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# MSc Digital Marketing

Year of entry: 2024

[View tabs \(/study/masters/courses/list/20294/msc-digital-marketing/#course-profile\)](/study/masters/courses/list/20294/msc-digital-marketing/#course-profile) [View full page](#)

## Overview

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### Degree awarded

Master of Science

### Duration

1 Year Full Time

### Entry requirements

We require a First or Upper Second class honours degree (2:1, with 60% average) from a UK university or the overseas equivalent.

When assessing your academic record, we take into account your grade average, position in class and the standing of the institution where you studied your qualification.

[Full entry requirements](#)

## How to apply

Apply online >> (<https://www.alliancembs.manchester.ac.uk/study/masters/how-to-apply/>)

**NOTE:** There is a non-refundable application fee of £60. You should be prompted to pay this within the application portal before you can submit your application. We cannot consider applications until you have paid the application fee.

Applying to multiple programmes (<https://www.alliancembs.manchester.ac.uk/study/masters/how-to-apply/>)

## Course options

	Full-time	Part-time	Full-time distance learning	Part-time distance learning
MSc	Y	N	N	N

## Attend an open day

(<https://www.manchester.ac.uk/study/masters/open-days-fairs/open-day/>)

## Course overview

Gain a strategic understanding of relevant marketing processes, tools and tactics, providing you with unique analytical and problem-solving skills.

## Open days

Meet us at an event to find out more about our master's degree courses.

Meet us >> (<https://www.alliancembs.manchester.ac.uk/events/masters-events/>)

# Fees

Fees for entry in 2024 have not yet been set. For reference, the fees for the academic year beginning September 2023 were as follows:

## **MSc (full-time)**

UK students (per annum): £15,500

International, including EU, students (per annum): £29,000

Further information for EU students can be found on our [dedicated EU](https://www.manchester.ac.uk/study/international/eu/) (<https://www.manchester.ac.uk/study/international/eu/>) page.

The fees quoted above will be fully inclusive for the course tuition, administration and computational costs during your studies.

## **Refund Policy**

Due to the competition for places and limited availability, our courses require a deposit of £1000 to cover non-recoverable costs and secure your place. The deposit will be deducted from your tuition fees when you register on the course.

The deposit is non-refundable, except in the following situations:

you fail to meet the conditions of your offer (see below for further information); and/or

you are refused a visa or entry clearance to enter the UK (proof must be submitted)

If an offer has been made specifying an English Language condition which you do not meet, the Admissions Team will require the official certificate of an English Language test taken after the date of offer as evidence that you have attempted to meet your offer conditions for a refund to be approved. The English Language test certificate provided with your application documents will not be accepted as proof that you have attempted to meet your offer conditions as such a certificate will predate the offer.

If an offer has been made specifying an academic condition, the Admissions Team will require the official university documentation showing that you have not met this academic condition from the institution at which you have studied, as evidence for a refund to be approved.

The Admissions Team reserves the right to refuse to refund of any deposit that does not meet with the requirements outlined above.

## Policy on additional costs

All students should normally be able to complete their programme of study without incurring additional study costs over and above the tuition fee for that programme. Any unavoidable additional compulsory costs totalling more than 1% of the annual home undergraduate fee per annum, regardless of whether the programme in question is undergraduate or postgraduate taught, will be made clear to you at the point of application. Further information can be found in the University's [Policy on additional costs incurred by students on undergraduate and postgraduate taught programmes](http://documents.manchester.ac.uk/display.aspx?DocID=19217) (<http://documents.manchester.ac.uk/display.aspx?DocID=19217>) (PDF document, 91KB).

## Scholarships/sponsorships

Read about available [scholarships and funding](https://www.alliancembs.manchester.ac.uk/study/masters/scholarships-and-funding/). (<https://www.alliancembs.manchester.ac.uk/study/masters/scholarships-and-funding/>)

[Alliance MBS Masters Scholarships for UK/EU/International students](https://www.manchester.ac.uk/study/masters/fees-and-funding/masters-student-funding/database/display/?id=00000289) (<https://www.manchester.ac.uk/study/masters/fees-and-funding/masters-student-funding/database/display/?id=00000289>)

[Alliance MBS Masters Scholarships for US residents](https://www.manchester.ac.uk/study/masters/fees-and-funding/masters-student-funding/database/display/?id=00000290) (<https://www.manchester.ac.uk/study/masters/fees-and-funding/masters-student-funding/database/display/?id=00000290>)

## Contact details

### School/Faculty

[Alliance Manchester Business School](https://www.alliancembs.manchester.ac.uk/) (<https://www.alliancembs.manchester.ac.uk/>)

### Contact name

Master's Admissions Office

### Email

[pgadmissions.ambs@manchester.ac.uk](mailto:pgadmissions.ambs@manchester.ac.uk) (<mailto:pgadmissions.ambs@manchester.ac.uk>)

### School/Faculty

Alliance Manchester Business School was established in 1965 as one of the UK's first two business schools. Today, we are the UK's largest campus-based business and management school, and 'Original Thinking Applied' is at the heart of everything we do. Find out more (<https://www.mbs.ac.uk/about/>) .

## Courses in related subject areas

Use the links below to view lists of courses in related subject areas.

[Business and Management \(/study/masters/courses/list/?s=BU\)](/study/masters/courses/list/?s=BU)

## Entry requirements

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### Academic entry qualification overview

We require a First or Upper Second class honours degree (2:1, with 60% average) from a UK university or the overseas equivalent.

When assessing your academic record, we take into account your grade average, position in class and the standing of the institution where you studied your qualification.

