



## Ravensbourne University London

### Digital Marketing

#### Study details

**Course type:** Postgraduate  
**Degree:** MSc (Hons) Digital Marketing  
**Study mode:** Full time  
**Duration:** 12 Month

#### Cost of study

**Cost :** 18 000 GBP  
**Reg. fee :** N/A GBP  
**Scholarship :**  
**Insurance :** N/A GBP

#### Intake/s

Jan/May/Nov/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
- **Cambridge Certificate of Proficiency in English (CPE)/ C2 Proficiency & Cambridge Certificate of Advanced English (CAE) / C1 Advanced:** 169 overall with 162 in each component
- **International Baccalaureate:** English B / English A: Language and Literature / English A: Literature / English Literature and Performance - Standard or Higher-Level Grade 5

#### Accommodation

Provided by partner agencies

#### Speciality

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

#### Additional information

#### About:

Do you want to study in a collaborative environment and embrace the very latest digital technology? If so, then this MSc in Digital Marketing is for you. Enhance your digital marketing knowledge and work side-by-side with industry and research-led staff in a state-of-the-art building in the heart of London's creative district.

## **Degree overview:**

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.

## **Study reasons:**

- Gain masters level skills in contemporary digital marketing practice
- Build highly desirable skills in the likes of data analytics, strategic marketing and social media trends
- Improve your future employment prospects