



## Northumbria University (London)

### MSc Digital Marketing (with Advanced Practice)

#### Study details

**Course type:** Master's degree

**Degree:** MSc Digital Marketing (with Advanced Practice)

**Study mode:** Full time

**Duration:** 36 Month

#### Cost of study

**Cost :** 20 950 GBP

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

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Jan/May/Sep

#### Requirements

- IELTS 6.5, with no single element below 5.5, or equivalent
- Minimum of a 2:2 honours degree or equivalent, or substantial experience of working in a business organisation
  - Bachelor Degree (4 Years)
  - GPA of around 2.75/4.0 for courses requiring a UK 2:2 equivalent
  - CGPA 3.2/4 or 4.0/5 for courses requiring a 2:1 equivalent

#### Accommodation

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a Northumbria University London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

- Contact time in class – typically in lectures, seminars and tutorials
- Access to facilities, including computers, on-campus Wi-Fi, printers, vending machines, quiet study spaces
- The support of our Careers & Employment Service who help you to become more employable, secure placements and run workshops

- Academic support – our ACE Team run multiple sessions on academic writing, presenting, exam techniques throughout the semester, as well as 1-2-1 appointments and drop-in sessions
- Student support services such as our Ask4Help Service. Find out more about the services available to you on our Student Support page.
- Access to online resources, including 24/ 7 Library with over 400,000 e-books and 50,000 electronic journals.

## Additional information

## Overview

Whether you are a business student looking to build your knowledge and specialise in the digital domain or looking to join the marketing world, this MSc Digital Marketing programme has been designed to accelerate your career potential in a rapidly developing sector.

## Key facts

- Learn how to integrate new tactics and strategies with traditional marketing tools and practices
- Develop your understanding of leadership and management
- The Advanced Practice option includes an Internship or Group Consultancy Project, enhancing your employability with all-important work experience
- Newcastle Business School is accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB). According to AACSB, “Approximately 6% of the world’s schools offering business degree education have achieved AACSB accreditation, demonstrating a commitment to high-quality, rigorous standards, innovation, and continuous process improvement. Read more about our ‘double’ AACSB Accreditation
- Upon completion of your programme, you will be eligible for the QA Professional Pathways programmes which will enable you to further develop your skills with one of the UK’s largest providers of IT and project management training

## What will I study?

Our marketing subject area has established working relationships with key bodies such as the Chartered Institute of Marketing (CIM) and the Institute of Direct and Digital Marketing (IDM) allowing the course content to be reflective of their syllabus. This is particularly of value if you are intending to progress on to a professional qualification with either body upon successful completion of your Masters.

The MSc Digital Marketing programme demonstrates how new digitally-focused tactics and strategies integrate with more traditional marketing tools and practices to capture new customers, build customer loyalty and provide superior customer service. You will understand the value of, and methods for, determining return on investment of Internet marketing programs, as well as online visitor and buyer behaviour, customer journey mapping, mobile marketing and social media.

You will also have the opportunity to develop a wider understanding of the principles and practice of leading and managing organisations and develop a range of applied research skills.

## How will I be taught and assessed?

- Teaching is delivered through a mix of lectures, seminars and workshops, totalling around **13 hours per week**
- You're expected to engage in independent study, around **32 hours per week**
- **Assessment** for this programme takes place through group work, assignments, presentations and exams giving you multiple methods for you to show your understanding of the course material.
- Taught by **experienced lecturers and academics** who use their industry experience to demonstrate how theories translate into real-life situations.
- **Technology-enhanced** learning is embedded throughout the course to guide your preparation for seminars and independent research
- Benefit from **weekly academic support sessions** designed to build your ability and confidence as an academic learner
- You will be assigned a **guidance tutor** at induction who you will meet with regularly during your studies

## Careers and further study

Graduates will be well suited to join a wide range of businesses, including graduate training schemes or even start up their own businesses or begin a professional qualification with one of the marketing industry bodies.

Upon successfully completing your course, you may undertake further professional development and training through Professional Pathways programmes. These are offered to our graduates for free, from our partner, QA. Find out more about Professional Pathways and your eligibility.

You can also gain access to the Northumbria University Graduate Enterprise scheme where we can help you with advice and skills to enable you to set up your own business.

## Advanced Practice stage

The Advanced Practice version of this course offers you a valuable opportunity to secure a work placement or complete a group consultancy project, giving you an experience of the workplace environment or live business issues, and an excellent way to put your learning into practice. This stage of the programme will take place between your second and final semester, and is a semester-long (12-15 weeks) in duration. Internships as part of the Advanced Practice stage may be paid or unpaid. The alternative consultancy module allows you to work in teams with a business organisation working on consultancy-based projects on real business scenarios. Whether you choose the internship or consultancy project you will successfully develop your business skills and further enhance your employability.

- **September start dates:** your programme will last for up to 21 months. You will have a summer break after Semester 2, and commence your Advanced Practice stage in September.
- **January start dates:** your programme will run for 16-24 months. You will commence the Advanced Practice stage of the programme in the following January, immediately after your second semester. Please note that there are two summer breaks included in this programme for those starting in January.
- **May start dates:** you will start the Advanced Practice stage of the programme in January, straight after you have completed your second semester. Your programme will run for a total of 16-18 months. Please note that there is no summer break included in this programme for those starting in May.

