

[On this page](#)

# Marketing and Digital Communications MSc

Part of: [Business and Management](#)

The MSc Marketing and Digital Communications programme provides an insight into developing practical strategies for marketing and communications, taking into account the constraints, opportunities, risks and technical elements of different digital platforms.

The course explores the strategies that drive marketing and communications campaigns, covering topics such as new product development, crisis communications and green marketing.

- Gain a broad overview of the relationship between marketing and the digital economy, from a global perspective.
- Learn to apply marketing concepts to relationship-building and networked communication.
- Learn from academics engaged in world-leading research into digital media, digital methodologies and marketing.

[On this page](#)

## Study options

Full-time, September 2024 | 1 year

Starting in September 2024

Location Mile End

Fees Home: £14,850  
Overseas: £31,850  
[EU/EEA/Swiss students](#)

## What you'll study

The compulsory modules aim to build foundational knowledge in marketing and consumer behaviour theories. Students will have the opportunity to gain the following broad skills:

- Ability to develop independent and critical insights into marketing concepts and digital communications.
- Ability to critically evaluate approaches to marketing and communication strategies through real world examples.
- Ability to assess the risks and opportunities for building relationships and consumer communities within the digital landscape.
- Learn to communicate effectively and with sensitivity to cultural or other relevant contextual factors, within global platforms.



## Structure

- Seven compulsory modules
- Four optional modules
- Compulsory dissertation module

## Masters Open Event

Join us for our next Masters Open Event on Thursday 21 March 2024 where you can find out more about student life and study at Queen Mary

[Register now](#)

## Compulsory/Core modules

▼ Research Methods for Marketing
▼ Dissertation for Marketing
▼ Introduction to Marketing Management
▼ Consumer and Digital Cultures
▼ Digital Economy, Big Data and Platformization
▼ Networked and Influencer Marketing

## Elective modules

▼ Brand Storytelling in the Digital Age
▼ Brand Management
▼ Sustainability Marketing, Ethics and CSR

## ▼ Integrated Digital Communications and Campaigning

*Please note that all modules are subject to change.*

## Assessment

Learning outcomes are assessed using a mix of coursework, essays, projects, presentations and, in some cases, exams. There will be variation across modules, and some are wholly examined by coursework. Teaching staff will aim to provide students with constructive feedback on assessments.

## Teaching

The teaching team is comprised of Teaching and Research and Teaching and Scholarship staff, complemented where relevant by visiting lecturers with professional expertise in sectors such as communications, advertising and public relations. Students will benefit from this mix of expertise, gaining insights from research, scholarship and industry.

Students typically have 3 contact hours per week in each module. Within these three hours, each module has its own pattern of lectures, seminars/classes and other activities. Students could take part in a range of different teaching and learning activities, including one-to-one tutorials, guest lectures, simulation game(s), computer-lab based activities, group-work, independent studies, research projects and team learning.

## Dissertation

Compulsory 10,000 word dissertation.



**Sianne Gordon-Wilson**

Lecturer in Marketing and Communications; Deputy Chair for School's Research Committee; Co-director of MINDS (Marketing Insights & Digital Societies) Research Group.

Sianne Gordon-Wilson is a Lecturer (Assistant Professor) in Marketing. Sianne's research approach draws on marketing, management, and psychology.



**Dr Tana Licsandru**

Senior Lecturer; Programme Director for MSc International Marketing and Consumer Psychology; Lecturer in Marketing

Dr Tana Licsandru (PhD, MA, BSc, FHEA) is a Lecturer (Assistant Professor) in Marketing at Queen Mary University of London, School of Business and Management. Prior to joining Queen Mary, Tana worked as a Lecturer in Marketing at Newcastle University London and as a Graduate Teaching Assistant at Alliance Manchester Business School. Tana holds a PhD in Business and Management (Marketing) from Alliance Manchester Business School, the University of Manchester, a Masters degree in Marketing, Advertising and PR from the University of Sheffield and a BSc in Communication Science.



## Facilities

- ThinkPod interactive collaboration space with presentation, recording and video conferencing facilities.
- Media suite with industry-standard design and editing software (QUBE).
- Brand new Graduate Centre, offering purpose-built study spaces and an exclusive rooftop common room.
- 24-hour library on campus.



