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MSc Digital Marketing

Become a **Certified** Digital Marketing Master

2 YEARS PART-TIME STUDY ONLINE



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Validated by the Industry Advisory Council. Including members from





Content

MSc Digital Marketing

- Welcome
- Setting The Standard
- University of Salford Partnership
- Program Overview
- Program Content
- Admission Requirements
- Certification Roadmap
- What Our Students Say
- Subject Matter Experts
- Industry Advisory Council



Welcome

The Digital Marketing Institute is the **global certification body** for digital education.

Our syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the digital economy, and our practical, industry-driven qualifications are recognized as the global standard in digital certification.

Upon successful completion of the MSc Digital Marketing, awarded by the University of Salford, Manchester, you will be recognized as a digital expert who implements and oversees advanced digital strategies at the most senior levels of an organization.

setting the standard



The Digital Marketing Institute sets the global standard in digital marketing and selling certification. We have certified more professionals to a single digital education standard than any other certification body.



We work with digital industry experts to design and develop standards that define the digital skills and capabilities required of all professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across the industry.

Earning your Master's degree will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will learn how to integrate key digital practices into your marketing techniques and measure and iterate the success of your digital marketing strategy.





University of
Salford
MANCHESTER

The partnership between the Digital Marketing Institute and University of Salford, Manchester will allow you to turn talent into expertise, giving you the confidence and practical skills to progress to senior roles.

In 2014 Salford Business School was named UK Business School of the Year (The Times Higher Education Awards) in recognition of their sector-leading work connecting business to education and education to business: creating innovative industry experiences for students, delivering award-winning cutting-edge content, enhancing graduate success and driving wider economic growth.

Salford Business School programs are inspired by contemporary practice and developed in partnership with business leaders. Aimed at working with the people who lead their fields to give you the skills successful businesses need. Ultimately, these partnerships deliver pathways into the workplace and make you more employable.

Now we are building on these foundations, welcoming the best and the brightest to become experts and leaders who'll transform future business. We look forward to you joining our inspirational learning community and to contributing to the realization of your ambition.



Program Overview

The MSc Digital Marketing is designed to help you develop an advanced understanding of the fundamental concepts underpinning digital marketing and selling.

As well as acquiring the practical skills needed to implement and manage effective digital marketing strategies, you will also develop critical specialist knowledge through the research and development of your Business Innovation Project. The program has been developed in partnership with the University of Salford.

Through our academic accreditation, this process validates an educational pedagogy in the program – with structured learning outcomes, and fit-for-purpose content and assessment criteria.

This supports our Industry Validation process through our Industry Advisory Council which counts industry experts from global digital brands including Google, Facebook, Twitter and LinkedIn, amongst its membership.

This Masters qualification will strengthen your status as an in-demand, influential digital specialist. On completion of the program, you will be able to apply your digital expertise to navigate any challenge in your career.

Who should apply?

The MSc Digital Marketing is ideal for experienced marketing and business professionals who want to validate their expertise with a Masters degree. The specialist level of knowledge you develop will place you among the top digital marketing professionals in the industry.



What can you expect?

Through specialist on-demand digital marketing content, dynamic lectures, practical exercises, resources and instructional tutorials you will gain exposure to the latest techniques and tools for improving your digital marketing and brand building efforts.

Our on-demand e-learning platform will provide you with easy access to all program materials, whenever you need them, including High-Definition video lectures, downloadable lecture slides, and learning resources. A digital marketing tutor is available to provide you with learning support and guidance as you progress through the program and prepare for your assignments.

You will also receive the guidance of both a digital industry expert and academic supervisor to assist you with the writing of your thesis in stage 2 of the program.

What will you learn?

- **Stage one** consists of 90 hours of specialist digital content and the completion of four assignments.
- **Stage two** is the research phase and consists of a series of structured webinars and 1-1 supervision to support the completion of your thesis.



