

Marketing with Digital Strategy

Edinburgh Napier University

Venues

Craiglockhart Campus

Content

Our MSc in Marketing with Digital Strategy equips you with the digital skills and strategic marketing knowledge to meet current demand for people who can thrive in the digital business environment. Suitable for those with no previous marketing knowledge, this higher degree will increase your employability, empowering you to have the confidence and knowledge to meet employers' present and future digital and marketing needs, and give you the advanced digital skills necessary to develop new business and marketing opportunities.

The course is accredited by the Institute of Data & Marketing (IDM), a leading professional organisation specialising in digital marketing. You'll be able to gain an additional professional qualification (Certificate in Digital and Data Driven Marketing) as part of your studies, and you'll also get practical experience in digital and social media analytics as part of this course, greatly enhancing your career prospects.

Start Date

September, January

Qualification

Postgraduate Master's

Study Method

Full time

Award Title

MSc

Course Length

12 months (September) 18 months (January)

Department

Marketing and Sales

Entry Requirements

An Honours degree at 2:2 in any discipline.

SCQF Level

11

Website

www.napier.ac.uk