



## University of Greenwich

### Digital Marketing and Advertising

#### Study details

**Course type:** Bachelor's degree

**Degree:** BA (Hons) Digital Marketing and Advertising

**Study mode:** Full time

**Duration:** 36 Month

#### Cost of study

**Cost :** 17 500 GBP

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

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

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#### Requirements

##### Country specific academic qualifications:

- Achieving Specialist Diploma or Bakalavr grade Pass
- UKVI IELTS 5.5 with no less than 5.5 in each skill

#### Accommodation

##### Accommodation at Greenwich

- Four halls within walking distance of campus.
- Live close to the heart of London.
- Dedicated postgraduate accommodation.
- Free shuttle bus.
- Facilities include an on-site gym, café, shop and laundrette.

**Free gyms:** Includes free on-campus gym membership (Avery Hill and Greenwich) and access to ActiveGRE activities.

**24/7 security:** Security staff on site.

**24/7 residential support:** Residential support staff on-call for advice and welfare.

#### Additional information

## Degree Overview

This degree is designed to develop your ability to identify marketing trends, understand consumer behaviour and create attention-grabbing campaigns. Modules on customer insight, brand management and social media focus on real world knowledge while briefs from the Institute of Direct and Digital Marketing and other organisations give you practical experience. Our strong links with businesses provide students with the opportunity to undertake work placements. Previous students have undertaken work placements at companies such as Microsoft, Warner Music Group and IBM. Recent Greenwich advertising and digital marketing graduates have gone on to work at Google, Coca Cola and OgilvyOne.

## Study Reasons

- University of Greenwich in this subject is ranked 2nd in London for graduate prospects (The Complete University Guide League Tables 2022)
- Modules in Marketing are ranked 4th overall in London (The Complete University Guide League Tables 2022)
- This degree will prepare you for management positions within advertising and public relations agencies and various marketing roles. You may also pursue careers in sales promotion, direct marketing, media, digital communications and other advertising fields.