

Online MSc Digital Marketing and Data Analytics

Take on the digital landscape and turn data into your competitive edge.



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Your programme need-to-knows



Start date

January, March, June, and September



Study mode

Online



Duration

1 year full-time, 2 years part-time



Credits

180

Shape your future at a world-class institution



**London's #1 modern
university**

(Times Good University Guide, 2022)



**Top 10 for postgraduate
satisfaction**

(Postgraduate Taught Experience Survey, 2023)



**Silver in 2023 Teaching
Excellence Framework**

(Teaching Excellence Framework, 2023)



**Joint number 1 modern
university in the UK for research**

(Research Excellence Framework, 2021)



**Ranked in the top 15% of young
universities worldwide**

(Times Higher Education Young University
Rankings, 2024)



The advantage of Roehampton Online

Learn on your terms.

Advance your career from anywhere with our cutting-edge virtual learning platform. Access course materials and resources anytime, from any device, at your convenience.

Support when it matters.

Count on our dedicated support teams to provide quick answers and ensure you feel confident throughout your studies.

Pave your way forward.

Choose a learning path that reflects your career objectives, supported by the tools and resources to help you succeed.

Set yourself apart in the world of business

Gain a specialised edge.

Master the art and science of digital marketing and data analytics to drive career-advancing decisions on the global stage.

Learn from industry experts.

Hear from those directly shaping the industry and gain real-world experience in leadership before you graduate.

Turn theory into action.

Go beyond textbook must-haves and immerse yourself in real-world scenarios and digital challenges.

Build meaningful connections.

Expand your professional network by engaging with a diverse community of ambitious and like-minded peers.

Expand your global perspective.

Enhance your self-development through our Global Leadership Programme, featuring live guest lectures, online workshops, and industry connections.

Future-proof your career.

Stay ahead of emerging trends and seize new opportunities with expert guidance and the latest sector insights.



Our comprehensive curriculum

Go where marketing and data converge to shape the digital future.

This flexible, online degree sharpens your digital marketing expertise while equipping you with the skills to leverage data for impactful, data-driven campaigns. You'll master strategies in digital advertising, SEO, social media, and advanced data analysis, gaining practical experience in content creation, campaign development, and consumer psychology. With a focus on leadership, the programme ensures you're ready to tackle real-world challenges, innovate, and drive measurable results in the digital landscape.

Designed for professionals seeking to elevate their leadership and analytical capabilities, this degree also emphasizes ethical data use and the societal issues impacting the digital sector. By blending creativity with data insights, you'll position yourself as a leader in the evolving digital marketing world, prepared to make informed decisions and navigate the complexities of the Fourth Industrial Revolution. unlock the power of data to transform how businesses approach marketing in an increasingly interconnected world.

You'll walk away ready to:

- Apply a systematic understanding of digital marketing techniques and data analytics to drive real-world business solutions.
- Leverage digital technologies and data-driven strategies to influence marketing decisions and deliver impactful results.
- Conduct independent research and apply advanced digital marketing and analytics techniques to solve complex business challenges.
- Tackle the evolving challenges in digital marketing with a critical awareness of the social and ethical implications of data use.
- Stay informed about emerging trends in digital marketing, using cutting-edge insights to adapt and innovate in the field.
- Use industry-standard tools and analytics software to enhance employability and contribute to professional digital marketing projects.

Engaging modules at your convenience

With Roehampton Online, learning is possible anywhere, anytime, and in any way. In this programme, you'll work through each forward-looking, research-driven module at your own pace, allowing you to balance your studies and personal commitments with ease.

You'll engage in a blend of hands-on learning and innovative assessments, applied projects, and a practical dissertation to challenge your analytical thinking and problem-solving skills to prepare you for the real world.

- Strategic Marketing
- Digital Marketing Practice
- Online Consumer Psychology
- Data and Analytics for Marketers
- Business Research Methods
- Maths for Data Science
- Data Visualisation
- Applied Research or Consultancy Project (Dissertation)



Strategic Marketing

Explore how global companies craft strategies to create value and stay competitive in the digital age. Apply key marketing concepts to real-world business challenges, focusing on product innovation and services marketing.

Digital Marketing Practice

Learn how to design effective digital marketing strategies and evaluate the impact of digital tools on traditional marketing practices. Develop the skills to create engaging digital campaigns.

