2024

Digital Marketing MSc

Full-time: **12 months**

Part-time: **Not available**

Start date: **September 2024**

UK fees: **£14,700**

International fees: **£28,600**

Entry requirements: **2:1**

How to apply   Postgraduate funding   Make an enquiry

Course overview

Our Digital Marketing MSc gives you the core knowledge and skills required to excel in high-level digital marketing positions, which are among the top ten fastest-growing job titles and span many industrial sectors, so you will have far-reaching career options.

The course is taught in collaboration with digital marketing agencies. The modules cover the essential analytical and creative elements required by professional digital marketers and will allow you to adapt to the fast-changing digital marketing environment. You will be working on key platforms, real-life case studies, and will gain a strong theoretical foundation to inform decision-making in big data environments.

This is a conversion course that is not designed for students with an extensive background in marketing. However, students with some marketing background can benefit from the specialised modules in semester two.

Why choose this course?

Triple accredited

Part of an elite group of business schools worldwide to gain 'triple crown' accreditation

EQUIS, AMBA and AACSB accredited

Real-life project work

in collaboration with leading Digital Marketing agencies

Gain digital skills

We offer the opportunity to take industry-recognised Microsoft and SAP certifications at significant discounts from the open market rate

Watch the video

You will complete a 60-credit Digital Marketing Challenge Project over the summer and will be allocated an appropriate supervisor who will oversee your progress.

Modules

Course structure

Core modules

Semester one

Consumer Behaviour and Analytics

The module interrogates the concept of 'the consumer' and 'consumption'. It examines behaviour across the consumption cycle (through production, acquisition, use and disposal) addressing individual and contextual factors that shape behaviour at micro and macro levels.

It reviews the roots of research into consumer behaviour and consumption, covers particular theories and bodies of literature (for example, decision making, learning, habits, socio-cultural processes). It provides opportunities to apply theory to consumer behaviour and consumption in a variety of context and to assess the implications for commercial and non-profit organisations, public policy and consumers themselves.

Marketing Management in the Digital Economy

The module covers operational perspective on:

- nature of marketing in the global economy
- managing products, services and brands
- new product development
- pricing
- integrated marketing communications
- internal marketing
- managing distribution channels
- experience marketing
- sustainable marketing

Digital Marketing Strategy

The module covers key components of marketing strategy with an emphasis on digital marketing domains. Teaching will be complemented by the Simulation Digital MarkStrat which shifts the focus of traditional strategy to a variety of digital marketing initiatives through the perspective of customer centricity such as: Influencer Content Marketing, Paid Advertising, Organic Channels, Mobile App Building, Retargeting, Email Marketing, Performance Marketing, and Cross Selling.

Semester two

Please note: teaching in semester two follows a blocked delivery format, i.e., each module will be covered within three weeks, followed by an assessment week (all coursework).

Generating Customer Insights and Analytics

The module will develop the knowledge and understanding required for data-driven decision-making in the area of digital marketing. It will cover methods and techniques to develop analytical skills and approaches to integrate and interpret data to generate impactful insights for firms in a

This module will develop the skills required to conceive, scope, design, and deliver a digital marketing communications campaign. It will integrate learning from other modules relating to analytics, user engagement, and strategy, to provide a compelling presentation across multiple digital platforms of the organization's marketing offering.

Digital Customer Experience and Applications

This module will develop the knowledge and skills required to understand digital customer journeys and provide a data-enriched customer experience (CX). It covers the principles and components of digital experience and the techniques to prepare and manage customer data for optimizing customer journeys and meeting strategic aims.

Summer

Digital Marketing Challenge Project

In this module, students apply learning on taught modules to investigate and analyse a real-world marketing issue.

Drawing on knowledge from across all modules in the taught programme, this final 60-credit module provides students with the opportunity to investigate, analyse, and apply learning to complex, real-world marketing challenges. Students will work individually on a challenge, introduced by a company/organisation, to offer insight and propose options or recommendations for effective solutions to complex issues. The outcome will be guided by the nature of the challenge.

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The above is a sample of the typical modules we offer but is not intended to be construed and/or relied upon as a definitive list of the modules that will be available in any given year. Modules (including methods of assessment) may change or be updated, or modules may be cancelled, over the duration of the course due to a number of reasons such as curriculum developments or staffing changes. Please refer to the module catalogue for information on available modules. This content was last updated on Tuesday 17 October 2023.

Learning and assessment

How you will learn

| Lectures | | Workshops | | Seminars | | Group study |

Digital professional skills certifications

We offer the opportunity for you to take industry-recognised Microsoft and SAP certifications alongside your degree programme at significant discounts from the open market rate. This will enhance your digital capability, differentiate your CV and help you stand out to future employers. Find out more on our digital professional skills website.

How you will be assessed

| Group report submission | | Essay | | Project work | | Reports |