

## Digital Campaigning and Content Creation

Queen Margaret University

### Content

Digital content has radically changed from a desirable extra to become the beating creative heart of modern communications practice. Equip yourself with in-demand skills in this field on one of the most forward-looking postgraduate courses in the UK.

How can you stand out in a digital world where a million minutes of video are shared every second?\* How do you create content that can't be ignored and find your own visual voice? If you're a current communications professional or recent graduate looking to set yourself apart in the job market, this course will give you practical understanding of content creation and campaigning, and deep knowledge of digital strategic planning.

You can exit at PgDip or PgCert points.

### Start Date

September, January

### Qualification

Postgraduate Master's

### Study Method

Full time

### Award Title

MSc

### Course Length

1 year

### Faculty

School of Arts, Social Sciences and Management

### Department

Public Relations

### Entry Requirements

Honours degree or equivalent or significant work experience.

## SCQF Level

11

## Address

Queen Margaret University Drive  
Musselburgh  
East Lothian  
EH21 6UU

## Website

[www.qmu.ac.uk](http://www.qmu.ac.uk)