



## University of Roehampton (London)

### Digital Marketing

#### Study details

**Course type:** Master's degree

**Degree:** MSc (Hons) Digital Marketing

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 17 000 - 18 000 GBP

**Reg. fee :** N/A GBP

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Sep

#### Requirements

### Entry requirements

#### Roehampton English Language Test

- Postgraduate degrees - mapped to IELTS scores

#### TOEFL IBT

- Postgraduate degrees - 89 overall with a minimum of 17 in listening and writing, 18 in reading and 20 in speaking

#### IELTS Academic

- Postgraduate degrees – 6.5 overall with a minimum 5.5 in each component

#### Cambridge Advanced Certificate

- Postgraduate degrees - 176 overall with a minimum 162 in each component (some schools require a minimum of 169 in each)

#### Cambridge Proficiency Certificate

- Postgraduate degrees - 176 overall with a minimum 162 in each component (some schools require a minimum of 169 in each)

All applicants that require a Tier 4 visa must also meet the minimum English Language requirements before we can issue a Certificate of Acceptance for Study (CAS) that is needed to apply for a Tier 4 visa.

## Academic requirements

Along with a complete application, EU and international applicants are required to submit various supporting documents. These include:

- Academic qualifications (certificate and transcript)
- Valid English language qualification
- Personal statement
- Two references

## Accommodation

## Facilities

- 24-hour computer room. Whitelands is able to boast an on-site 24-hour computer room for all Whitelands students to use.
- Quiet Study Area and Manresa Hall.
- College Kitchen & Student Lockers.
- Sports Field and Grounds.
- Catering On-Site.

## Accommodation Fees

- £163.00 to 210.00 pw

### Speciality

Pathway Extended Masters is available

**(Please add an additional year if undertaking a placement).**

**(programmes with a placement year are an additional 1,500 GBP)**

### Additional information

## Degree Overview

Digital marketing is a fast-moving landscape, so it is important that you are able to respond quickly to trends and data to ensure your organisation stays ahead. This MSc Digital Marketing will give you the knowledge to develop and implement digital marketing strategies in a socially responsible manner. You will learn how to analyse complex data for informed decision-making, and develop practical skills in web design, content creation, campaign development and data analysis using a range of techniques and digital products. If you are ambitious and want to be a leader in marketing and digital technology this MSc Digital Marketing is for you. The programme benefits from the Roehampton Business School's wider marketing research expertise and practitioner links within the marketing profession in London and abroad. In addition to the academic course you will have the opportunity to join our Global Leadership Programme.

## Study Reasons

- Graduates from this programme are equipped with the knowledge and skills to work in a variety of digital marketing roles that champion new technology, best online business models and emerging shapes of digital marketing communication and campaigns. These likewise apply to large corporations, innovative SMEs and marketing agencies leading on new technology & marketing techniques.
- This degree is accredited by The Institute of Data and Marketing (IDM). Students taking an IDM accredited course are eligible to sit an online exam to achieve the IDM Certificate in Digital and Data-Driven Marketing (a small additional fee will apply with a limited number of bursaries available). The IDM has over 30 years' experience helping marketers reach the next level in their career and offers industry recognised professional qualifications.
- You can study flexibly with the option to take stand-alone qualification (PGCert) or complete the full MSc.