



**NEW START4U CIC**  
024 7767 1470  
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12-14 Riley Square,  
Coventry CV2 1LX, UK

# MSc Digital Marketing

**London Campus**

**Level of study: Postgraduate**

**Mode of study: Full-time**

**Duration: 1 year**

## **Overview**

Whether you are a business student looking to build your knowledge and specialise in the digital domain or looking to join the marketing world, this MSc Digital Marketing programme has been designed to accelerate your career potential in a rapidly developing sector.

## **Key facts**

Learn how to integrate new tactics and strategies with traditional marketing tools and practices. Develop your understanding of leadership and management. Also available as MSc Digital Marketing with Advanced Practice Part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation.

## **Course information**

**Level of study: Postgraduate**

**Fees: To find out about current fees and student finance contact us**

**Entry requirements: A minimum of a 2:2 honours degree or equivalent, or substantial experience of working in a business organisation IELTS 6.5 (or above) with no single element below 5.5 or equivalent .**

**English language requirements: IELTS 6.5 (or above) with no single element below 5.5 or equivalent**

**Mode of study: Full-time**

**Duration: 1 year**

**Assessment methods: Coursework and exams**

**Scholarships or bursaries: available**

**Student finance: available**

**Payment plan: available**

**Starts: Jan, May, Sep,**



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## **About this course:**

### **What will I study?**

Our marketing subject area has established working relationships with key bodies such as the Chartered Institute of Marketing (CIM) and the Institute of Direct and Digital Marketing (IDM) allowing the course content to be reflective of their syllabus. This is particularly of value if you are intending to progress on to a professional qualification with either body upon successful completion of your Masters.

The MSc Digital Marketing programme demonstrates how new digitally-focused tactics and strategies integrate with more traditional marketing tools and practices to capture new customers, build customer loyalty and provide superior customer service. You will understand the value of, and methods for, determining return on investment of Internet marketing programs, as well as online visitor and buyer behaviour, customer journey mapping, mobile marketing and social media.

You will also have the opportunity to develop a wider understanding of the principles and practice of leading and managing organisations and develop a range of applied research skills. This programme is also available as MSc Digital Marketing with Advanced Practice which includes either an internship or project.

### **How will I be taught and assessed?**

You will be taught through a mix of lectures, seminars and workshops, totalling around 13 hours per week, to enable you to grow your knowledge of the business world. In addition, you will be expected to engage in independent study involving directed and self-directed learning, around 32 hours per week.

Assessment for this programme takes place through group work, assignments, presentations and exams giving you multiple methods for you to show your understanding of the course material. You'll be taught by experienced lecturers and academics who use their industry experience to demonstrate how the theories you will learn translate in to real life situations. Technology Enhanced Learning (TEL) is embedded throughout the course with tools such as the 'Blackboard' eLearning Portal and electronic reading lists that will guide your preparation for seminars and independent research. Significant emphasis is placed on developing your ability to complete a Masters degree. As part of induction you will be made fully familiar with the learning resources and support available to you. There will also be weekly academic support sessions designed to build your confidence and ability as a postgraduate learner. You will also be allocated an individual guidance tutor at induction. You will meet this tutor at regular intervals throughout your studies.

### **Careers and further study**

Graduates will be well suited to join a wide range of businesses, including graduate training schemes or even start up their own businesses or begin a professional qualification with one of the marketing industry bodies.

Upon successfully completing your course, you may undertake further professional development and training through Professional Pathways programmes.



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You can also gain access to the Northumbria University Graduate Enterprise scheme where we can help you with advice and skills to enable you to set up your own business.

### **Entry requirements**

Applicants should have the following:

#### Academic requirements

. A minimum of a 2:2 honours degree or equivalent, or substantial experience of working in a business organisation. If you're unsure if you meet the entry criteria, please contact us and our team will be able to advise you. Alternatively, you may be eligible to join one of our Pre-Masters programmes.

These are specifically designed for students who do not yet meet the entry requirements for our postgraduate degrees and would like to bridge this gap in their qualifications. Upon successful completion of one of our Pre-Masters programmes you will be eligible to join one of our Masters programmes.

### **English language requirements**

. Students require IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

If you have IELTS 5.5-6.0, you may be eligible to join our Pre-Sessional English before studying this programme.

### **Modules**

All modules are core.

#### **LD0472 - Developing Global Management Competencies I (20 credits)**

This module is the first of two that prepares you to be highly employable, and enables you to demonstrate your ability to make an immediate impact on your organisation of choice. It develops key hard and soft skills which have been identified by current research as those necessary for postgraduate students seeking work.

