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## Masters marketing online

Fine Art BA - generic image Refine your artistic practice through experimentation, innovation and applied research. Fine Art MA Gain the strategic and practical marketing skills to help businesses and organisations succeed with our Marketing MSc. Programme duration: approximately 30 months for MSc (part-time and online) Entry awards: MSc/PGDip/PGCert Awarding body: University of Liverpool Download prospectus Apply now Digital marketing has revolutionised the global business landscape. Innovative digital techniques have allowed companies to reach global audiences instantaneously creating an exciting, fast-paced and competitive marketing environment. As the world gets more used to living life online, digital marketing is one of the most proficient and effective tools in a business' arsenal for engaging customers and securing sales of products or services. All of the biggest businesses in the world harness digital marketing to catch the attention of a target audience and to get their brand noticed by all the right people. Modern digital marketing encompasses a number of different areas such as SEO strategy, Pay-Per-Click (PPC) advertising, content marketing and PR campaigns - all of these disciplines form an overall digital marketing approach that connects businesses with their audiences in increasingly innovative ways. Obtaining a position at a digital marketing agency or as a digital marketer is more often than not a matter of combining experience and education to get started on a marketing career path. This programme will take advantage of the most current theory and practice to explore the key aspects of the digital marketing environment and how it has influenced marketing strategy. It will consider how digital marketing fits in with traditional marketing theories and practices and consider what future trends in digital marketing will look like. Developed by leading academics in the University of Liverpool's AACSB, AMBA and EQUIS accredited Management School, students will be equipped with the specialist knowledge and professional skills to become outstanding digital marketing managers, either in their current employment or when forging a new career in the field of marketing. The curriculum combines essential digital marketing elements such as consumer behaviour, digital communications, social media marketing, and brand creation and management with core business skills. These are tailored to the needs of marketing practice, including leadership, data and financial management, marketing and business ethics and corporate social responsibility. Download a prospectus for more details on this programme including module information. What will I study? This programme consists of the following modules. You are required to complete 180 credits to achieve a full Master of Science (MSc), 120 credits to achieve the postgraduate diploma (PG Dip) and 60 credits to achieve the postgraduate certificate (PG Cert). Modules MSc/PGDip/PGCert Digital Marketing Strategy and Practice (15 credits) Becoming a Leader (15 credits) Ethical and Sustainable Business Practice (15 credits) Finance and Data Analysis for Managers (15 credits) Consumer Behaviour (15 credits) Digital Communications and Social Media Marketing (15 credits) Brand Creation and Management (15 credits) Research Methods (15 credits) Dissertation (60 credits) For more information on the modules, including syllabus and learning outcomes, please download our programme booklet. All applications will be considered on a case-by-case basis. If you want to discuss your previous qualifications and experience before applying, please contact us now via LiveChat. Applications should possess either: A minimum of a 2:2 class degree in any subject, equivalent to a UK bachelor's degree; or Professional work experience in a related field and/or other prior qualifications will be considered on a case-by-case basis. All applicants must provide evidence that they have an English language ability equivalent to an IELTS (academic) score of 6.5. If you don't have an IELTS or equivalent certificate, you can take our free online English test to assess your proficiency. You don't need to prove your English ability if you are a national of, or have completed a qualification equivalent to a UK degree in, any of these countries. Fees for the academic year 2024/25 MSc: £16,868 PGDip: £11,246 PGCert: £5,623 The course is ideally suited to marketing professionals seeking to progress to director-level positions or general senior management roles which require strategic thinking, planning, and management. During the course, while covering the major marketing concepts and principles, you will apply your learning to real-life situations through case studies and practical exercises. This develops skills you can apply in the workplace straight away. For example, it includes digital campaign planning or data interpretation using specialist analytics software such as Qualtrics and Mintel. The advanced marketing skills and expertise you gain will prepare you for strategic positions. These could involve developing meaningful business solutions across various sectors, from retail, health, and technology to education, charity, and government. You can work in-house, for a marketing or consulting firm or even start your own company. Electives are your opportunity to truly shape the programme to your ambitions as a marketing leader. You will have the opportunity to tailor the programme to your career, accessing a wide range of electives as part of your programme. Studying electives will allow you to develop domain expertise in the areas of your interest and broaden your understanding of how to solve business problems. You will choose six electives from a range of topics offered from the summer of the first year through to the spring term of the second year. Brand Experience Design Business Analytics Customer Analytics and Engagement Data Visualisation and Analytics Effective Crisis Management How Brands Grow, and Why They Decline! Integrated Marketing Communications Machine Learning Applications in Marketing Strategic Marketing Innovation Sustainable Marketing