

MSc Digital Marketing

New for January 2017. 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. Learn how to integrate new tactics and strategies with traditional marketing tools and practices. Develop your understanding of leadership and management

Newcastle Business School is one of only 1% of the world's business schools to hold the prestigious AACSB accreditation.

Fee: £8,000 (UK/EU), £13,500 (International)

Entry requirements: Minimum 2:2 (second class) honours degree or equivalent

English language requirements: IELTS 6.5 (or above) with no single element below 5.5 or equivalent

Mode of study: Full-time classroom

Duration: 1 year

Assessment methods: Coursework and exams

Scholarship or bursaries: Available

Student finance: Available

Payment plan: Available

Starts: January, May, September

Modules

Developing Global Management Competencies I (20 credits)

Strategic Marketing in the Digital Era (20 credits)

The Digital Customer Journey: Data, Profiling and CRM (20 credits)

Dissertation Preparation and Research Methods (0 credits)

Academic and Professional Development (0 credits)

Developing Global Management Competencies II (20 credits)

Digital Campaign Management and Media (20 credit)

Marketing Metrics and Analysis (20 credits)

Advance practice option

*This MSc Digital Marketing with Advanced Practice programme has been designed to accelerate your career potential in a rapidly developing sector. The Advanced Practice stage of this Master's degree includes the option of 12-15 week internship or applied group consultancy project in your penultimate semester, giving you valuable work experience and business insights. **Duration: 16-22 months.***

Fee: £10,000 (UK/EU), £15,500 (International).