

# Industrial Engineering and Digital Marketing

University of Dundee

## Venues

City Campus

## Content

This Master's degree combines specialist topics in engineering with advanced topics in digital marketing. It also includes a 12-week industrial placement.

You'll study advanced robotics, learning about multi-modal sensor integration and human-robot interactions. You'll also study advanced manufacturing, investigating modern and smart manufacturing technologies.

Alongside the engineering modules, you will learn about digital marketing concepts and theories. You'll develop extensive knowledge in social media marketing, digital marketing, content generation, digital tracking, and data analysis. You will understand the practical side of various marketing tools and learn the pros and cons of each.

Alongside the engineering modules, you'll gain knowledge of entrepreneurship in a global context. You'll gain a strong understanding of the key components of a business start-up. This includes how to start a business, people management, and innovative project development.

## Start Date

September, January

## Qualification

Postgraduate Master's

## Study Method

Full time

## Award Title

MSc

## Course Length

12 months

## Department

Science and Engineering

## Entry Requirements

You should have, or expect to have, a first degree in Mechanical Engineering, Electronic Engineering, Applied Physics or equivalent. You are expected to have achieved a good second class honours degree, or an equivalent standard. Relevant work experience is also considered, when a first or 2:2 degree is not achieved.

## SCQF Level

11

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Nethergate  
Dundee  
Dundee City  
DD1 4HN

## Website

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