

# MSc Digital Marketing

## MSc Digital Marketing

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### MSc Digital Marketing

**Duration** 9 months full time  
12 months full time

**Entry year** 2024

**Campus** Streatham Campus 

**Discipline** Business and Management ([/study/postgraduate/courses/business/](#))

**Typical offer** Mid 2:2 degree.

[View full entry requirements](#)

## Overview

- Focus on the practical application of digital marketing knowledge such as marketing analytics, analysis and application, campaign planning and management and digital innovation
- Better understand the unique opportunities and challenges presented by the modern digital marketing environment, building an in-depth knowledge of current marketing principles and tactical analysis
- Designed with input from digital marketing professionals to ensure the course provides a great range of skills and a breadth of understanding across the digital marketing mix - including marketing analytics, campaign planning and reporting, and digital innovation
- Hear from external speakers and gain relevant input from industry, incorporating current and innovative trends in Digital Marketing
- Develop the competencies needed for an exciting career in the global digital industry, which will prepare you for a variety of roles across numerous sectors related to marketing communications and public consumption, wherever in the world you wish to launch your career

## Apply online

Select date of entry 

Select programme



[Apply for Jan 2024 entry](#)

[Apply for Sept 2024 entry](#)

Fast Track (current Exeter students) (<https://srs.exeter.ac.uk/>)

Open days and visiting us (/study/postgraduate/visit/)

Get a prospectus (/study/postgraduate/prospectus/)

## Contact

**Programme Director:** Emma Wood ([https://business-school.exeter.ac.uk/about/people/profile/index.php?web\\_id=Emma\\_Wood](https://business-school.exeter.ac.uk/about/people/profile/index.php?web_id=Emma_Wood))

**Web:** Enquire online (<https://www.exeter.ac.uk/enquiry/>)

**Phone:** +44 (0)1392 72 72 72 (tel://+441392727272)

Discover MSc Digital Marketing at the University of Exeter



Discover MSc Digital Marketing at the University of Exeter.



UK Business School of the Year  
Times Higher Education Awards 2022

**TOP**  
**10**

Top 10 in the UK for Marketing  
6th in the Complete University Guide 2024



Triple accredited Business School  
AMBA, AACSB, EQUIS

## Entry requirements

A mid 2:2 degree (55%+) with honours in any discipline from a recognised university. We do consider all applications where there is evidence of exceptional performance in modules relevant to the programme of study, significant relevant work experience or professional qualifications.

### Entry requirements for international students

#### English language requirements

International students need to show they have the required level of English language to study this course. The required test scores for this course fall under **Profile B2**. Please visit our English language requirements page (<https://www.exeter.ac.uk/study/englishlanguagerequirements/profile-b2>) to view the required test scores and equivalencies from your country.

## Course content

This course will help you to gain an understanding of the contemporary digital marketing environment and the role that digital channels play in consumer engagement, experience and loyalty.

Throughout the course, you will build an in-depth knowledge of current marketing principles as well as tactical analysis skills. This grounding will allow you to effectively manage, interpret and act upon the wealth of data available in the modern marketing environment. This foundation will enable you to better identify and deploy innovative tools and channels to support your organisational goals. Our modules have been specifically designed to offer a more applied, analytical and contemporary focus than you may have previously experienced, and will cover many of the emerging themes and skills that are rarely part of general marketing courses: such as virtual reality, data visualisation or campaign testing.

Please use the drop-down menus below to learn more about the content for the 9 and 12 month courses.

Modules (9 month)

Modules (12 month)

## Fees

### 2024/25 entry

#### UK fees per year:

£17,800 full-time

## International fees per year:

£29,500 full-time

## Scholarships

We invest heavily in scholarships for talented prospective Masters students. This includes over £5 million in scholarships for international students, such as our Global Excellence Scholarships (<https://www.exeter.ac.uk/study/funding/award/?id=4873>)\*.

For more information on scholarships, please visit our scholarships and bursaries (<https://www.exeter.ac.uk/study/funding/postgraduatetaught/scholarships/>) page.

\*Selected programmes only. Please see the Terms and Conditions for each scheme for further details.

Find out more about tuition fees and funding » (<https://www.exeter.ac.uk/postgraduate/fees/>)

## Teaching and research

Our research is rated as world-leading or internationally excellent in the Research Excellence Framework (REF) 2021 (<https://www.exeter.ac.uk/research/ref2021/>).

Our research-led teaching is combined with practical experiences such as field trips and project work, so that you can apply your learning to real world scenarios. Upon graduation, you will have the skills and knowledge to pursue the career you want, wherever in the world you choose to work.

Our programmes cover a range of disciplines including entrepreneurship, international business, marketing, human resource management, and tourism. With strong links to organisations across the private, public and not-for-profit sectors, and with professional organisations such as the Chartered Institute of Marketing (CIM) and the Chartered Institute of Personnel Development (CIPD), we ensure that your Masters degree is widely recognised in today's global marketplace.

You will be taught by internationally respected academics who are at the forefront of their research. We draw upon disciplines across the social sciences and give emphasis to the dynamic nature of enterprise, global connectivity and the management and leadership of the global challenges that lie ahead.

