

MSc in Digital Marketing



Programme Overview

The world of digital marketing is constantly evolving, offering both challenges and exciting possibilities. Our newly developed master's programme gives you the skills you need to succeed in this dynamic field. We'll teach you the core ideas of digital marketing and show you how companies put them into action in real-life situations. We provide a strong foundation in the theory of digital marketing, combined with real-world application of examples used by organisations.

This programme goes beyond simply acquiring technical skills. You'll delve into the strategic frameworks that underpin successful campaigns, gaining in-depth knowledge of how they translate into tangible results. We'll also discuss the ethical side of marketing in today's digital age, helping you think critically about the impact of marketing on consumers and society. You'll explore the impact of marketing strategies on consumers and society, developing your critical thinking skills to evaluate their effectiveness.

The curriculum is designed to move you at the forefront of the industry. We focus on cutting-edge trends like social media optimisation (SEO), AI integration, and innovations in content marketing. You'll not only understand the mechanics of these advancements but also analyse their broader implications on the marketing landscape.

Recognising the importance of career readiness, we provide you with the skills and knowledge employers seek. Throughout the programme, you'll develop your employability through digital marketing simulation exercises and opportunities to hone your expertise. By graduation, you'll be a well-rounded digital marketing graduate, equipped to make a real difference in the ever-evolving world of business.

Why Choose Liverpool Hope

Our community-focused faculty is at the forefront of the digital marketing landscape. We are not just educators; we are active researchers constantly researching and developing new strategies. This means you'll learn from the latest industry trends and gain the skills employers are looking for.

Our programme also boasts a robust research methods component. You'll not only learn about digital marketing, but you'll also gain the ability to conduct your own research and analyse data – valuable skills that will set you apart in the competitive job market or prepare you for further doctoral study.

Key Information

Award: MSc in Digital Marketing

Study Mode: Full-time & Part-time

Duration: Full-time: normally 12 months; maximum 24 months.

Part-time: minimum 2 years and one term; maximum 48 months.

Intake: January and October.

Entry Criteria: An applicant should, as a minimum EITHER possess a first class or upper second-class honours degree from a UK University; OR possess a degree from an overseas institution that is judged by the Registrar or Nominee to be equivalent to a first-class degree or upper second-class honours degree from a UK University or a level 7 equivalent.

For students whose first language is not English there is a language requirement of IELTS 6.5 overall with 6.0 minimum in all components.

Fees and Funding: For tuition fee information, please go to the Student Finance pages at www.hope.ac.uk/postgraduate/feesandfunding

How to Apply: Direct Entry

Faculty: Business, Law and Criminology

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Student Recruitment,
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Disclaimer: Information is correct at time of print, however programme details can change.



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Curriculum

Modules

Digital Marketing Fundamentals

The module covers an introduction to both Digital Marketing and key marketing concepts that students will consider and engage with throughout the MSc programme. It will explore the full lifecycle of digital marketing from initial strategy through to execution. Participants will get hands on experience working with the latest digital marketing technologies and techniques, alongside the business strategies to implement them successfully.

International Marketing in the Digital Age

This module provides a comprehensive overview of international marketing strategies and practices, focusing on the challenges and opportunities businesses face in the physical and digital when operating in the global marketplace. It aims to equip students with the knowledge and skills necessary to develop, implement, and manage marketing strategies that address the complexities of international trade, cultural differences, and dynamic global market and digital trends.

Social Media Marketing and Content Marketing Innovations

This module delves into the strategic planning and execution of social media marketing campaigns alongside effective content marketing strategies. It explores the dynamic landscape of social media platforms, the psychology of online audiences, and the creation of engaging and shareable content. Through a combination of theoretical frameworks and practical case studies, students will develop the skills necessary to design, implement, and evaluate comprehensive social media and content marketing strategies that align with organizational goals and resonate with target audiences.

Marketing Analytics and AI

The Marketing Analytics and AI module offers an in-depth exploration of the connection between big data and marketing analytics, focusing on the importance, applications, and techniques for leveraging data-driven insights to optimise marketing strategies and enhance business performance. Students

will explore various data collection methods, analysis techniques, and key performance indicators (KPIs) used in digital marketing contexts. Emphasis will be placed on analysing website performance, user behaviour, digital marketing campaigns, and customer journeys to optimize digital strategies and enhance overall business performance. The module also covers advanced topics such as customer segmentation, marketing attribution, A/B testing, and the integration of machine learning and artificial intelligence (AI) in marketing analytics.

The Digital Consumer

The Digital Consumer Behaviour module explores the multifaceted nature of consumer behaviour in the digital era, focusing on understanding the intricacies of consumer decision-making processes, influences, and dynamics in online environments. Students will examine theoretical frameworks and practical insights to decipher the cognitive, emotional, and social dimensions shaping digital consumer behaviour. Additionally, the module delves into factors such as culture, personality, perception, and motivation and ethics, which influence how consumers engage with digital technologies and brands.

Marketing Dissertation/ Consultancy Project

During the final phase of the Digital Marketing programme, students use the skills and knowledge they have developed in the first two semesters, to complete either a Consultancy Project or a Research Dissertation.

Other modules included in the programme are leadership development, international business sustainability and ethics, strategic management and strategic operations and project management.

Research Environment

Our new master's programme features a dedicated team of academics who are passionate about digital marketing and at the forefront of the field. They bring a wealth of industry and academic experience to the classroom, drawing on the latest strategies and tactics used by leading companies. This isn't just

theoretical knowledge – academics are researching and publishing journal articles in digital marketing. This ongoing research directly informs the curriculum, helping you graduate with the most up-to-date skills and knowledge to thrive in this dynamic and ever-evolving field.

Interactive Learning for Tangible Results

Our teaching approach goes beyond traditional lectures. We foster a dynamic learning environment that combines engaging classroom sessions with practical simulation exercises and industry-based case studies. This ensures you don't just learn the theory – you develop the skills and gain the experience employers are looking for.

A Supportive and Collaborative Community

Our smaller class sizes and dedicated faculty create a supportive learning environment. You'll benefit from personalised attention, allowing you to ask questions, explore your interests in depth, and build valuable connections with classmates and academics alike.

Future Career Opportunities

Typical entry-level salaries for positions such as digital marketing assistant range from £22,000 to £25,000. A digital marketing officer or executive, with a few years' experience, can expect to earn in the region of £22,000 to £28,000. In a more senior management role, such as digital marketing manager, one can earn upwards of £48,000 p.a. (Prospects 2022).

Typical graduate-level digital marketing roles include the following:

- Digital Marketing Account Executive
- Digital Marketing Analyst
- Digital Insight Manager
- Search Engine Optimisation Manager
- Social Media Manager.



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