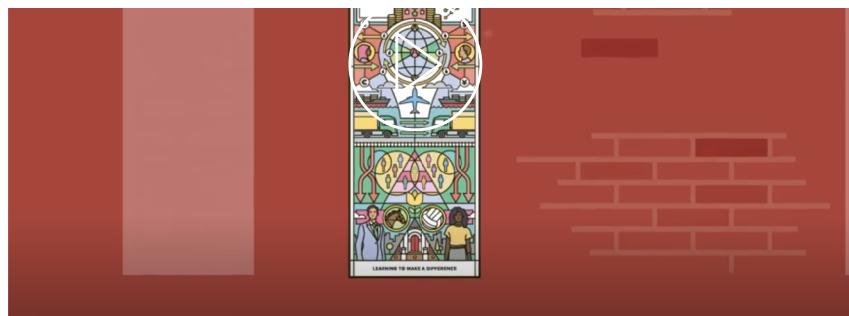
Seminar room 5, Management School



Seminar room 2, Management School



First floor social space, Management School



VIDEO

Inside Management. A conversation with Nazia Ahmed and Professor Claire Mallanaphy

VIRTUAL TOUR

Back

▽

Chatham Building

Management School Atrium

Brett Building MBA Study

Management School Café

Management School Seminar Room 1

Management School Seminar Room 2

Management School Seminar Room 5



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Got it!

SUPPORTING YOUR LEARNING

From arrival to alumni, we're with you all the way:

- **Careers and employability support**(<https://www.liverpool.ac.uk/careers/>), including help with career planning, understanding the job market and strengthening your networking skills

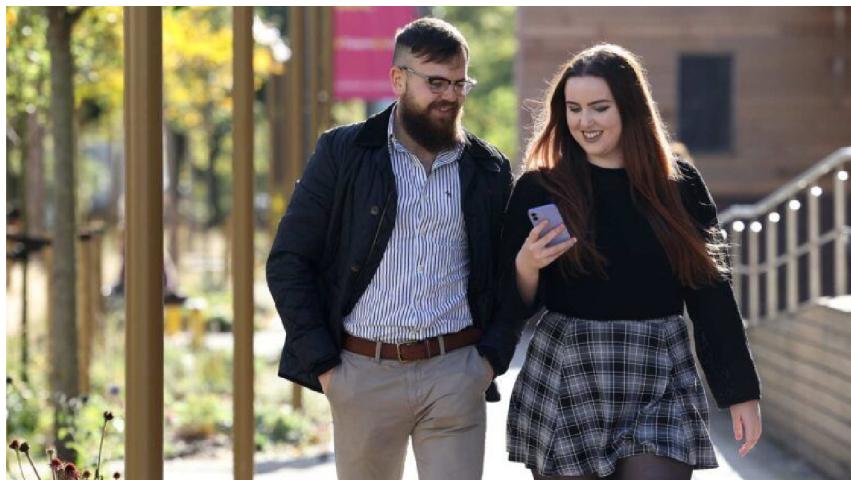
team(<https://www.liverpool.ac.uk/studentsupport/disabled-students/>). They can identify and recommend appropriate support provisions for you.

What students say...



“My advice would be to enjoy and learn new things each and every day. Try to be part of every event which helps you to grow many skills which would be helpful for your career progression. Utilize all the services available.”

Sravanthi Gonti, MSc Digital Marketing and Analytics



Chat with our students

Want to find out more about student life?

Chat with our student ambassadors and ask any questions you have.

Match with an ambassador(<https://www.liverpool.ac.uk/study/chat/>)

Graduates of this Digital Marketing and Analysis will be equipped with the knowledge, skills, confidence, and confidence to meet the dynamic demands of employers.

They will be well-rounded marketers, equipped with a broad understanding of the competitive business environment and cutting-edge marketing practices, the ability to make strategic marketing decisions, and analysis skills.

Career support from day one to graduation and beyond

Career planning

Our Careers Studio and career coaches can provide tailored support for your future plans.

(<https://www.liverpool.ac.uk/careers/career-support/career-coaches/>)

From education to employment

Employability in your curriculum for a successful transition

(<https://www.liverpool.ac.uk/careers/programmes/>)

Networking events:

Make meaningful connections with professionals

(<https://www.liverpool.ac.uk/careers/events/>)

YOUR FUTURE

From day one, you will have access to a specialist, in-house **postgraduate careers team**(<https://www.liverpool.ac.uk/management/study/postgraduate-taught/careers/>) and have access to one-to-one careers guidance, workshops, seminars, and employability initiatives.

Graduates will gain the necessary skills to integrate into professional life in a marketing-related career including:

- Digital Marketing
- Marketing Strategy
- Marketing Research
- Data Analyst roles
- Consultancy positions in private and public sector organisations.

Your tuition fees, funding your studies, and other costs to consider.

TUITION FEES

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)		International fees	
Full-time place, per year	£13,750	Full-time place, per year	£28,000
Part-time place, per year	£6,875	Part-time place, per year	£14,000

Fees stated are for the **2024–25** academic year.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support.

- You can **pay your tuition fees in instalments**(<https://www.liverpool.ac.uk/feespayment/tuition/self-financing/paying-in-instalments/>).
- All or part of your tuition fees can be **funded by external sponsorship**(<https://www.liverpool.ac.uk/feespayment/tuition/funded/>).
- International applicants who accept an offer of a place will need to **pay a tuition fee deposit**(<http://www.liverpool.ac.uk/study/international/fees-funding/fee-deposits/>).

