UNIVERSITY OF WOLVERHAMPTON

Course Specification

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Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Business and Law		
Course Code(s):	MK031P01UM MK031P31UM	Full-time Part-time	12 Months 2 Years
Course Title:	MSc Digital Marketing Management		
Hierarchy of Awards:	Master of Science Digital Marketing Management Postgraduate Diploma Digital Marketing Management Postgraduate Certificate Digital Marketing Management University Statement of Credit Digital Marketing Management		
Language of Study:	English		
Date of DAG approval:	14/Sep/2026		
Last Review:			
Course Specification valid from:	2025/6		
Course Specification valid to:			

Academic Staff

Course Leader:	Ololade Shonubi
Head of Department:	LUCY CRITCHLEY

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Standard Provision (Not delivered in partnership)
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

Distinctive Features of the Course:

The MSc Digital Marketing Management at the University of Wolverhampton offers a transformative educational experience that bridges academic rigour with real-world digital marketing practice. Designed for ambitious professionals seeking to excel in strategic marketing roles, this programme distinguishes itself through its commitment to developing not just technical expertise, but the strategic thinking, cultural intelligence, and ethical leadership that define successful digital marketing leaders in today's global marketplace.

You'll benefit from a curriculum that has been benchmarked against prestigious programmes at top-tier institutions, whilst maintaining a distinctive focus on practical application and professional development.

An additional aspect that sets this course apart is its alignment with both Chartered Institute of Marketing (CIM) Level 7 competencies which is the world's leading professional marketing body with over 30,000 members worldwide and the academic standards of leading research-intensive universities, ensuring you receive a qualification that is respected by both employers and academic institutions globally.

- **Global and Cross-Cultural Focus**: Unique emphasis on international marketing contexts, cross-cultural communication, and ethical considerations in diverse markets, preparing you for senior roles in multinational organisations
- **Strategic Analytics Integration**: Advanced training in marketing analytics, combining quantitative and qualitative research methodologies with cutting-edge analytical tools to drive data-informed strategic decisions
- **Entrepreneurial Marketing Perspective**: Dedicated module on digital innovation and entrepreneurial marketing, enabling you to identify market disruption opportunities and develop agile, innovative marketing approaches
- **Industry-Relevant Assessment**: Real-world coursework including strategic marketing plans for global brands, SEO/SEM campaign development, and comprehensive analytics projects that build your professional portfolio
- **CIM Level 7 Alignment**: Direct mapping to the world's leading professional marketing body's Level 7 competencies, providing a pathway for you to work on getting Chartered Marketer status via the CIM directly and in addition to your degree gain recognition from employers seeking CIM-qualified professionals across over 130 countries
- **Research-Led Teaching**: Curriculum informed by contemporary digital marketing scholarship and emerging trends, ensuring you engage with cutting-edge theories and practices at the forefront of the discipline
- **Professional Development Focus**: Systematic development of graduate attributes including strategic thinking, professional communication, ethical judgement, and continuous learning agility essential for senior management roles
- **Flexible Learning Pathways**: Blended delivery combining interactive workshops, online collaboration, and self-directed study, allowing you to balance professional commitments whilst developing expertise in digital marketing strategy

  Throughout the programme, you'll work on authentic marketing challenges, develop strategic plans for international brands, and build a professional network of peers and faculty with extensive industry experience. By graduation, you'll possess not only advanced technical skills in SEO, social media marketing, and analytics, but also the strategic vision, cultural intelligence, and ethical framework needed to lead digital marketing initiatives in complex, global organisations. This programme prepares you for senior roles including Digital Marketing Manager, Marketing Strategy Consultant, Brand Manager, Digital Analytics Lead, and Chief Marketing Officer positions across diverse sectors and international markets.