### English language

For the latest information on demonstrating your English proficiency for those whose first language is not English, please see our [language requirements \(https://www.alliancembs.manchester.ac.uk/study/masters/masters-entry-requirements/\)](https://www.alliancembs.manchester.ac.uk/study/masters/masters-entry-requirements/) .

### English language test validity

Some English Language test results are only valid for two years. Your English Language test report must be valid on the start date of the course.

# Other international entry requirements

We accept a range of qualifications from different countries. For these and general requirements see [entry requirements for your country](https://www.alliancembs.manchester.ac.uk/study/masters/masters-entry-requirements/international-entry-requirements/) (<https://www.alliancembs.manchester.ac.uk/study/masters/masters-entry-requirements/international-entry-requirements/>) .

## Application and selection

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### How to apply

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### Advice to applicants

Your statement of purpose should cover the areas outlined below:

Tell us why you are interested in the MSc Digital Marketing course at Alliance MBS and how the course will impact on your future

Describe what makes you an outstanding applicant and describe your potential to contribute to all aspects of the course.

### How your application is considered

We can only process applications with the following documents:

valid English language (<https://www.alliancembs.manchester.ac.uk/study/masters/masters-entry-requirements/>)  
qualification

first and second year transcript (scanned copies are accepted at the time of application)

statement of purpose (this is included as part of your application form, you do not need to email your statement of purpose directly to the Admissions Team)

## Deferrals

To defer your offer to the following year, you must contact your admission officer to get a copy of the deferral form. You can only defer your offer for one year.

## Re-applications

If you applied in the previous year and your application was not successful you may apply again. Your application will be considered against the standard course entry criteria for that year of entry. In your new application you should demonstrate how your application has improved. We may draw upon all information from your previous applications or any previous registrations at the University as a student when assessing your suitability for your chosen course.

## Course details

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### Course description

MSc Digital Marketing gives you exposure to this dynamically changing marketing environment, provides you with a strategic understanding of relevant marketing processes, tools and tactics, and helps you to navigate various challenges by providing you with unique analytical and problem-solving skills developed in an inter-disciplinary context. Enriched with expert insights from the most recent cutting-edge research, the programme will help you to provide innovative solutions and sophisticated justification for any type of marketing decision you are faced with.

# Aims

- Build an understanding and a critical appreciation of digital marketing concepts, strategy, techniques, and analytics
- Develop the ability to capture the full scope of digital marketing processes and relationships systematically and analytically
- Gain understanding of research methods and analytics, including techniques of data collection and analysis necessary for digital marketing
- Acquire project management skills
- Opportunities to apply digital marketing skills in practice

## Coursework and assessment

Assessment across the course units varies, and includes a combination of examinations, course work, group project and presentations, individual essay and assignments. A group project is also normally undertaken.

## Course unit details

During the course, you will be taking 180 credits in total. The eight taught modules during semesters 1 and 2 will total 120 credits.

## Course unit list

The course unit details given below are subject to change, and are the latest example of the curriculum available on this course of study.



Title	Code	Credit rating	Mandatory/optional
<a href="#">Integrated Marketing Communication in a Digital Environment (BMAN60222#course-unit-details)</a>	BMAN60222	15	Mandatory
<a href="#">Marketing Management in the Digital Age (BMAN73991#course-unit-details)</a>	BMAN73991	15	Mandatory
<a href="#">Marketing Strategy and Competitive Advantage (BMAN74011#course-unit-details)</a>	BMAN74011	15	Mandatory
<a href="#">Marketing Analytics (BMAN74042#course-unit-details)</a>	BMAN74042	15	Mandatory
<a href="#">Current Topics in Digital Marketing (BMAN74801#course-unit-details)</a>	BMAN74801	15	Mandatory
<a href="#">Market Research in Practice in a Digital Context (BMAN74811#course-unit-details)</a>	BMAN74811	15	Mandatory
<a href="#">Digital Marketing Strategy Project (BMAN74930#course-unit-details)</a>	BMAN74930	60	Mandatory
<a href="#">Business to Business Marketing (BMAN70152#course-unit-details)</a>	BMAN70152	15	Optional
<a href="#">Retail Marketing (BMAN70172#course-unit-details)</a>	BMAN70172	15	Optional
<a href="#">Services Marketing: customer experiences and digital interactions (BMAN70252#course-unit-details)</a>	BMAN70252	15	Optional
Displaying 10 of 14 course units			
» Display all course units			

## Disability support

Practical support and advice for current students and applicants is available from the Disability Advisory and Support Service.  
Email: [dass@manchester.ac.uk](mailto:dass@manchester.ac.uk) (mailto:dass@manchester.ac.uk)

# Careers

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## Career opportunities

Graduates from this course are well suited to careers in both the academic and business world. Graduates have gone on to work in marketing positions in blue chip companies throughout the world and to pursue academic careers in many institutions both in the UK and overseas. Doctoral students have gone on to investigate topics including ethical consumerism and relationship marketing in professional services.

[Read about our Postgraduate Careers Service >> \(https://www.alliancembs.manchester.ac.uk/study/masters/masters-careers-support/\)](https://www.alliancembs.manchester.ac.uk/study/masters/masters-careers-support/)

[Read the latest information on visa changes and opportunities in the UK for international students >> \(http://www.manchester.ac.uk/international/apply/visas/\)](http://www.manchester.ac.uk/international/apply/visas/)

### Contact us

+44 (0) 161 306 6000 (tel:+441613066000)

[Contact details \(/connect/contact-us/\)](/connect/contact-us/)

### Find us

The University of Manchester

Oxford Rd

Manchester

M13 9PL

[UK \(/discover/maps/interactive-map/\)](/discover/maps/interactive-map/)

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