



## Ravensbourne University London

### Digital Marketing

#### Study details

**Course type:** Bachelor's degree  
**Degree:** BA (Hons) Digital Marketing  
**Study mode:** Full time  
**Duration:** 36 Month

#### Cost of study

**Cost :** 17 000 GBP  
**Reg. fee :** N/A GBP  
**Scholarship :**  
**Insurance :** N/A GBP

#### Intake/s

Sep

#### Requirements

- **IELTS (Academic):**  
5.5 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 Advanced English (CAE) / C1 Advanced:**  
162 overall with 154 in each component

#### Accommodation

Provided by partner agencies

#### Speciality

You may incur additional costs during your education at the University over and above tuition fees in an academic year such as laptops, Stationary and additional resources.

#### Additional information

##### About:

When you graduate with a digital marketing degree from Ravensbourne University London, you will learn to leverage digital marketing tools to design and deliver outstanding digital marketing strategies

across the campaign lifecycle. You will be able to reach into the hearts and minds of your audience and cater to their wants and needs in the digital space. Achieve, evaluate and present successful business outcomes and develop both a creative and technical skillset.

## **Degree overview:**

With access to our state-of-the-art augmented and virtual reality facilities, this digital marketing course will give you an overview of the digital technology landscape and the tools used to connect businesses with new and current customers. It will thoroughly prepare you for industry by giving you an overview of the digital landscape and the strategic marketing principles used today. You will be delivered an exciting blend of real-life experience underpinned by academic rigour to propel you in your future professional career, whether you envisage yourself working for an agency, in-house, freelance or setting up your own digital marketing business. This online marketing course looks at how digital technology can be used to deliver successful marketing campaigns by knowing, targeting and delivering to your audience. You will learn to plan and execute engaging omnichannel campaigns across various digital platforms, such as search engines, social media and email. During your studies, you'll have the opportunity to focus on digital marketing concepts and techniques and gain an understanding of the technologies that underpin them. You'll develop the knowledge, creative and technical skills to design, deliver and evaluate digital marketing strategies and campaigns from end to end – from viral videos to personalised web content.

## **Study reasons:**

- state-of-the-art Augmented (AR) and Virtual Reality (VR) facilities
- Create engaging, interactive, multi-channel digital marketing campaigns
- Collaborate with fellow students from media and fashion