MSc Digital Marketing
Full Time Programme

MSc Digital Marketing @ DIT School of Marketing

DIT’s School of Marketing has developed a new and innovative programme for business graduates who wish to specialise in the area of digital marketing.

The MSc Digital Marketing is designed to build participants expertise in three key areas: strategy, analytics, and technology. Graduates working in marketing and business are learning on the job how ‘to do digital’, this programme will build knowledge, competency and skills that will allow graduates to enter the workforce prepared for digital marketing practice.

This programme is a full-time MSc based in DIT Aungier street College of Business.

Benefits for Participants

On completion of this programme graduates will be able to:
• Demonstrate expertise and thought leadership in Social, Mobile, Analytics and Cloud technologies pertaining to marketing practice.
• Develop digital marketing strategy informed by the literature and practice from the forefront of the field.
• Critically reflect on current problems, new insights and future trends in the field of digital marketing.
• Show comprehensive understanding of the legal, ethical and social frameworks relevant to the field of digital marketing.
• Demonstrate critical application of digital marketing techniques, platforms and tools, including novel and emerging techniques.
• Interrogate marketing, analytics, technology, and communications strategy.
• Negotiate and plan for digital marketing research, campaigns, and projects in a variety of unpredictable and ill-defined contexts.
• Show experience and learning from work placement opportunity in a digital marketing role.
• Demonstrate the ability to research, critique and evaluate a specific element of digital marketing activity through the presentation of a research dissertation.

Assessment

A variety of assessment approaches are utilised on this programme to ensure an engaging learning experience. Real companies work with the programme, from big brands to small start-ups, programme participants will experience working with a wide range of clients in the assessment of modules.

Entry Requirements:

Applicants should have a minimum 2.1 honours business degree.

*Other applicants will be considered based on their experience, attitude and aptitude. English Requirement: IELTS score of 6.5 with nothing less than 6 in each component part.

Award

The MSc Digital Marketing, a level 9 award on the National Framework of Qualifications, is accredited by Dublin Institute of Technology, a member of the European University Association.

Fees

The fees for the MSc Digital Marketing are €8,550.
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Career Opportunities

Graduates of the programme will have an exciting variety of career options in marketing and in specialist areas of the field including those that are new and emerging. The local marketing and media industry will be excited to meet our graduates, uniquely skilled in social, mobile, analytics and cloud technology. Graduates can expect to work in such roles as marketing manager, digital marketing specialist, marketing analyst, social media manager, marketing technologist and many more.

The work placement element of the course provides participants with experience relevant to their interests in the field. The dissertation piece is completed in an area that the participant is interested and wishes to build further expertise in. This will prepare graduates for finding the right opportunity to match their new skills and competencies, while empowering them to build their own career trajectory.

For further information
Dr. Lesley Murphy,
Programme Director
School of Marketing
College of Business
DIT Aungier Street, Dublin 2

T: 01-402 7046
E: lesley.murphy@dit.ie