



## University of Dundee

### Industrial Engineering and Digital Marketing

#### Study details

**Course type:** Master's degree

**Degree:** MSc Industrial Engineering and Digital Marketing

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 23 000 GBP

**Reg. fee :** 200 GBP

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Sep

#### Requirements

Your degree should be in industrial, mechanical, electronic, mechatronic, renewable, civil, biomedical engineering, applied physics, applied mathematics, applied computing, or an equivalent applied or engineering discipline.

Relevant work experience may also be considered.

### English language requirements

#### IELTS Academic

- Overall 6.5
- Writing 6.0
- Listening 5.5
- Reading 5.5
- Speaking 6.0

We also accept other English language qualifications. (TOEFEL iBT, Trinity ISE, LANGUAGECERT Academic..)

### Don't meet the English language requirements?

Pre-sessional English for international students. If you hold a conditional offer and have not yet met the English entry requirements for a degree course at the University, we can help you with our pre-sessional English courses.

## Accommodation

### Key Features & Amenities

- Self-catered
- Single occupancy
- Access to laundry facilities
- En-suite (with shower and toilet)
- Inclusive of Utility bills
- In easy reach of bicycle storage
- Fully connected to superfast wired and wifi internet
- Connection to Freeview or Freesat

All rooms are single occupancy with private bathrooms (en suite), equipped with superfast WiFi. Rooms cost approximately £140-£70 per week.

Also available are laundry facilities, bike storage, a shared kitchen and weekend parking.

Halls are 10-minutes away from big supermarkets and the train station. Even less is the walk to get to the city centre, full of restaurants, cafes and bars.

### Speciality

#### Pathways Available: Pre-Master's

15 months : 3 months pathway + 1 year degree

### International College Dundee

If you do not meet our academic grade requirements for your chosen course, we can offer you an alternative route to begin your studies. Our international incorporated degrees will develop your subject knowledge, academic English and university level study skills.

**Tuition fees for International students will increase by no more than 5% per year for the length of your course.**

**Additional information**

## Degree Overview

You'll study advanced robotics, learning about multi-modal sensor integration and human-robot interactions. You'll also study advanced manufacturing, investigating modern and smart manufacturing technologies.

Alongside the engineering modules, you will learn about digital marketing concepts and theories. You'll develop extensive knowledge in social media marketing, digital marketing, content generation, digital tracking, and data analysis. You will understand the practical side of various marketing tools and learn the pros and cons of each.

Alongside the engineering modules, you'll gain knowledge of entrepreneurship in a global context. You'll gain a strong understanding of the key components of a business start-up. This includes how to start a business, people management, and innovative project development.

Our research and teaching collaborations include a partnership with CERN (large hadron collider). This provides opportunities for industrial placements, PhDs and graduate positions.