

POSTGRADUATE TAUGHT

Digital Marketing and Advertising

MSc





CHOOSE AN OPTION

MSc

START YEAR

2024

START MONTH

September

MODE AND DURATION

Full time (1 year)



Open

for UK applicants



Open

for international applicants

Apply now

Do you know the difference between TikTok and Meta's algorithms? Are you curious about how search engines work and why some digital ads perform better than others?

If navigating the ever-evolving digital landscapes sounds interesting, build on your digital marketing and advertising management knowledge with our MSc Digital Marketing and Advertising course.

The programme combines two areas of digital marketing and advertising together and provides an authentic learning experience. This will enable you to become a trailblazer in the creative marketing and advertising world.



Award-winning academics
teach on this course

↔ SWIPE



Learn in a leading Business School



Learn hands-on
to develop the skills for the career you want



Institute of Data and Marketing
accredited course



Get 25% off course fees
with our Alumni Postgraduate Scholarship

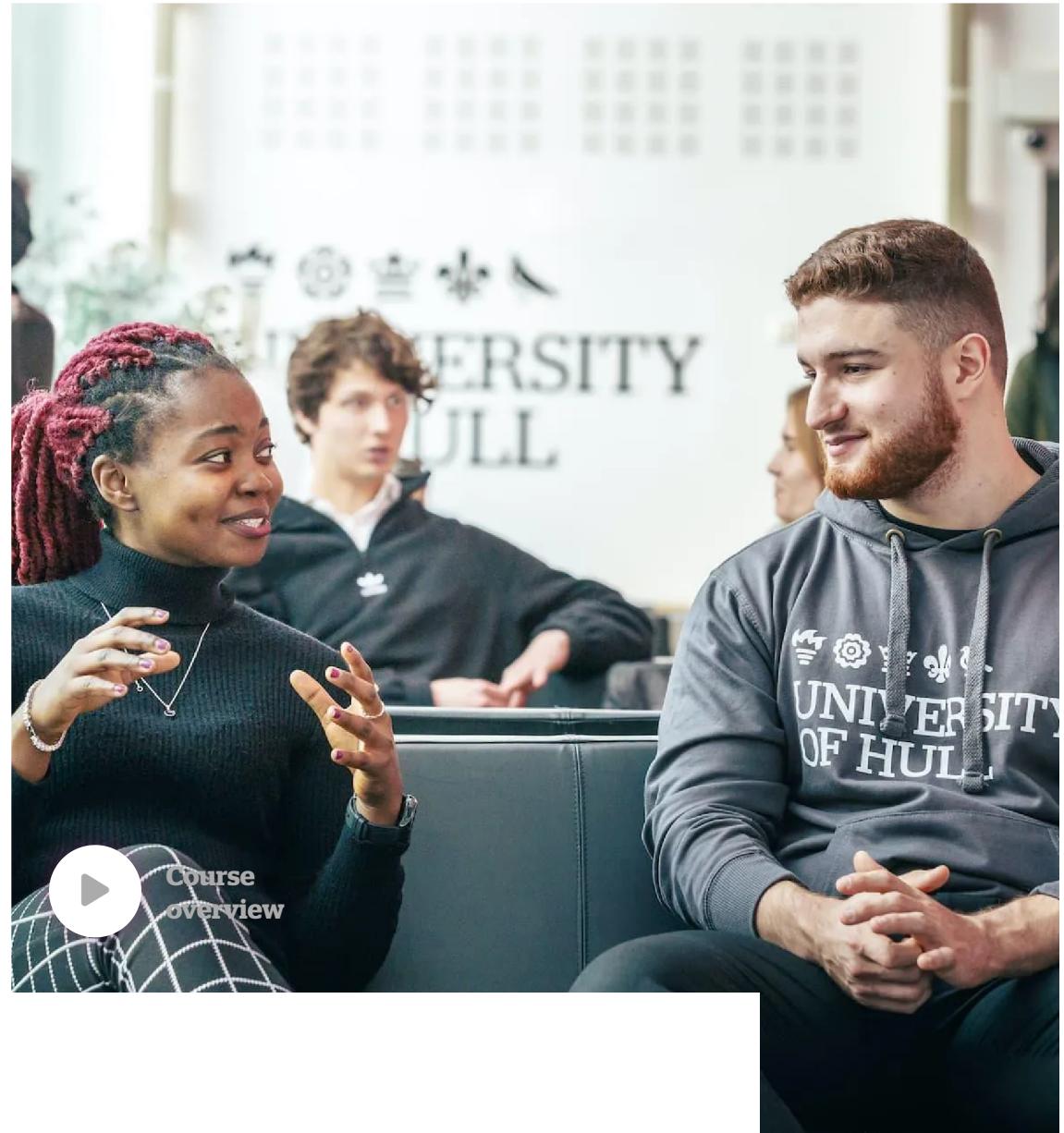
About this course

Through a hands-on approach, you'll delve into the world of digital marketing strategy, social media marketing and analysis, learning all about CX (customer experience) online. Learn all about influencer marketing and the ever-evolving landscape of online advertising, helping you develop valuable skills for today's business environment.

By delving into these areas, you'll also develop an understanding of key marketing aspects such as strategic marketing, consumer behaviour and engagement, advertising campaigns and media management, and ethics.

You'll be studying in the Business School which has the largest lecture theatre on campus, as well as giving you direct access to dedicated computer suites.

