

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 with a PgDip or PgCert.

Start Date

September, January

Qualification

Postgraduate Master's

Study Method

Part time (day)

Course Length

2-7 years

Faculty

School of Arts, Social Sciences and Management

Department

Public Relations

Entry Requirements

Honours degree or equivalent or significant work experience.

SCQF Level

11

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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