

PROFESSIONAL MASTER OF DIGITAL MARKETING

Develop your understanding of marketing, grow your social media skills and use industry data to analyse and interpret the world you work in on this digital marketing Master's. You can take this Programme if you have a keen interest in digital marketing and meet our entry requirements, regardless of your original undergraduate degree subject. Discover marketing concepts and theories in classroom sessions or online and apply your learning and skills with practical industry projects and simulations. You'll explore topics including big data, customer experience, social media marketing, brand identity and reputation, and marketing ethics and sustainability. Learn to apply your knowledge to real world situations through case studies, simulations and business projects. By working with live clients and other students on your Collaborative Marketing Project you'll develop and apply your technical and practical skills to industry problems. To get the most out of this course you should be curious about what is happening in the world and why. You'll be interested in people and how they think, what they feel, and how they make decisions. You'll learn to think like potential customers and consumers, and use this experience to inform your work on the course and in your career.

Professional Master in Digital Marketing	
Credit Hours	24 Credits
Duration	One Year
SUBJECT	CREDIT HOURS
Consumer Insight and Analytics	3
Digital Marketing Strategy	3
Marketing and Ecommerce	3
Marketing Intelligence and Social Media Analytics	3
Artificial intelligence applied to digital marketing	3
Thesis	9