



University of Bradford

Digital and Strategic Marketing

Study details

Course type: Master's degree

Degree: MSc (Hons) Digital and Strategic Marketing

Study mode: Full time

Duration: 12 Month

Cost of study

Cost : 21 500 GBP

Reg. fee : N/A GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Apr/Jan/Jun/Sep

Requirements

Entry requirements

The entry requirement for a postgraduate taught course is typically equivalent to a UK Second Class Honours Second Division (2:2).

The table below shows how the University equates qualifications from your country to UK degree classifications

Qualification	UK 1st Class	UK 2:1	UK 2:2
Bachelor degree	4.5/5.0 or 81%	4.0/5.0 or 71%	3.5/5.0 or 66%
Specialist Diploma	4.5/5.0 or 81%	4.0/5.0 or 71%	3.5/5.0 or 66%

Accommodation

Key Features & Amenities

- Sports facilities
- Hall Wardens & Security - 24 hour assistance
- Social Spaces
- Well-known food chains
- Accessible launderette
- Focus on sustainability

students may choose to explore private accommodation in Bradford. Average prices are expected to be between £50-£130 per week excluding bills.

Accommodation Costs:

- The Green Village: £85 per week
- Townhouse: £75 per week

Speciality

Pathways Available: Pre-Master's

Sandwich course fees - charged during the placement year away from the University of Bradford for students on thick sandwich courses, or during the year in which the second placement falls for students on thin sandwich courses. Students charged at 10% of the equivalent full-time fee.

If a placement year is to be undertaken abroad and supported by University funding through the University's exchange programmes, fees will increase to 15% of standard fees to cover additional support, advice and administration costs.

Additional information

Degree Overview

You will develop your working knowledge of digital and strategic marketing tools and techniques, and learn how to integrate them to plan and implement successful marketing programmes and initiatives. There is a strong emphasis on practical application, with opportunities to develop your analytical and problem-solving abilities through the use of case studies and strategic marketing simulations.

The application of theories and tools to real industry scenarios enables you to use industry information and analyse various data sources to make optimal strategic marketing decisions.

The course will enable you to pursue appropriate careers in the field of strategic marketing, branding, advertising, digital marketing and non-profit organisation applying the highest professional standards. The programme serves also as preparation for further study or an academic career in marketing.

Learning from academics and student peers from around the world gives you an invaluable perspective on the issues and challenges facing marketers in today's global business environment.

Our tutors and lecturers include both working practitioners in marketing and internationally recognised academics who conduct world-class research, which is regularly published in leading marketing journals.