Educational Aims of the Course:

Intakes:

September

January

May

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2022/3	H	Full Time	£9230.00
2022/3	Overseas	Full Time	£14450.00
2022/3	H	Part Time	£4615.00
2023/4	H	Full Time	£9690.00
2023/4	Overseas	Full Time	£15450.00
2023/4	H	Part Time	£4845.00
2024/5	H	Full Time	£10175.00
2024/5	Overseas	Full Time	£15950.00
2024/5	H	Part Time	£5088.00
2025/6	H	Full Time	£10490.00
2025/6	Overseas	Full Time	£16950.00
2025/6	H	Part Time	£5245.00
2026/7	H	Full Time	£
2026/7	Overseas	Full Time	£18645.00
2026/7	H	Part Time	£

PSRB:

None

Course Structure:

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7MK037	Search Engine and Social Media Marketing	30	SEM2	Core
7MK039	Marketing Analytics	30	SEM2	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7MK038	Strategic Marketing and Digital Communication	30	SEM1	Core
7MK040	Digital Innovation and Entrepreneurial Marketing	30	SEM1	Core

May (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7MK037	Search Engine and Social Media Marketing	30	SEM3	Core
7MK039	Marketing Analytics	30	SEM3	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

May (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7MK038	Strategic Marketing and Digital Communication	30	SEM1	Core
7MK040	Digital Innovation and Entrepreneurial Marketing	30	SEM1	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7MK038	Strategic Marketing and Digital Communication	30	SEM1	Core
7MK040	Digital Innovation and Entrepreneurial Marketing	30	SEM1	Core
7MK037	Search Engine and Social Media Marketing	30	SEM2	Core
7MK039	Marketing Analytics	30	SEM2	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Regulations Exemption:

NONE

Reference Points:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act 2010: guidance - GOV.UK

Apprenticeship Standard

Overview of Assessment:

As part of the course approval process, the course learning outcomes were mapped to each of the modules forming the diet of the programme of study. This process confirmed that all course learning outcomes can be met through successful completion of the modules. This mapping applies to the final award as well as to all of the intermediate awards.

Learning Outcomes	Modules
PGCERT01 Critical evaluate and apply current theories, concepts and insights informed by, the forefront of your academic discipline, field of study or area of professional practice (Knowing)	
PGCERT02 Demonstrate in-depth knowledge and practical and/or professional skills in your discipline. (Knowing)	
PGCERT03 Make informed decisions on complex issues, and communicate your conclusions clearly to different audiences. (Doing)	
PGCERT04 Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level. (Doing)	
PGCERT05 Critically analyse, identify and utilise various study methods to improve your own performance. (Being)	
PGCERT06 Reflect on your own achievements, identify future goals and plan for a further career or study (Being)	
PGDIP01 Demonstrate critical evaluation of current theories, concepts and insights informed by, the forefront of your academic discipline, field of study or area of professional practice. Show how you have applied this knowledge in original and insightful ways. (Knowing)	
PGDIP02 Demonstrate in-depth knowledge and practical and/or professional skills in your discipline. (Knowing)	
PGDIP03 Make informed decisions on complex issues, and communicate your conclusions clearly to different audiences employing discipline conventions and expectations. (Doing)	
PGDIP04 Demonstrate self-direction and originality in tackling and solving problems, acting independently and autonomously in planning and implementing tasks at a professional or equivalent level. (Doing)	
PGDIP05 Critically analyse, identify and utilise various study methods to improve your own performance. (Being)	

Learning Outcomes	Modules
PGDIP06 Reflect on your own achievements and plan for a future career or further study (Being)	
MA01 Demonstrate a systematic understanding of digital marketing strategy, global context, and research methodologies, critically evaluating strategic frameworks, planning methodologies, and evaluation techniques at professional and managerial levels, whilst synthesising theoretical concepts with industry practice and contemporary research at the forefront of the discipline. (Knowing)	
MA02 Show originality in critically appraising and applying advanced quantitative and qualitative research approaches to digital marketing investigations, demonstrating how established analytical techniques, frameworks, and tools are used to create and interpret knowledge, formulate original hypotheses, and theorise new perspectives on the complexities of internationalisation, globalisation, and cross-cultural considerations across diverse international markets. (Knowing)	
MA03 Deal with complex digital marketing challenges both systematically and creatively by synthesising and integrating multiple data sources, marketing theories, and analytical frameworks to design comprehensive research proposals, formulate evidence-based strategic decisions, and communicate conclusions, recommendations, and innovative solutions clearly across diverse professional formats, channels, and to both specialist and non-specialist audiences. (Doing)	
MA04 Demonstrate self-direction and originality in strategically planning, executing, and evaluating digital marketing strategies at a professional level, acting autonomously to investigate complex problems through rigorous quantitative and qualitative research, whilst critically applying advanced analytical techniques to assess market environments, identify international opportunities, and formulate coherent situational analyses. (Doing)	
MA05 Exercise initiative, professional judgement, and analytical rigour in complex and unpredictable digital marketing contexts, demonstrating a strategic, future-focused orientation, cultural intelligence, and ethical awareness regarding data use, privacy, and responsible digital marketing practices across diverse international markets, stakeholders, and communities. (Being)	
MA06 Show how you continue to advance your knowledge and understanding through continuous learning and adaptive learning agility, developing professional communication and collaboration skills to a high level, exhibiting resilience and flexibility in critically engaging with evolving digital marketing technologies, platforms, and methodologies, demonstrating independent learning capacity and readiness for continuing professional development in diverse professional contexts. (Being)	