## Campus

Teaching is based at Queen Mary's [Mile End](#) campus, one of the largest self-contained residential campuses in the capital. Our location in the heart of London's East End offers a rich cultural environment.

We have invested £105m in [new facilities](#) over the past five years, to offer our students an exceptional learning environment. Recent developments include the £39m [Graduate Centre](#), providing 7,700 square metres of learning and teaching space.

The campus is 15 minutes from Central London by tube, where you will have access to many of the University of London's facilities, such as the Senate House library.

## About the School

### School of Business and Management

The School of Business and Management has a reputation as a socially engaged management school, with an innovative, multidisciplinary, mindful and responsible approach. We invite our students to ask incisive questions, to challenge their assumptions, and to search for solutions to real-world challenges.

We ensure students experience innovative and engaging educational pathways, alongside supportive staff and excellent research facilities.

The School is accredited by the [Association to Advance Collegiate Schools of Business](#) (AACSB), which ensures that the highest standards of excellence in teaching, research, curriculum, and learner success are met.

In the most recent [Research Excellence Framework](#) (REF 2021), the School of Business and Management dramatically moved up the Times Higher Education rankings. Among 108 UK business schools, the School now ranks:

- 22nd for overall research quality (up from 39th in REF2014)

### CONTACT US

## [School of Business and Management](#)

Tel: +44 (0) 20 7882 2166

[Contact us](#)



- 21st for research environment (up from 59th)

Queen Mary is also part of the [Russell Group](#) - a body of leading UK universities dedicated to research and teaching excellence.

## Career paths

This programme is suitable for individuals who are looking to work in marketing, internal or external communications, social media, public relations, and advertising roles, in commercial or non-commercial sectors.

## Fees and funding

### Full-time study

September 2024 | 1 year

Home: £14,850

Overseas: £31,850

[EU/EEA/Swiss students](#)

### Conditional deposit

Home: Not applicable

Overseas: £2000

[Information about deposits](#)

Queen Mary alumni can get a £1000, 10% or 20% discount on their fees depending on the programme of study. Find out more about the [Alumni Loyalty Award](#)

## Funding

There are a number of ways you can fund your postgraduate degree.

- [Scholarships and bursaries](#)
- [Postgraduate loans \(UK students\)](#)
- [Country-specific](#) scholarships for international students

Our [Advice and Counselling](#) service offers specialist support on financial issues, which you can access as soon as you apply for a place at Queen Mary. Before you apply, you can access our funding guides and advice on managing your money:

## Entry requirements

### UK

#### Degree requirements

A 2:1 or above at undergraduate level in any subject.

Find out more about [how to apply](#) for our postgraduate taught courses.

### International

#### Country of Qualification

Select a country

## English language requirements

If you got your degree in an English speaking country or if it was taught in English, and you studied within the last five years, you might not need an English language qualification - [find out more](#).

The minimum English Language requirements for entry to postgraduate degree programmes within the School of Business and Management are:

#### Examining body

IELTS

7.0 overall including 6.0 in Writing, and 6.0 in Reading, Listening and Speaking.

*MSc Management with Integrated Pre-Masters requires 5.5 overall including 5.5 in Reading, Writing, Listening and Speaking.*

## Visas and immigration

Find out how to apply for a [student visa](#).

## Contact

## Management

Tel: +44 (0) 20 7882 2166

[Contact us](#)

[Contact us](#)

## Related Courses

### Digital Marketing MSc

1 year Full-time

MSc

### International Marketing and Consumer Psychology MSc

1 year Full-time

MSc

### Marketing and Digital Analytics MSc

1 year Full-time

MSc

### International Marketing and Business Strategies MSc

1 year Full-time

MSc

Accommodation

Alumni

A-Z Schools and institutes

Careers and Enterprise

Collaborate with us

Contact

Events

Global

How to find us

International students

Jobs

Library

MyQMUL

New students

News

Order a prospectus

Our brand

Parents

Professional services departments

Public Engagement

QMplus

Staff directory

Staff intranet

Strategy 2030

Students' Union

Teachers

Term dates

Trade Union Facility Time

[Disclaimer](#)[Supplier fraud alert](#)[Privacy and cookies](#)[OFS Data](#)[Site map](#)[Contact the university](#)

Queen Mary University of London

Mile End Road

London E1 4NS

+44 (0) 20 7882 5555

