



Ravensbourne University London

Digital Marketing Extended Masters

Study details

Course type: Postgraduate

Degree: MSc Digital Marketing Extended Masters

Study mode: Full time

Duration: 18 Month

Cost of study

Cost : 18 000 GBP

Reg. fee : N/A GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Jan/May/Sep

Requirements

- **IELTS (Academic):** 6.0 overall and a minimum of 5.5 in each component: reading, writing, speaking, listening.
- **TOEFL iBT (Academic):** 72 points overall with minimum Reading 18, Listening 17, Speaking 20, Writing 17
- **International Baccalaureate:**
English B / English A: Language and Literature / English A: Literature / English Literature and Performance - Standard or Higher-Level Grade 5
- **Cambridge Certificate of Proficiency in English (CPE)/ C2 Proficiency & Cambridge Certificate of Advanced English (CAE) / C1 Advanced:**
169 overall with 162 in each component

Accommodation

Provided by partner agencies

Speciality

2 terms extended masters + 3 terms core degree modules

Additional information

About:

The course will enable you to blend design thinking and innovation models to redefine the luxury sector for the customer of tomorrow. Armed with customer market data, you will engineer new ways

to influence the relationship between luxury brands, high-value services, consumer and market behaviours. Extended Masters courses have all been designed to support international students with a minimum of IELTS 5.5 (5.0) on their journey to postgraduate study.

Degree overview:

The Extended Masters The Extended Masters courses have all been designed to support international students with a minimum of IELTS 5.5 (5.0) on their journey to postgraduate study. Students will receive ongoing support through their transition to the UK. Our Extended Masters courses are aimed at international students looking to:

- Enhance their existing skillset
- Progress on to master's-level study
- Improve their English Language skills

Why study this master's in Digital Marketing?

- Develop highly desirable skills in digital marketing
- Gain masters level skills in contemporary digital marketing practice
- Learn about the latest emerging trends in the digital world
- Build highly desirable skills in the likes of data analytics, strategic marketing and social media trends
- Learn about cutting-edge technologies that are shaping the next iteration of the web
- Develop your skills in innovative research practices
- Gain business and entrepreneurial skills that will enhance your employability
- Experience a learning-by-doing approach to digital marketing education
- Improve your future employment prospects
- Enhance your professional network by meeting people with similar interests and different skill-sets
- Be part of a tech-literate, creative community.

You will work on the latest research developments, while industry speakers provide development opportunities to enrich your creative and digital business practice. This will significantly contribute to your university experience and preparation for professional practice. The curriculum revolves around contemporary digital marketing practice and emerging trends in the digital world. Students on the course will delve into the likes of data analytics, strategic marketing, social media trends and innovative research practice and exploring the dynamics of marketing on a global scale. **How you will study** This course is comprised of five semesters. In the first two semesters, English language constitutes 35% of the course, and students successfully completing the first two semesters of the course are expected to be able to demonstrate English language skill at the CEFR B2 level (IELTS 6.5). Upon successful completion of the first two semesters, students will move onto the core progression course modules.

Study reasons:

- The course is taught by industry experts
- Offers opportunities for real-world project experience through partnerships with leading companies