Our double international accreditations from the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB) also mean you'll be learning in a Business School that's part of an exclusive club - only around 5% of the world's 13,000 plus business programmes hold both AMBA and AACSB accreditations.



Choose your modules

For a full Masters degree, you can choose to study the Postgraduate Certificate (PGC) or Postgraduate Diploma (PGDip).



PGC or PGDip) qualification or a

Buyer Behaviour and Ethics

Explore the impact of ethical marketing decisions on buyers' behaviour. Through discussions and sharing consumption...

CORE
20 CREDITS

+ MORE

Marketing Management in Action

This module equips you with the marketing knowledge and competencies necessary for managing in diverse organisations with...

CORE
20 CREDITS

+ MORE

Customer Experience (CX) Strategies and Techniques

Explore strategies for managing customer experiences to create differentiation and foster long-term relationships. You will gain...

CORE
20 CREDITS

+ MORE

Digital Marketing Strategy

This module addresses the growing demand for digital marketing expertise by providing you with comprehensive knowledge, skills,...

CORE
20 CREDITS

+ MORE

Advertising Management

Develop the skills to pitch creative ideas and media selections, ensuring maximum impact on identified target audiences within...

CORE
20 CREDITS

+ MORE

Social Media Marketing Management

Designed to meet the demand for social media and content marketing skills, this module will equip you with the...

CORE
20 CREDITS

+ MORE

8 MODULES



THIS COURSE IS ACCREDITED BY



Our academics

You'll be taught by award-winning academics who are passionate and knowledgeable about all aspects of digital marketing and advertising.

Our lecturers have led exceptional careers within the digital sphere and are eager to share their own experiences working within the digital marketing realm.

FEATURED ACADEMIC

Peter Andrews

A multi-award winning lecturer, Peter is our Business School's lead in Digital and Social Media Marketing. His commercial background includes

FEATURED ACADEMIC

Bianca Kronemann

Joining in 2022 as a lecturer for digital marketing and consumer behaviour, Bianca specialises in online customer experiences with AI, consumer

senior roles at leading global organisations in health, tourism, retail, government and professional sport.

decision-making and behaviour. She was selected as one of 100 global "leaders of tomorrow" in 2022.

**See more academics for
this subject**



Entry requirements

UK

INTERNATIONAL

What do I need?

TYPICAL OFFER

2:2 in any subject area

Additional entry requirements for this course

If you're an undergraduate student at Hull, you're guaranteed a fast-track route to this postgraduate degree, as long as you meet the entry requirements.

In order to ensure our students have a rich learning and student experience, most of our programmes have a mix of domestic and international students. We reserve the right to close applications early to either group if application volumes suggest that this blend cannot be achieved.

Fees & funding

How much is it?

TUITION FEES

MSc

£12,000

Additional costs you may have to pay

How do I pay for it?

UK students can take out a Masters Loan to help with tuition fees and living costs. For 2024 entry, they provide up to £12,471 for full-time and part-time taught and research Masters courses in all subject areas. [Find out more about Postgraduate Loans.](#)

Our scholarships

We offer a number of awards, bursaries and scholarships for eligible students. They're awarded for a variety of reasons including academic achievement and/or to help those on lower incomes.

Scholarships and bursaries are separate to student loans. And the best bit is, you don't pay a penny back.

Alumni Postgraduate Scholarship



University of Hull undergraduates progressing to a taught masters course may receive a 25% discount on the cost of their tuition fees.

International Scholarships and Bursaries



We offer a range of scholarships and bursaries for international students.

Find out if you're eligible by visiting the
University of Hull Alumni
Postgraduate Scholarship page.

To find out more and see if you're eligible,
please visit the **International**
Scholarships and Bursaries page.

**Find out more about our
scholarships**



Take a look at our facilities



LOOK
AROUND



Business School

Placed within a Grade II listed building, the Business School features dedicated computer suites and the largest lecture theatre on campus. The popular Derwent Café sits at the heart of the building.

Brynmor Jones Library

Our 7-storey library is home to 1 million+ books, extensive digital resources drawn from libraries and archives across the world, and stunning panoramic views of the city from the 7th floor.

Executive Education Suite

This flexible space is located in a Grade II listed building but offers a modern teaching and workspace for our Business Management students.

Allam Lecture Theatre

Located at the heart of our Business School, this is one of the largest lecture theatres on campus and one you'll use regularly.

See more in our virtual tour 

Future prospects

Graduating with an MSc in Digital Marketing and Advertising will help prepare you for an exciting career in a variety of digital-led roles. Roles like digital marketing management and strategists, social media marketing, advertising and digital channel management, SEO and content marketing management and many more.

You'll also be equipped to develop and implement marketing strategies for all kinds of businesses and organisations.

We also offer career support from the Student and Graduate Centre for Professional Success which connects students with businesses. The centre offers support such as mentoring and CV workshops.



Your next steps

Like what you've seen? Then it's time to apply.

Make your application online now, and our admissions team will get back to you as soon as possible to make you an offer.

[Apply now](#)

[How to apply](#)

Not ready to apply?

We regularly deliver virtual and on-campus events to help you discover your perfect postgraduate course, whether it's a subject you already love or something completely different. Our events are an opportunity for you to chat to tutors and current students and find out about the career options a postgraduate degree could lead to.

[Discover more](#)

You may also be interested in...

COURSE

MSc Marketing Management

COURSE

MSc Business Management



All modules presented on this course page are subject to availability and this list may change at any time.



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