#### **LD9700 - Strategic Marketing in the Digital Era (20 credits)**

In this module you will learn to appreciate the role of a strategic manager of a modern day manufacturing and sales business in the context of an increasingly digitalised consumer-environment. You will be introduced to Marketing at a strategic level of a business, and understand how marketing decisions are made in the context of other essential business functions; i.e. financial planning, operations and supply chain management, and human resource management. In addition, you will learn to appreciate the digital nature of modern day business operations and marketing strategy.

The module will cover the following themes:

- . Marketing planning and implementation Competitive market strategies
- . Product development



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- . Routes to market and multichannel marketing
- . Operations and supply chain management
- . Financial planning for operations and growth
- . Managing employees for competitive advantage
- . Introduction to promotional strategy
- . Introduction to digital and social media marketing
- . Marketing-related legislation

### **LD9701 - The Digital Customer Journey: Data, Profiling and CRM (20 credits)**

This module is designed to provide you with an introduction to how consumers behave in the digital domain and the opportunities this presents for organisations targeting them. At the heart of this is the concept of consumer behaviour, which has been revolutionised by emerging technologies, offering new opportunities for communication with companies and fellow consumers.

This will be complemented by an in-depth review of how consumers can be profiled based on their lifestyle characteristics, and an acknowledgement of the role of database marketing in collating, updating and using data to deliver personalised communications messages.

Throughout the module you will cover the following themes:

- . Consumer Decision Making
- . Journey Mapping
- . Customer Profiling
- . Database Marketing
- . Customer Relationship Marketing

### **LD0422 - Dissertation Preparation and Research Methods (0 credits)**

In this module you will learn about a variety of different research methods. This will equip you with the knowledge and practical skills necessary for you to conduct research at Masters' level and prepare you to complete a Masters dissertation or consultancy project. By the end of the module you will know how to apply both quantitative and qualitative data collection and analysis techniques.

### **LD0475 - Academic and Professional Development (0 credits)**

You will undertake the following support sessions across each of the three semesters of your study.

In the first semester, the emphasis in terms of skills will be around the development of reflective practice including its practical deployment, experience of writing critically and being able to demonstrate reflective practice and experiential learning within the development of this writing, but equally, explicit development



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of and practice in everyday academic skills such as presentation preparation and doing, time management. In the second semester the module will continue to provide sessions for you to see your Programme Leader on a regular basis so your relationship is maintained. The emphasis of many of the sessions will be on enhancing your employability. In your final semester the focus will be on ASk tutors supporting you during the undertaking of your dissertation.

### **LD0473 - Developing Global Management Competencies II (20 credits)**

Developing Global Management Competencies II facilitates and supports you to develop and refine relevant and up-to-date employability skills, and in so doing enables you to recognise and articulate how you can demonstrate your potential added value to organisations. You will learn about the development of practical skills and the techniques required by businesses to help in project management and the implementation of data management and data analytics solutions. The module will introduce some project management processes, frameworks and methodologies e.g. PRINCE2, Agile, PMBOK as well as some database principles and data analytics.

### **LD9702 - Digital Campaign Management and Media (20 credit)**

This module is designed to equip you with an overview of managing a digital marketing campaign alongside opportunities to utilise a range of digital media. At heart of the module is digital campaign management, which is continually evolving due to consumers' digital media usage, offering interactive opportunities for businesses to communicate. You will explore this in the module by completing a group-based live marketing project which is a part of the Institute of Direct Marketing (IDM) National Student Competition, covering digital campaign management, developing content for digital platforms, the user experience through the digital area, the role of social media marketing, deploying email marketing, and affiliated marketing's role in a digital campaign.

Throughout this module you will cover the following themes:

- . Campaign Management
- . Content Management
- . User Experience
- . Social Media Marketing
- . Mobile Marketing
- . Email Marketing
- . Affiliated
- . Measurement

### **LD9706 - Marketing Metrics and Analysis (20 credits)**

In this module, you will explore the important role of the website in an organisation's digital marketing strategy. You will learn the principles of website evaluation and will use analytic tools for the analysis of web data to help measure the effectiveness of web marketing and improve the user experience.



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### **LD0480 - The Newcastle Business School Masters Dissertation (60 credits)**

You will design a research project, assessed through a proposal and will then work under supervision of a member of academic staff to use and extend the knowledge and skills that they have acquired during your programme of study to complete a dissertation. You will use appropriate research methodologies and data collection methods to critically synthesise a body of knowledge relevant to the taught programme. On successful completion of this module, you will be able to conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. You will demonstrate this ability by identifying an appropriate research topic, critically selecting and applying an appropriate research methodology and data collection method(s) to your chosen research topic, demonstrating rigorous understanding of the theory and literature relevant to the issues under investigation, and showing how these link to the research method(s). You will also critically reflect on how their research contributes to the understanding of the topic area.

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £100 for the duration of your studies should you choose to purchase any additional reading materials.