

PROFESSIONAL MASTER DEGREE OF DIGITAL MARKETING

Overview

Develop your understanding of marketing, grow your social media skills and use industry data to analyse and interpret the world you work in on this digital marketing Master's.

You can take this Programme if you have a keen interest in digital marketing and meet our entry requirements, regardless of your original undergraduate degree subject. Discover marketing concepts and theories in classroom sessions or online and apply your learning and skills with practical industry projects and simulations.

You'll explore topics including big data, customer experience, social media marketing, brand identity and reputation, and marketing ethics and sustainability.

Learn to apply your knowledge to real world situations through case studies, simulations and business projects. By working with live clients and other students on your Collaborative Marketing Project you'll develop and apply your technical and practical skills to industry problems.

To get the most out of this course you should be curious about what is happening in the world and why. You'll be interested in people and how they think, what they feel, and how they make decisions. You'll learn to think like potential customers and consumers, and use this experience to inform your work on the course and in your career.

Programme Highlights

- Specialise in specific areas of digital marketing
- Develop your marketing, social media and digital skills
- Explore topics including big data, customer experience, social media, marketing ethics and sustainability
- Access opportunities to gain micro qualifications, such as Google Garage
- Use and analyse the same data as professionals in industry
- Kickstart or boost your marketing career
- Learn from academic staff with relevant experience in the field, including research and consultancy
- Draw on our extensive links with the industry and hear from guest speakers

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- All modules on this MA Digital Marketing are core

Program	Professional Master of Digital Marketing
Credit Hours	24 Credits
Duration	One Year

Essentials of Marketing	3 Credits
Contemporary Issues in Marketing	3 Credits
Consumer Insight and Analytics	3 Credits

Social Media Marketing	3 Credits
Digital Marketing Strategy	3 Credits
User Experience	3 Credits

Contemporary Issues in Marketing	3 Credits
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The Collaborative Marketing Project	3 Credits
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Independent Marketing Research Project	6 Credits
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Thesis	6 Credits
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Assessment System

The evaluation system is based on continuous assessment of each block of study, through Researches.

The student must have passed each subject independently.