The Business School is home to the following research centres:

- Centre for Entrepreneurship (<https://business-school.exeter.ac.uk/research/centres/entrepreneurship/>)
- Centre for Excellence in Teaching and Learning (<https://business-school.exeter.ac.uk/research/centres/teaching/>)
- Centre for Simulation, Analytics and Modelling (CSAM) (<https://business-school.exeter.ac.uk/research/centres/csam/>)
- Exeter Centre for Social Networks (ECSN) (<https://business-school.exeter.ac.uk/research/centres/ecsn/>)
- Exeter Centre for Leadership (ExCL) (<https://business-school.exeter.ac.uk/research/centres/excl/>)
- Exeter Sustainable Finance Centre (ESF) ([https://business-school.exeter.ac.uk/research/centres/sustainable\\_finance/](https://business-school.exeter.ac.uk/research/centres/sustainable_finance/))
- Initiative in the Digital Economy at Exeter (INDEX) (<https://exeterindex.org/>)
- Land, Environment, Economics and Policy Institute (LEEP) (<https://www.exeter.ac.uk/research/leep/>)
- Research Methods Centre (<https://business-school.exeter.ac.uk/research/centres/rmc/>)
- Tax Administration Research Centre (TARC) (<https://tarc.exeter.ac.uk/>)
- The Exeter Centre for Circular Economy (ECCE) (<https://business-school.exeter.ac.uk/research/centres/circular/>)

MSc Digital Marketing will teach you the following theory:

- Consumers' needs and wants in relation to developments in wider society as informed by consumer research
- The data and tools required for the design and delivery of marketing strategy
- How to use the marketing mix in a tactical way to achieve strategic objectives
- Marketing communications principles and how to utilise the marketing communications mix
- Identifying, deploying and supporting innovative marketing channels
- Developing value-creating relational exchanges with customers
- The role of digital tech in innovating marketing activity worldwide
- The way in which marketing is used in different contexts e.g. service organisations, Professional Services, B2B, FMCG, Not for Profit etc.

[Read more](#)

# Choosing the right course

## MSc Marketing or MSc Digital Marketing? You choose...

**Choosing the right postgraduate degree can be a difficult decision. We break down the difference and benefits of our Marketing and Digital Marketing Masters courses to help the choice a little easier.**

Studying at postgraduate level adds extra depth to your experience allowing you to stand out in an increasingly competitive workforce. Whether you choose to focus on developing your core marketing and business strategy skills, via the MSc Marketing where you will learn how marketing ideas influence organizational development and practices, or take a more applied, analytical approach by specializing in digital marketing, our wealth of knowledge and expertise within the field will ensure that you have access to some of the very best teachers and researchers available.

Our experience of delivering Marketing programmes, alongside our commitment to reflect the very latest trends, means that Exeter offers a unique opportunity for anyone wishing to gain a greater understanding of this exciting and rewarding area.

The University of Exeter is one of the few Russell Group universities to offer Masters in both Marketing and Digital Marketing. We took the decision to offer a specialist Digital Marketing programme to help us better reflect the dynamic and disruptive nature of this field. Whilst you'll still gain a strong understanding of core marketing theories covered in the MSc Marketing, the MSc Digital Marketing is focused on applying these directly to the tools, platforms and processes that are the key features of the current marketing discipline.

## MSc Marketing

Our MSc Marketing ([/study/postgraduate/courses/business/marketing/](#)) will give you an understanding of marketing as a core business activity, involving cross-departmental communication and collaboration that creates and delivers on an organisation's strategic goals and priorities.

Accredited by the Chartered Institute of Marketing (CIM), the course will prepare you for a successful career in a variety of marketing roles, including consultancy, brand management, marketing research, communications, and digital roles.

Students will be endowed with an in-depth knowledge base of the marketing discipline, as well as practical managerial skills and the ability to think about problems critically and creatively to successfully contribute towards the challenges organisations face in the global economy and society.

### Core learning outcomes

- Using marketing as strategy, developing creativity, building leadership and research skills, and gaining cultural and critical understanding.

### Who is it for?

- Whether you're a recent graduate, marketing professional, or looking to transition into a marketing career, the MSc Marketing is ideal for students from non-business subjects (such as humanities and social sciences), that are not typically grounded in mathematics or statistics. It's a great course for those who are unsure what role in marketing they're looking to pursue.

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## MSc Digital Marketing

Our MSc Digital Marketing ([/study/postgraduate/courses/business/digital\\_marketing/](#)) will help you to gain an understanding of the contemporary digital marketing environment and the role that digital channels play in consumer engagement, experience and loyalty.

The course will prepare you for a successful career in a marketing role, with a particular focus on marketing analysis, planning and communications.

Throughout the programme, you will be challenged to build an in-depth knowledge of current marketing principles as well as tactical analysis skills to effectively manage, interpret and act upon the wealth of data available in the modern marketing environment. This foundation will enable you to better identify and deploy innovative tools and channels to support your organisational goals.

## Core learning outcomes

- Understand digital marketing on a global scale and develop marketing analytics skills. Learn about campaign planning and measurement, digital innovation, and contemporary challenges and issues.

