

Digital and Strategic Marketing

MSc

Attendance mode

Full-time ▼

Entry year

2024 - 2025

Duration

September start - 12 months January start - 14 months

Start date

September, January

Location

City Campus

 Suitable for **UK and international** applications.

Overview

The MSc in Digital and Strategic Marketing develops the specialist knowledge and skills you need to pursue a career in the sector.

You will develop your working knowledge of digital and strategic marketing tools and techniques, and learn how to integrate them to plan and implement successful marketing programmes and initiatives. There is a strong emphasis on practical application, with opportunities to develop your analytical and problem-solving abilities through the use of case studies and strategic marketing simulations.

The application of theories and tools to real industry scenarios enables you to use industry information and analyse various data sources to make optimal strategic marketing decisions.

The programme will enable you to pursue appropriate careers in the field of strategic marketing, branding, advertising, digital marketing and non-profit organisation applying the highest professional standards. The programme serves also as preparation for further study or

an academic career in marketing.

Learning from academics and student peers from around the world gives you an invaluable perspective on the issues and challenges facing marketers in today's global business environment.

Our tutors and lecturers include both working practitioners in marketing and internationally recognised academics who conduct world-class research, which is regularly published in leading marketing journals.

Professional accreditation

We are proud to be in an elite group of business schools to hold the triple accreditations of EQUIS, AMBA and AACSB, often referred to as the "Triple Crown" (<https://www.brad.ac.uk/management/accreditations/>).

The Chartered Institute of Marketing (CIM) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners.

The University of Bradford has joined forces with CIM to give students the opportunity to gain professional qualifications through the CIM Accredited Degree partnership. CIM qualifications are highly sought after by employers, and their content is reflected in our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career.



Accredited Degree

“

The case study module has given me insight into the practical application of my marketing skills and techniques, and how to incorporate them into real-life business projects.

”

Sravani, MSc Digital and Strategic Marketing
(/postgraduate/profiles/sravani-12390/)

Entry requirements

Candidates for the MSc in Digital and Strategic Marketing will normally have a first degree or its equivalent in any discipline from an approved higher education institute.

Usual entry requirement is: a UK degree 2:2 degree or its equivalent in any discipline from an approved higher education institution. Equivalent professional qualifications will also be eligible if supported with appropriate practical experience. Further information is available in our [international section \(/international/country/\)](/international/country/).

As the programme is delivered entirely in English, applicants must be able to demonstrate proficiency in the English language thus, UK educated students must have a GCSE grade 4 (C) or above.

Applications are welcome from students with non-standard qualifications or mature students (those over 21 years of age on entry) with significant relevant experience.

English language requirements

IELTS: (http://www.ielts.org/test_takers_information.aspx) 6.0 overall, with no sub-test less than 5.5.

If you do not meet the IELTS requirement, and you have a UKVI approved IELTS, you can take a University of Bradford pre-sessional English course. [See the Language Centre for more details \(/courses/other/pre-sessional-english-language-programme/\)](/courses/other/pre-sessional-english-language-programme/). For further information on English Language requirements please see the dedicated [international entry requirements page \(/international/entry-requirements/\)](/international/entry-requirements/).

What you will study

All module information is for 2023 entry, and is subject to change.

First year

Core

- [Digital Marketing Metrics \(/repos/modules/2023-24/mar7509-a.php\)](/repos/modules/2023-24/mar7509-a.php)
- [Strategic Brand Management \(/repos/modules/2023-24/mar7514-b.php\)](/repos/modules/2023-24/mar7514-b.php)
- [Marketing Communications in the Digital World \(/repos/modules/2023-24/mar7508-b.php\)](/repos/modules/2023-24/mar7508-b.php)

- [Consumer Behaviour and Insights in the Digital Age \(/repos/modules/2023-24/mar7510-b.php\)](/repos/modules/2023-24/mar7510-b.php)
- [Digital Marketing, Campaign Planning and Analytics \(/repos/modules/2021-22/mar7511-b.php\)](/repos/modules/2021-22/mar7511-b.php)
- [Digital Business and Marketing Strategy Simulation \(/repos/modules/2023-24/mar7512-a.php\)](/repos/modules/2023-24/mar7512-a.php)
- Dissertation