Teaching, Learning & Assessment Strategy/(Learning and Teaching):

The MSc Digital Marketing Management employs a blended learning approach that combines interactive face-to-face workshops, collaborative online activities, and self-directed study, designed to develop both your academic capabilities and professional competencies progressively throughout the programme.

You'll find a study guide for each module on the Canvas homepage that outlines what's expected and provides an orientation to help you successfully work through

the module and get ready for in-person sessions. Each module Canvas page offers a mix of interactive tasks and lecture content. There are regular chances for formative feedback both during class and online.

The course is structured to build your confidence systematically, beginning with foundational concepts in your first semester before advancing to more complex strategic challenges. Strategic Marketing and Digital Communication establishes core frameworks e.g., PESTLE, SWOT, Porter's Five Forces, and the STP process, providing the analytical toolkit you'll apply throughout subsequent modules. As you progress, modules increase in complexity, with introducing advanced entrepreneurial frameworks, whilst developing sophisticated quantitative and qualitative research capabilities. This scaffolded approach ensures you develop mastery progressively, with each module building upon previous learning.

In-person workshops focus on interactive, collaborative learning where you'll engage in strategic planning exercises, case study analyses, boardroom-style presentations, and group strategy development activities. These sessions simulate professional marketing environments, developing your strategic thinking, communication skills, and ability to defend recommendations to senior stakeholders. Online learning complements face-to-face teaching through the virtual learning environment, where you'll access recorded lectures, interactive modules, discussion forums, and digital resources. You can engage with content flexibly, revisiting complex concepts, participating in asynchronous discussions with international peers, and collaborating on group assignments using digital collaboration tools.

Academic and digital skills development is embedded throughout the programme. You'll receive explicit instruction in critical evaluation techniques, academic writing conventions, and how to synthesise scholarly literature with industry practice. Digital skills are developed through hands-on application of marketing analytics tools, SEO and social media platforms, data visualisation software, and strategic planning frameworks. Group work develops your collaborative capabilities, whilst independent study builds research skills, analytical rigour, and professional autonomy expected at senior management levels.

Professional application is central to the curriculum through industry-relevant assessments including strategic marketing plans for global brands, comprehensive digital campaign development, and analytics projects addressing authentic business challenges. These assessments mirror the work you'll undertake in marketing leadership roles, building your professional portfolio whilst demonstrating your strategic capabilities to future employers.

Digital fluency and ethical practice are woven throughout the programme. You'll critically examine data privacy considerations, ethical implications of digital marketing practices, responsible use of consumer data, and sustainability in digital contexts. Modules explicitly address the ethical dimensions of AI in marketing, algorithmic decision making, and cross-cultural considerations in global digital campaigns. You'll learn not only how to leverage digital tools and emerging technologies strategically, but also how to exercise professional judgement regarding their ethical application, preparing you for responsible marketing leadership in complex digital environments.

Assessment Methods/Assessments:

Assessment across the MSc Digital Marketing Management develops strategic capabilities, analytical rigour, and professional competencies through authentic marketing challenges mirroring senior management responsibilities. All modules employ coursework assessments enabling deep engagement with complex marketing problems, applying theoretical frameworks to real-world contexts and communicating strategic recommendations professionally.

