



University of
Salford
MANCHESTER

MSc/PgDip/PgCert **Digital Marketing**

With the growth of online activity in many areas of life, outstanding digital marketing competency is needed across all business sectors. On this CIM - approved and accredited programme, developed in consultation with our industry partners, you will extend your existing skills while gaining the digital and social media marketing knowledge needed in today's demanding digital global economy.

You will look critically at current literature on a wide range of digital marketing theories and issues but the programme is also highly practical. You will work on live case study assignments and group projects while running real-life digital marketing campaigns, applying search and social media marketing techniques to support competitive marketing strategies.

Looking at the challenges faced by organisations in a dynamic and competitive global environment, you will learn to understand the role that digital marketing plays in addressing these challenges. You will also look at relevant ethical issues, issues of sustainable development, and how digital marketing can support a wider commitment to social justice. In particular, you will develop the range of skills needed to plan, manage and implement a digital marketing plan to support a business strategy.

Three reasons to study this course with us:

Study good practice in the planning, management and implementation of a coherent digital marketing plan related to the achievement of a business strategy

Gain industry experience by working on live case study assignments, group projects and internships

Put digital marketing theory into real practice with the Industry Collaboration Project

Course Content

The programme is block delivered and there are several entry points throughout the year. Students will take the modules below in a sequence dependent on their start date.

The course is delivered in four blocks of intensive study periods. For each block, you study a single module for a 6-week period. Face-to-face teaching is delivered on campus for 6 hours each week. In addition, you will attend the taught element of the Industry Collaboration Project one afternoon a week during the 6-week blocks.

Part-time students study alternate modules (one module on, one module off) to complete their degree in two years.

During this period, you will also undertake independent study in your own time with online support through the University's virtual learning environment, Blackboard.

For the final third of your studies, you will work on your Industry Collaboration Project, working with your own or another organisation on a live brief.

Modules

- ✓ Search & Social Media Marketing
- ✓ Digital Marketing Analytics and Strategy
- ✓ Digital Marketing Communications
- ✓ Online and Offline Consumer Behaviour
- ✓ Industry Collaboration Project

Entry requirements

A minimum 2:2 degree or equivalent or successful completion of the Graduate Certificate International Management.

A wide range of professional qualifications are also accepted. We welcome applications from students who may not have formal/traditional entry criteria but who have relevant experience or the ability to pursue the course successfully. Please contact us for information on our The Accreditation of Prior Learning (APL) process

English Language Requirements

International applicants will be required to show a proficiency in English. An IELTS score of 6.5 (no element below 5.5) is proof of this.

Career Prospects

Our Digital Marketing graduates are working in small and large corporate sector businesses or in the third sector in the UK and overseas. We encourage entrepreneurship and several of our students have gone on to set up their own business.

Start dates

Multiple entry points; visit website for up-to-date information

Duration:

MSc (one year full-time, two years part-time)

PgDip (eight months full-time or two years part-time)

PgCert (four months full-time or one year part-time)

ACCREDITED BY:

CIM

Accredited Study Centre

Contact us:

More information: <https://beta.salford.ac.uk/courses/postgraduate/digital-marketing>

Course enquiries: enquiries@salford.ac.uk – 0161 295 4545