

MSc Digital Marketing

MY SALFORD STORY



NAME:

Anna Ilieva

Anna, from Bulgaria, studied for a BA in Journalism at the University of Salford before going on to study for a Masters in Digital Marketing. We talked to Anna about her experience at Salford Business School.

⋮ Why did you choose Salford Business School?

I have many friends who study business related courses, and they gave me great feedback about their courses. They were satisfied with the tutors and the overall teaching process. I also did research for the course I wanted and found out that it was accredited by the major marketing institutions.

What is more, as a graduate from the University of Salford, I was eligible for the loyalty discount off the tuition fees, and I also got the Vice Chancellor Excellence scholarship.

⋮ What's been the best bit of your course so far?

The best bit is the friends I found. I was wondering who I might meet on the course, but I was lucky enough to become friends with a few amazing people and great professionals.

Another great thing about the course is that Salford Business School has many established relationships with industry and students have the opportunity to get involved in job schemes, work placements and gain hands-on experience.

⋮ Tell us a bit about the other people on your course. Do you do much with them?

Many of the people on my course are professionals and have worked a few years in the Marketing industry. This is very beneficial and exciting because they talk about and share their experience. I am very lucky to be on that course because everyone is friendly and we have become good friends.

⋮ What do you plan on doing after you graduate?

I plan to develop my Digital Marketing skills and find a position in a company that needs people with fresh ideas and a different approach to the business. I'd like to contribute and be useful with my ideas.

⋮ What would you say to someone that's considering studying the same course as you here at Salford?

I would advise everyone who is considering undertaking MSc Digital Marketing to stop hesitating and apply for the course. It will be a great asset to their professional career, and it will give you the foundations with all the fundamental knowledge about various subjects. What is more, they will get the chance to become a part of a great community. Large enough to matter, but small enough to care.