The programme maintains manageable workload with one substantial assignment per module, carefully scheduled to prevent clustering and allow sufficient time for professional-quality work. Assessment types vary across modules to develop diverse capabilities whilst maintaining intellectual challenge. You'll create comprehensive strategic marketing plans, design and justify digital campaigns, conduct marketing analytics investigations, and develop innovative business models. This variety builds well-rounded skills whilst creating portfolios demonstrating expertise to prospective employers.

Formative assessment opportunities are embedded throughout each module, providing low-stakes practice and detailed feedback before summative submissions. You'll complete draft sections, participate in peer review, engage in presentation rehearsals, and receive tutor feedback on strategic thinking and analytical approaches. Assessment preparation workshops clarify marking criteria, model exemplar responses, and address common challenges, ensuring you understand expectations and can refine work confidently. This scaffolded approach builds capabilities progressively, reduces anxiety, and improves final outcomes.

Assessments explicitly develop and evidence intellectual skills essential for marketing leadership. You'll critically evaluate strategic frameworks, combine theoretical perspectives, formulate evidence-based recommendations, and justify decisions using academic literature and market research. Strategic marketing plans require analysing complex international markets, identifying opportunities through rigorous environmental scanning, and constructing coherent data-supported arguments. Analytics assignments develop abilities to integrate quantitative and qualitative insights, theorise variable relationships, and communicate findings to specialist and non-specialist audiences.

Assessment design prioritises inclusivity through clear briefing documentation, detailed marking criteria, and advance submission notice. Assessments accommodate diverse professional contexts, allowing application to your industry sector, geographical market, or career aspirations. You select organisations, brands, or business problems meaningful to professional goals, ensuring relevance and engagement. Alternative format options are available through individual learning plans for students with accessibility requirements, ensuring equitable demonstration opportunities.

Professional authenticity is central to assessment design. You'll develop strategic marketing plans using industry-standard frameworks, create campaign proposals mirroring agency briefs, and conduct analytics investigations addressing genuine business challenges. Assessments require professional presentation standards, strategic communication to senior stakeholder audiences, and integration of contemporary digital marketing practices, ensuring you graduate with tangible evidence of strategic capabilities, analytical expertise, and readiness for marketing leadership roles.

Further Information for Student:

Transition Support

The MSc Digital Marketing Management programme has been carefully designed with comprehensive transition support embedded throughout, ensuring your success from induction through to graduation. Recognising that postgraduate students come from diverse educational and professional backgrounds, we provide structured support that builds your confidence whilst developing the advanced academic and professional capabilities expected at Level 7.

In the early stages of your programme, you'll benefit from a comprehensive induction that introduces you to postgraduate study expectations, digital learning platforms, and academic resources. The foundational Semester 1 module, Strategic Marketing and Digital Communication, is specifically designed to ease your transition into masters level study, establishing essential skills in critical evaluation, academic writing, and strategic thinking. You'll receive explicit guidance on Level 7 assessment criteria, academic referencing, and how to synthesise theory with practice, competencies that underpin success throughout the programme.

Academic support is woven into every module through regular formative assessment opportunities that provide low stakes practice before summative submissions. You'll receive detailed feedback on draft work, participate in peer review activities, and engage in structured workshops that develop your analytical and communication skills progressively. Module leaders provide one to one support during designated office hours, and online discussion forums enable collaborative learning where you can seek clarification and share insights with peers. For students from non-marketing backgrounds or those returning to education after professional practice, additional support materials explain key marketing frameworks and research methodologies, ensuring everyone can engage confidently with course content.

Early formative tasks in each module are specifically designed to build your confidence and clarify expectations before major assignments. You'll complete practice exercises applying strategic frameworks, receive peer and tutor feedback on draft sections of assignments, and engage in assessment preparation workshops that

demystify marking criteria. This scaffolded approach means you understand what excellence looks like and can refine your work iteratively, reducing anxiety and improving outcomes.