Program Content

MSc. Digital Marketing Stage 1: Taught Stage

The taught content consists of 8 key subject areas, and provides you with essential knowledge and skills in the following areas;

- Communications and Consumer: including business strategy considerations, C-Level analysis and reporting.
- Social Media Marketing: including Facebook, Twitter, LinkedIn and Social Video.
- Search Marketing: including SEO, PPC and Analytics.
- eCommerce and Email: including sales tactics, email data management and growth.
- Mobile Marketing: including Mobile Apps & Games Mobile, Messaging and Mobile Advertising.
- Strategy & Planning: including Internet of Things, data visualizations and benchmarking.
- Marketing & Services Management: including strategic marketing management, relationship marketing and the role of branding.
- Digital Innovation: including digital business applications and innovative business technologies.

How will you be assessed?

All the assessment is completed on an individual basis. The taught stage consists of six assignment submissions. The first two will be based on an organization of your choosing where you will conduct research on that organization's customers and then develop a digital marketing strategy. These are both 5,000 word assignments and the others are approximately 3,000 words or equivalent each and can include tasks like secondary research, creating a blog post etc.

The final assessment stage is the *Business Innovation Project*, the outcome of which is the 15,000 word thesis.



How long will the program take?

The duration of the program is flexible and is typically completed in 2 years on a part-time basis. The taught stage is approximately 14 months and the research stage 10 months. There is an opportunity to take short breaks between different modules and stages.

MSc. Digital Marketing Stage 2: Research Stage

Developed in partnership with the University of Salford, the second stage of the Masters program focuses on the development of your *Business Innovation Project*.

Flexible, individual and fulfilling, this is your chance to bring your CV to life applying your expertise and proving your worth. This stage is structured to allow you to research and explore your chosen digital area of focus and refine your analytical skills. You will spend time honing your research and thesis writing skills through a series of webinars. These webinars will consist of practical guidance to help you undertake primary research, interpret results and present your findings.

The Masters thesis is a carefully argued scholarly paper. Written under the guidance of an Masters' academic supervisor with input from an industry expert, you will present an original argument that is supported by primary and secondary research sources. Your Business Innovation Project will have a substantial research component and a focus that falls within a specific topic in digital marketing. As the core element of the Masters program, this project gives you an opportunity to demonstrate expertise in one specialized area of digital and to choose an interest to match your career aspirations



Admission Requirements

To apply for the MSc Digital Marketing, you must meet the minimum admission requirements:

Minimum second class honours Bachelor's degree in business/commerce/marketing plus a minimum of 2 years' digital marketing experience

Or

Minimum second class honours Bachelor's degree in any discipline plus a minimum of 3 years' digital marketing experience.

Where an applicant does not meet the normal entry qualification requirement, they may still be considered for entry if they can demonstrate significant digital marketing work experience of a minimum 4 years and acceptable level of responsibility.

If English is not your first language, applicants may be required to show a proficiency in English. An IELTS level 6.0 or equivalent is proof of this.

Please note these are minimum entry requirements and are not an automatic entry to the program. Admission is at the discretion of the Digital Marketing Institute & the University of Salford.