## Who is it for?

- Ideal for recent graduates, marketing or digital marketing professionals, or those with an interest in digital marketing and tactical data analysis, who want to build their digital marketing skills and pursue a career in this field. The MSc Digital Marketing is ideal for students from a broad range of subjects who are attracted to the more applied and measurable areas of marketing - including marketing metrics, analysis and planning.

[Read more](#)

## Careers



This course provides the experience, knowledge and enthusiasm that will help you to secure your immediate career goals. You'll graduate with a detailed, hands-on knowledge of essential tools such as Google Analytics, Facebook Insights and online market research platforms. You'll also have a strong appreciation of emerging and increasingly important areas such as privacy, augmented reality and the so-called Metaverse - putting you one step ahead of other recent graduates. Some of the strategic and planning principles you will study will also be relevant to your longer-term career ambitions.

## Transferrable skills:

- Creativity: tools and techniques eg. Inspiration Sources, Mindfulness, Real world design challenges
- Agility: how to develop personal skills to support a firm's need to renew, adapt and change quickly
- Resilience: learning how to persevere through setbacks, take on challenges and risk making mistakes to reach a goal
- Curiosity: develop the skills to look at things in different ways, provide practical tools to activate the impulse to seek new information and experiences. Resulting in the ability to think more deeply and rationally about decisions and come up with more creative solutions
- Problem Solving: learning the problem definition, problem causes, tools for generating multiple solutions, prioritising, resourcing, measurement and control

- Mastery of technology needed in marketing today: email marketing, Google analytics, Google Ads, CRM Systems

## Careers in Marketing

The MSc in Digital Marketing will prepare you for a successful career in a marketing role, with a particular focus on marketing analysis, planning and communications. The course will enable you to develop the digital marketing and professional skills and subject expertise that will make you a valuable asset from day one of your marketing career.

## Potential employers

Potential employers include public and private sector companies, multi-nationals, SMEs and not-for-profit organisations across all sectors of the economy, which can offer you the opportunity to work 'in-house'. Opportunities also exist within full-service marketing agencies such as Saatchi and Saatchi, McCann Erickson and Ogilvy, and smaller boutique agencies around the world, which develop and implement marketing strategies and campaigns on behalf of their clients.

## Graduate destinations

Graduates from this programme are expected to secure employment at such diverse companies in the UK and around the world.

You will be equipped with the skills to enable you to pursue jobs such as: Digital Marketing Executive, Digital Project Manager, Research Analyst, Social Media Manager, Product and Brand Manager, Digital Advertising Strategist, Market Analyst, Key Account and Customer Relationship Manager

Further information can be found at:

- Prospects.ac.uk - Marketing ([http://www.prospects.ac.uk/options\\_marketing.htm](http://www.prospects.ac.uk/options_marketing.htm))
- Chartered Institute of Marketing (<http://www.cim.co.uk/>)

Our Careers & Employability team will help you identify your career path and support your route to a fulfilling global career.

## Developing your skills and career prospects

The University of Exeter Business School provides a range of support to help you develop skills attractive to employers. Visit our postgraduate Business School careers service web page (<https://business-school.exeter.ac.uk/careers/about/>) for more information.

[Read more](#)

## Related courses

### Marketing MSc

Streatham Campus

(</study/postgraduate/courses/business/marketing/>)

### Management MSc

Streatham Campus

(</study/postgraduate/courses/business/management/>)

### International Business MSc

Streatham Campus

([/study/postgraduate/courses/business/international\\_business/](/study/postgraduate/courses/business/international_business/))

# Entrepreneurship and Innovation Management MSc

Streatham Campus

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View all Business and Management courses (/study/postgraduate/courses/business/)



## Why Exeter?

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## Student life

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## Our campuses

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## International students

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## Accommodation

(<https://www.exeter.ac.uk/study/life/accommodation/>)



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## Immigration and visas

(<https://www.exeter.ac.uk/study/international/immigration/>)



## Tuition fees and funding

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([www.universityofexeter.cn/](https://www.universityofexeter.cn/))

(//russellgroup.ac.uk/about/our-

universities/university-of-exeter/)

(<https://www.exeter.ac.uk/inclusion/accreditations/athenaswan/>)



([www.exeter.ac.uk/about/facts/tef/](https://www.exeter.ac.uk/about/facts/tef/))

#### Information for:

- Current students ([www.exeter.ac.uk/students/](https://www.exeter.ac.uk/students/))
- New students ([www.exeter.ac.uk/students/newstudents/](https://www.exeter.ac.uk/students/newstudents/))
- Staff ([www.exeter.ac.uk/staff/](https://www.exeter.ac.uk/staff/))
- Alumni and supporters ([www.exeter.ac.uk/alumnisupporters/](https://www.exeter.ac.uk/alumnisupporters/))

#### Quick links

- Email ([outlook.com/owa/exeter.ac.uk](https://outlook.com/owa/exeter.ac.uk))
- iExeter ([i.exeter.ac.uk/](https://i.exeter.ac.uk/))
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Footer links