If you're a UK national, or have settled status in the UK, you may be eligible to apply for a Postgraduate Loan worth up to £12,167 to help with course fees and living costs. **Learn more about paying for your studies.**(<http://www.liverpool.ac.uk/paying-for-your-studies>)

ADDITIONAL COSTS

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the **additional study costs**(<http://www.liverpool.ac.uk/paying-for-your-studies/study-costs/?course=digital-marketing-and-analytics-msc>) that may apply to this course.

SCHOLARSHIPS AND BURSARIES

We offer a range of scholarships and bursaries that could help pay your tuition and living expenses.

Select your country or region for more scholarships and bursaries.

New from September 2024, you could be eligible to receive a discount of up to £5,000 off the tuition fees for this course if you're an international student who hasn't studied with us before.
[\(https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/advancement-scholarships/global-advancement-scholarship/\)](https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/advancement-scholarships/global-advancement-scholarship/)

New from September 2024, you could be eligible to receive a loyalty discount of up to £2,500 off the tuition fees for this course if you're a University of Liverpool graduate.
[\(https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/advancement-scholarships/graduate-loyalty-advancement-scholarship/\)](https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/advancement-scholarships/graduate-loyalty-advancement-scholarship/)

ULMS EXCELLENCE SCHOLARSHIP

Home and international students

Join an MSc in the Management School and you could receive 50% off your tuition fees. The scholarship is awarded based on your academic excellence, CV and personal statement.

[\(https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/management-school-awards/ulms-excellence-scholarship/\)](https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/management-school-awards/ulms-excellence-scholarship/)

ULMS PROGRESS TO POSTGRADUATE AWARD

Home and international UoL current students only students

Progress from a current University of Liverpool degree, in any subject, to study an MSc in the Management School, and you could receive a tuition fee discount of £1,000.

[\(https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/management-school-awards/ulms-progress-to-postgraduate-award/\)](https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/management-school-awards/ulms-progress-to-postgraduate-award/)

CHEVENING SCHOLARSHIPS

International students

Full funding of tuition fees and living costs stipend, awarded by the University in partnership with Chevening.

[\(https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/chevening-scholarships/\)](https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/chevening-scholarships/)

UNIVERSITY OF LIVERPOOL HUMANITARIAN SCHOLARSHIPS FOR MASTER'S PROGRAMMES

International students

The awards are open to support people who have recognised status as either refugees or are under humanitarian protection.

[\(https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/humanitarian-scholarships/\)](https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/humanitarian-scholarships/)

UNIVERSITY OF LIVERPOOL INTERNATIONAL COLLEGE EXCELLENCE SCHOLARSHIP

International students

£5,000 tuition fee reduction for University of Liverpool International College students.

UNIVERSITY OF LIVERPOOL INTERNATIONAL COLLEGE IMPACT PROGRESSION SCHOLARSHIPS

International students

[progression-scholarships/\)](#)

Entry requirements

The qualifications and exam results you'll need to apply for this course.

We've set the country or region your qualifications are from as United Kingdom. [Change it here\(/study/international/countries/\)](#)

Your qualification	Requirements About our typical entry requirements(<https: applying="" entry-requirements-and-qualifications="" study="" undergraduate="" www.liverpool.ac.uk=""></https:>)
Postgraduate entry requirements	Normally a university degree with a minimum of 2:1 standard from a UK university, or an equivalent academic qualification from a similar non-UK institution is required. The MSc Marketing is suitable for graduates of any discipline and assumes no prior knowledge of marketing, and is, therefore, not suitable for applicants with a first degree in Marketing. Non-graduates with very extensive professional experience and/or other prior qualifications may also be considered.
International qualifications	Select your country or region to view specific entry requirements. If you hold a bachelor's degree or equivalent, but don't meet our entry requirements, you could be eligible for a Pre-Master's course. This is offered on campus at the University of Liverpool International College (https://www.kaplanpathways.com/colleges/university-of-liverpool-international-college/), in partnership with Kaplan International Pathways. It's a specialist preparation course for postgraduate study, and when you pass the Pre-Master's at the required level with good attendance, you're guaranteed entry to a University of Liverpool master's degree.

ENGLISH LANGUAGE REQUIREMENTS

You'll need to demonstrate competence in the use of English language. International applicants who do not meet the **minimum required standard of English language**(<https://www.liverpool.ac.uk/study/international/apply/english-language/postgraduate-entry/>) can complete one of our **Pre-Sessional English courses**(<https://www.liverpool.ac.uk/english-language-centre/pre-sessional-english-courses/>) to achieve the required level.

View our IELTS academic requirements key. (https://www.liverpool.ac.uk/study/international/apply/english-language/ielts-key/)	
International Baccalaureate	Standard Level (Grade 5)
INDIA Standard XII	National Curriculum (CBSE/ISC) – 75% and above in English. Accepted State Boards – 80% and above in English.
WAEC	C6
Hong Kong use of English AS level	C
Cambridge Proficiency	C

More about life in Liverpool

Discover more about the city and University.



your postgraduate studies and access various opportunities for you and your family.

To fully immerse yourself in the university experience living in halls will keep you close to campus where you can always meet new people. Find your home away from home.

related information you may need regarding your studies at Liverpool.

Contact us

Have a question about this course or studying with us? Our dedicated enquiries team can help.

 Chat with us(<https://direct.lc.chat/12897657/12>)



Phone: +44 (0) 151 794 5927(<tel:+441517945927>)



Send us a message(<https://www.liverpool.ac.uk/study/postgraduate-taught/contact-us/#enquiry-form>)

Last updated 2 November 2023 / See what's changed / Programme terms and conditions(<https://www.liverpool.ac.uk/student-administration/my-student-record/programme-terms-and-conditions/>)