Option

- [Developing Skills for Business Leadership \(/repos/modules/2023-24/hrm7503-a.php\)](/repos/modules/2023-24/hrm7503-a.php)
- [International Marketing \(/repos/modules/2023-24/mar7504-a.php\)](/repos/modules/2023-24/mar7504-a.php)
- [Corporate Social Responsibility \(/repos/modules/2023-24/sib7505-a.php\)](/repos/modules/2023-24/sib7505-a.php)
- [Cross Cultural Management \(/repos/modules/2023-24/sib7504-a.php\)](/repos/modules/2023-24/sib7504-a.php)
- [Entrepreneurship and Innovation \(/repos/modules/2023-24/eae7501-a.php\)](/repos/modules/2023-24/eae7501-a.php)
- [International Master's Summer School \(/repos/modules/2023-24/sib7506-a.php\)](/repos/modules/2023-24/sib7506-a.php)
- [International Master's Summer School \(Attendance Only\) \(/repos/modules/2023-24/sib7507-z.php\)](/repos/modules/2023-24/sib7507-z.php)

Learning and assessment

The programme is summatively assessed by a mixture of written examinations, assessed coursework, case studies, group projects, simulation and multimedia presentations.

Assessment is integrated with learning and teaching to support and demonstrate achievement of the learning outcomes for individual modules and the programme as a whole. Emphasis is placed on the feedback function of formative assessment as part of the learning, teaching and assessment strategy as a whole.

Official programme specification

(<https://www.bradford.ac.uk/media-v8/aeo/programme-specifications/2023-24/MSc-Digital-and-Strategic-Marketing-2324.pdf>)

Fees, finance and scholarships

Tuition fee

- Home: £7,938
- International: £20,468

Additional costs

There may be additional costs that you may incur as a student. Though these are not essential to your programme of study you need to be aware of them as a student of the University. A list of the sort of costs you might expect can be found on [our fees and finance \(/money/fees/additional-costs/#d.en.89627\)](#) section.

Financial support

See our [fees and financial support \(/money/\)](#) section.

Scholarships

Every year we award numerous non-repayable scholarships to UK, EU and international students on the basis of academic excellence, personal circumstances or economic hardship. For full details, visit our [scholarships \(/scholarships/\)](#) section.

Career support

The University is committed to helping students develop and enhance employability and this is an integral part of many programmes. Specialist support is available throughout the course from Career and Employability Services including help to find part-time work while studying, placements, vacation work and graduate vacancies. Students are encouraged to access this support at an early stage and to use the extensive resources on the [Careers \(https://www.brad.ac.uk/careers/\)](#) website.

Discussing options with specialist advisers helps to clarify plans through exploring options and refining skills of job-hunting. In most of our programmes, there is direct input by Career Development Advisers into the curriculum or through specially arranged workshops.

AWS Academy program from Amazon Web Services (AWS)

The School of Management has joined the prestigious worldwide AWS Academy program from Amazon Web Services (AWS). All students will be given an opportunity to enhance their employability skills, helping to make them ready for the world of work.

AWS Academy is a global program that provides educational institutions with access to cloud computing content to support student learning in a competitive digital workplace. As a member of the AWS Academy, the University of Bradford will help students become proficient and certified in the use of AWS technologies and ready to join the dynamic cloud IT workforce.

All learners will have the opportunity to seek professional certification with the skills gained through AWS Academy content, delivered by University staff that are AWS Academy accredited.



Career Booster

During your time studying at the Faculty of Management, Law and Social Sciences, you will have the opportunity to take part in our distinctive career booster programme throughout the duration of your course. The programme is designed to equip you with the necessary skills and graduate attributes to be job-ready when seeking employment with leading innovative organisations. The [Career Booster Programme \(PDF, 2.8 MB\) \(/media-v8/site/courses/documents/management-career-booster-programme.pdf\)](/media-v8/site/courses/documents/management-career-booster-programme.pdf) offers you the opportunity to gain certificates in:

- The European Computer Driving License (ECDL) - the benchmark for digital literacy
- Sage 50 Accounting and Sage 50 Payroll - training that will allow you to develop leading accounting and payroll software skills
- Project Manager Professional certificates - giving you the edge when seeking to become a Certified Project Manager
- Big Data analysis and reporting skills - using Software and Services (SAS) that will lead to certification.