Throughout the programme, student feedback is actively gathered through module evaluations, programme committees with student representation, and informal discussions with teaching staff. This feedback directly shapes course delivery, assessment design, and support provision. Recent student suggestions have enhanced online resources, refined assignment briefs for clarity, and introduced additional practice opportunities in analytics modules. We are committed to ensuring the course remains responsive to your needs, celebrating your diverse experiences and perspectives whilst providing the rigorous academic challenge and professional development that prepares you for senior marketing leadership roles.

Student Support

The University provides a wide range of academic and pastoral support to help students succeed in their studies and personal development. This includes access to the Library and Skills for Learning service, and tailored advice from the Careers and Enterprise teams. Students also benefit from 24/7 wellbeing support through WLV Student Life Connect, pastoral care via the Multi-faith Chaplaincy, and assistance from the Mental Health and Wellbeing team. Those living in university accommodation have additional access to Residential Life support, and all students can engage with the Students' Union for advocacy, societies, and further peer-led services.

Currency:

The MSc Digital Marketing Management maintains currency through continuous curriculum review, contemporary research integration, and alignment with the Chartered Institute of Marketing. Modules are refreshed annually to incorporate emerging technologies, platform developments, regulatory changes, and contemporary marketing challenges, ensuring engagement with current industry practices and scholarly debates.

Research-led teaching draws upon the latest digital marketing scholarship and faculty expertise. Module leaders integrate findings from academic journals, industry reports, and original research into teaching materials, case studies, and assessments. You'll critically examine artificial intelligence in marketing, marketing automation, influencer marketing ethics, data privacy regulations, and sustainable digital practices. Guest lectures from industry practitioners provide insights into current professional challenges, whilst recent campaign case studies ground theoretical concepts in contemporary practice.

Research skills development is embedded throughout, cultivating your ability to investigate complex marketing problems independently. In Marketing Analytics, you'll design research methodologies, evaluate data sources critically, and formulate evidence-based recommendations. The Digital Innovation module challenges you to identify emerging trends, question established practices, and theorise new market disruption approaches. You'll synthesise academic literature with industry insights, evaluate conflicting perspectives, and construct original arguments—capabilities essential for strategic leadership.

Critical engagement with sustainability, enterprise, and social responsibility permeates the curriculum. You'll examine ethical implications of data-driven marketing, evaluate environmental impacts of digital practices, and explore responsible marketing across diverse cultural contexts. Modules address cross-cultural considerations, ethical consumer data usage, sustainable digital strategies, and inclusive marketing practices. Assessments encourage consideration of stakeholder impacts, sustainability evaluation, and balancing commercial objectives with societal responsibility.

The University's Graduate Attributes framework underpins the programme. You'll develop as a Global Citizen through international case studies and cross-cultural marketing analysis. The curriculum builds knowledge through systematic engagement with strategic frameworks, research methodologies, and contemporary scholarship. Professional development occurs through industry-relevant assessments, strategic communication practice, and ethical decision-making. Digital Fluency is cultivated through hands-on application of analytics tools and emerging technologies, alongside critical evaluation of their strategic and ethical implications.

The programme fosters interdisciplinary thinking by integrating marketing theory, consumer psychology, data science, business strategy, and digital technology. You'll combine multiple disciplinary perspectives when solving complex marketing challenges. Emphasis on continuous learning, adaptive agility, and intellectual curiosity prepares you for lifelong professional development in the rapidly evolving digital marketing landscape.

Personalisation Opportunities:

The MSc Digital Marketing Management programme recognises that you bring unique professional experiences, cultural perspectives, and career ambitions. We have deliberately built flexibility into the curriculum, enabling you to tailor your learning journey to align with your individual goals whilst developing the core competencies expected of strategic marketing leaders.

Throughout the programme, assessment design provides substantial opportunities for personalisation. In the Strategic Marketing and Digital Communication module, you select from a portfolio of global brands or propose an organisation meaningful to your professional context, allowing you to develop strategic marketing plans relevant to your industry sector or geographical market. Similarly, in Search Engine and Social Media Marketing, you design campaigns that reflect your specialist interests, whether that's B2B technology marketing, luxury fashion, sustainable brands, or social enterprises. The Marketing Analytics module enables you to choose datasets and business problems aligned with your career trajectory, whether you aspire to work in e-commerce, healthcare marketing, financial services, or creative industries.

