

## Digital Marketing

Robert Gordon University

### Content

The course aims to introduce you to a wide range of technologies and techniques, providing you with an overview of the digital marketing landscape. It is delivered with significant input from industry partners and much of the work you will complete is based on live digital marketing projects in collaboration with real businesses including website and SEO audits, content creation, marketing and digital PR. This allows you to develop a portfolio of real world experience as you study and build relationships with industry.

#### Stage 1:

You will learn and produce a range of media, focused on a digital marketing context, including web-design, audio/video recording and editing and graphics processing. You will analyse, evaluate and critically appraise digital marketing concepts and develop campaign strategies for real life business scenarios.

You can exit after Stage 1 with PgCert Digital Marketing.

#### Stage 2:

You will explore the importance of PR in the digital marketing sphere and gain first-hand understanding of how to approach digital PR in a strategic context. You will work in teams to design strategic campaigns that showcase your knowledge and skills. You will begin to explore a wide range of research methods for your Project/Dissertation.

You can exit after Stage 2 with PgDip Digital Marketing.

#### Stage 3:

The Project/Dissertation can take the form of a practical project, such as an analysis of a real business problem, as an alternative to the traditional academic dissertation of 15,000 words. You will work independently but under tutorial supervision, to undertake the research and prepare the project/dissertation.

### Start Date

September, January

### Qualification

Postgraduate Master's

### Study Method

Part time (day)

### Award Title

MSc

### Course Length

27 - 32 months

### Department

School of Creative and Cultural Business

### Entry Requirements

A 2:2 undergraduate honours degree or its equivalent in any subject area. Applicants with a lower degree classification and / or relevant work experience will be considered on a case by case basis.

### SCQF Level

11

### Progression Routes

«ProgressionRoutes»

### Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

### Address

Garthdee House  
Garthdee Road  
Aberdeen  
AB10 7QB

### Website

www.rgu.ac.uk