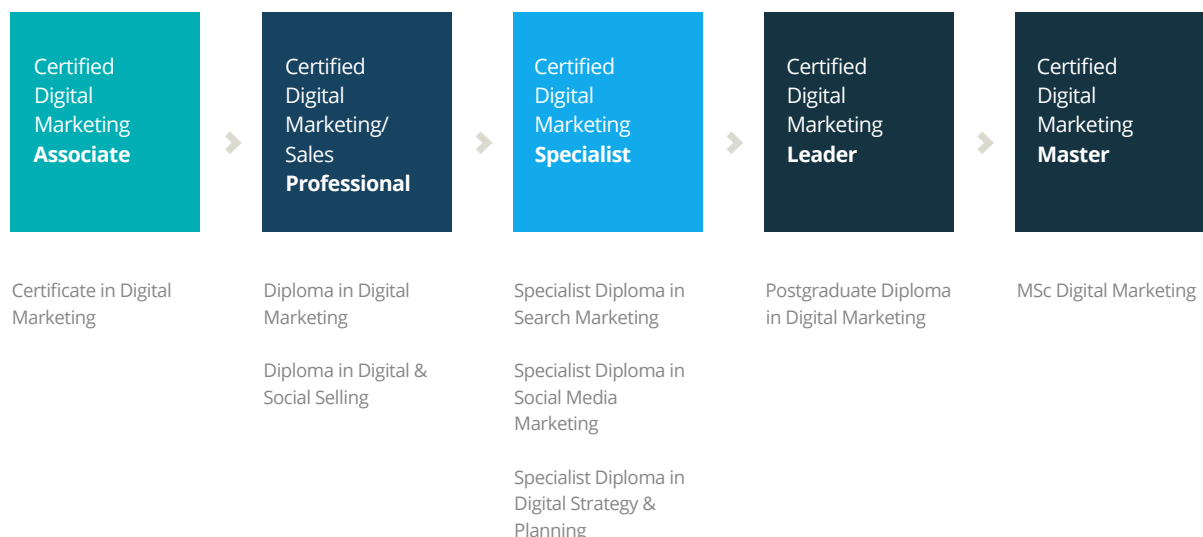
Contact our admissions team at info@imarcomms.com if you have further queries about our admission requirements.



Certification Roadmap

As the leading global certification body in digital marketing, the Digital Marketing Institute provides professionals with a roadmap that can transform and drive their careers. Our suite of certifications enable marketers - at all stages of their career - to learn relevant and industry aligned skills that can be applied to any role to drive career success.

From understanding the essential fundamentals of digital marketing, professionals can progress to learning more specialist skills in areas such as search and social media. For marketers looking to move onto a leadership role or become an expert in digital marketing, our Postgraduate and Masters are the ideal certifications for anyone looking to excel in the industry.





Our **Certified** Professionals are Thriving

Digital Marketing Institute certified professionals now work with some of the world's leading brands.

Microsoft

facebook

ebay

Google



LinkedIn



unicef

Symantec



HubSpot



BRITISH
AIRWAYS

NOKIA



accenture

citibank



What Our Students Say

Between the program management team, comprehensive learning content and weekly blogs on the Digital Marketing Institute website, I felt that my learning experience was very well supported overall.

- Anna Moldovan

I found the supports which the Digital Marketing Institute provided to be fantastic. At times it was very challenging, but you are far from spoon fed during the process. The help is there when you need it most but the management of the program is so well refined, that it ensures you obtain not only your best results, but also a solid understanding of process.

- Ryan Margolin

With lecturers from the industry, you know you are receiving the latest content and not learning from an outdated textbook. It also allowed me to study at my own pace.

- Mike Ablett

The practical skills I learned from each module were fully applicable to professional situations. This differed from 3rd level education, where I felt that most of my learning was geared towards an exam situation.

- Daniel Nugent





88% of our certified professionals work in senior roles or at management level

- Digital Skills Report 2016

Subject Matter Experts

Developed by industry leading experts and academics, this Masters program will introduce you to the most relevant and transformative aspects of digital marketing.

Our specialist product team work closely with leading industry experts to create, review and update the learning outcomes of all our certifications on a regular basis. This ensures that what you learn is instantly applicable to any role and aligned to the needs of industry.



Industry Advisory Council



The Industry Advisory Council (IAC), representing the world's largest and most influential digital brands, validates all Digital Marketing Institute learning content.

By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Digital Marketing Institute have learned the most up-to-date digital skills, core competencies and knowledge needed to thrive in their digital careers.

The Industry Advisory Council works with the Digital Marketing Institute to define the skills agenda and address the global digital skills shortage. The Council ensures that our programs are developed in alignment with the digital economy's most in-demand digital needs and skillsets.

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For more information

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