Your lived experiences and cultural backgrounds are valued as rich learning resources. Module activities explicitly invite you to draw upon your professional expertise, international perspectives, and cultural insights when analysing case studies, contributing to discussions, and developing strategic recommendations. Students from diverse markets bring invaluable cross-cultural intelligence to collaborative projects, enriching everyone's understanding of global digital marketing challenges. You're encouraged to critically examine marketing practices through your own cultural context, ethical frameworks, and experiences of digital consumer behaviour.

The Digital Innovation and Entrepreneurial Marketing module offers particularly rich personalisation opportunities. You can explore entrepreneurial ventures aligned with your passions, investigate market disruption in sectors you aspire to transform, or develop innovative marketing approaches for social impact initiatives. Assessment briefs accommodate diverse contexts, from corporate innovation projects to startup ventures or social enterprises.

Throughout your studies, personal tutorials and academic guidance support you in making strategic choices about your learning focus. Module leaders help you identify how topic selections, project choices, and areas of deeper investigation align with your career goals, whether you're aiming for senior management roles in multinational corporations, marketing consultancy, digital agency leadership, or entrepreneurial ventures. Reflective practice is embedded through coursework that requires you to articulate your strategic thinking, evaluate your decision making processes, and demonstrate how you've developed professional capabilities. By graduation, you'll have built a portfolio of work that showcases your distinctive expertise, strategic vision, and readiness for your chosen career pathway in digital marketing leadership.

Employability in the Curriculum/Employability and Professional Development:

The MSc Digital Marketing Management explicitly prepares you for senior marketing leadership through systematic professional development embedded throughout the curriculum. Every module builds capabilities employers actively seek: strategic planning, analytical expertise, professional communication, and ethical

judgement in complex international contexts.

Your professional identity develops progressively through authentic assessments mirroring senior management responsibilities. You'll create strategic marketing plans for global brands, design comprehensive digital campaigns, conduct marketing analytics investigations, and develop innovative business models, building a substantial portfolio of professional-quality work. These outputs demonstrate strategic capabilities to prospective employers and provide tangible evidence of readiness for marketing leadership roles. Assessment briefs require professional presentation standards, strategic communication to senior stakeholder audiences, and justification of recommendations using industry frameworks, cultivating professional competencies expected at management levels.

The programme's alignment with Chartered Institute of Marketing (CIM) Level 7 competencies, the world's leading professional marketing body, ensures you develop globally recognised, valued capabilities. Module content directly addresses CIM's professional standards across strategic marketing planning, international marketing, digital communications, and marketing analytics. This alignment provides a clear pathway to Chartered Marketer status, a prestigious professional designation significantly enhancing career prospects and earning potential. You'll engage with strategic frameworks, analytical techniques, and professional practices used by marketing leaders worldwide, ensuring immediate learning applicability.

Throughout the programme, you'll develop essential employability skills through presentations, collaborative projects, professional writing, and strategic problem-solving activities. Group work builds your ability to lead diverse teams and negotiate complex stakeholder relationships. Boardroom-style presentations develop confidence in articulating strategic recommendations to senior audiences. Written assessments cultivate professional communication skills, enabling clear conveyance of complex analyses to specialist and non-specialist readers.

Reflective practice is embedded through coursework requiring articulation of strategic thinking processes, evaluation of decision-making approaches, and demonstration of professional development. Module leaders provide individualised feedback highlighting strengths and growth areas, supporting ongoing professional development. Personal tutorials enable discussion of career aspirations, identification of specialisms and topic selections aligned with your goals, and strategic planning of your professional trajectory.

The programme prepares you for diverse career pathways including Digital Marketing Manager, Marketing Strategy Consultant, Brand Manager, Digital Analytics Lead, Social Media Director, Marketing Innovation Manager, and Chief Marketing Officer positions. Whether aspiring to senior roles in multinational corporations, marketing consultancy, digital agencies, entrepreneurial ventures, or social enterprises, you'll graduate with the strategic vision, analytical capabilities, cultural intelligence, and ethical framework needed to excel in digital marketing leadership across global contexts.