In addition, the programme will also include activities to promote teamwork, confidence, communication and many other skills sought by employers.

Developing a portfolio of Continuing Professional Development (CPD) Certificates will demonstrate to employers that you are not only ambitious but also take responsibility for your own professional development.

Certified Associate in Project Management (CAPM)

Students registered for postgraduate degrees in the School of Management (SoM) during the 2020/21 academic year will be encouraged to register with the Project Management Institute (PMI) and become a Certified Associate in Project Management (CAPM). The PMI is the world's leading association for those who consider that project, programme or portfolio management as their profession or for those who see developing skills in this area as being an important additional professional qualification.

The school will help support students prepare for this exam through the one-week short course programme which will be delivered in Semester 2. This will be followed by a one-week CAPM revision session to help students prepare for the exam.

Any of the School's MSc students at the beginning of the academic year at Bradford can register as an individual member of the PMI. This will give students access to a range of learning materials on the PMI website. Towards the end of the taught MSc programme at the School of Management, students will be supported to register for the PMI's CAPM exam which is a three-hour multiple-choice assessment.

Regardless of your career stage, the Certified Associate in Project Management is an asset that will distinguish you in the job market and enhance credibility and effectiveness working on projects or with project teams. Further information on the benefits of becoming a member of the PMI and a Certified Associate in Project Management can be found on the [Project Management Institute \(PMI\) website \(https://www.pmi.org/certifications/certified-associate-capm\)](https://www.pmi.org/certifications/certified-associate-capm).

Career prospects

Our graduates are highly sought after for careers in management, consultancy or advanced management studies.

Study abroad

Students have an opportunity to broaden their international experience by taking part in study tours embedded alongside our programmes throughout the year. These tours are provided by the Faculty where all expenses are covered. Previous tours have included trips to Bahrain (Ahlia University) and Qatar (Qatar University).

These tours help our students to gain knowledge about international business and entrepreneurship, as well as providing opportunities to practice and develop communication and interpersonal skills. Students are given a hands-on opportunity to apply the knowledge they have gained in class, all whilst becoming more aware of diverse cultures and strengthening international relationships.

Students take part in a dynamic mix of both theory and practice-related activities including: interactive problem-solving workshops, company visits, talks by guest speakers (from the public and private sector), cultural visits, and social activities

Study support

You'll be allocated a Personal Academic Tutor, who will provide you with personal guidance and support.

Module leaders and tutors are accessible, providing office hours and appointments in order to support your learning beyond class contact.

The Effective Learning Service (ELS) is a dedicated facility within the Faculty of Management, Law and Social Sciences, established to support our students to maximise their academic learning (e.g assignments and examinations), as well as help overseas students adapt quickly to UK academic requirements.

The ELS provides a huge range of services, including various workshops run during term time, 1-1 consultations and vast printed and online resources to cater for every possible development area.

These are in addition to the wide range of student support that is offered by the University of Bradford at the City Campus.

Research

The strong research culture of the School of Management faculty informs the teaching and learning of our students.

Our extensive industry networks provide the avenue for application of this knowledge.

Enquiries and news updates

Make an enquiry about this course, and sign up for news updates about postgraduate study.

Fill in an enquiry form (<https://your.bradford.ac.uk/form/PGENquiryForm2020>)

Register for updates (<https://your.bradford.ac.uk/form/postgraduatereregyourinterest>)

This is the current course information. Modules and course details may change, subject to the University's programme approval, monitoring and review procedures. The University reserves the right to alter or withdraw courses, services and facilities as described on our website without notice and to amend Ordinances, Regulations, fees and charges at any time. Students should enquire as to the up-to-date position when applying for their course of study.