Online Consumer Psychology

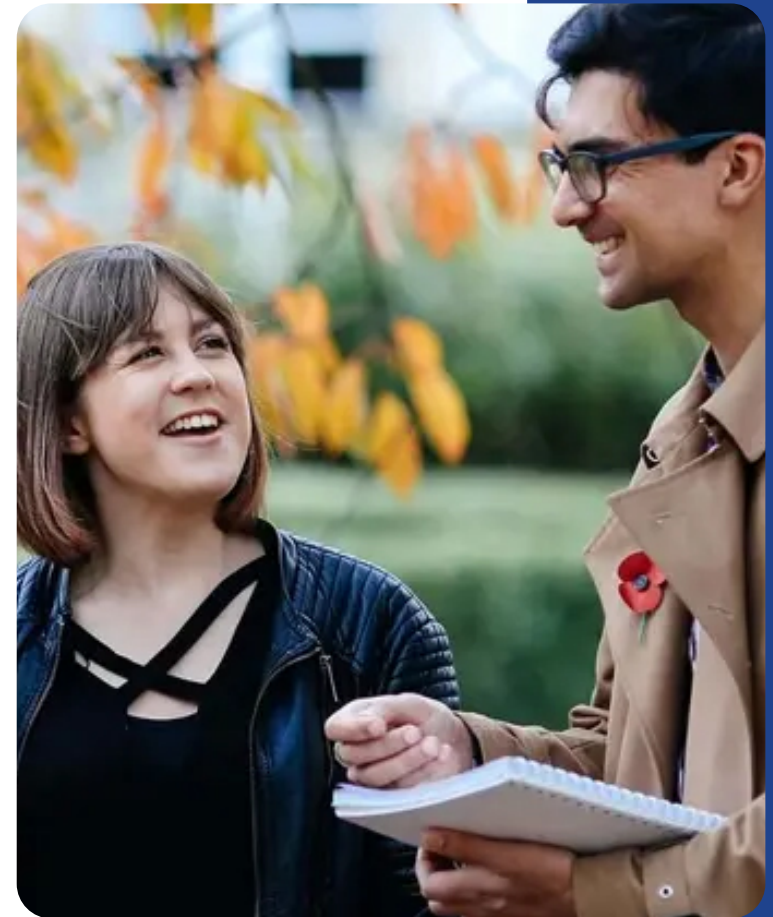
Uncover the psychological factors that drive online consumer behaviour and use this insight to shape more effective digital marketing strategies and campaigns.

Data and Analytics for Marketers

Harness the power of data to inform your marketing decisions. Learn how to analyse big data and optimise campaigns to improve performance and drive growth.

Business Research Methods

Gain the skills to conduct meaningful research that supports decision-making and underpins your capstone project. Learn to design, analyze, and present research findings effectively.



Maths for Data Science

Build a solid mathematical foundation for data science, covering key topics like statistics, probabilities, calculus, and linear algebra. Learn to apply maths concepts to solve real-world data science and machine learning problems.

Data Visualisation

Learn to transform data into compelling visual stories. You'll explore how to design impactful charts, graphs, and dashboards, using web tools to present your findings in ways that drive clarity and influence business decisions in the context of healthcare settings.

Applied Research or Consultancy Project (Dissertation)

Tackle a real-world business challenge by critically analysing an identified problem and delivering a theory-based, actionable solution. This project allows you to apply your knowledge and skills to make a meaningful impact.





Entry requirements

Higher education requirements

This programme prepares you for diverse roles in digital marketing and data analytics. To be eligible, you should hold a second-class honours degree, equivalent to a 2:2 UK degree in a STEM-based subject. However, the University of Roehampton encourages non-graduates with appropriate professional qualifications and those with third-class honours degrees to apply.

English language requirements

This programme is taught in English. Non-native English speakers are required to demonstrate an English-language proficiency equivalent to IELTS 6.5 overall, with no component below 5.5, or TOEFL 600. If your IELTS score is 6.0, you may be eligible to take Roehampton's online pre-sessional English course to help prepare for your studies.

Your programme leaders

Dr Alison Watson



Professor Alison Watson is a senior academic leader specialising in leadership, sustainable development and accreditation. Formerly a Head of School at Arden University she oversaw student success and outcomes for 12,000+ students and delivered a globally recognised MBA redesign. A Principal Fellow of AdvanceHE, Chartered Manager (CMI) and Chartered Marketer (CIM), her research covers marketisation of HE, segmentation, student recruitment and e-learning, with current work on responsible leadership. She holds an MBA (Leicester) and a PhD (Teesside).

Dr. Maria Argyropoulou brings extensive academic and managerial experience to the Roehampton campus. Over the past decade, she has focused her research on entrepreneurial economics and organisational studies. Her expertise spans business development, management, innovation, leadership, information technology, strategic management, and marketing management.

Dr Maria Argyropoulou





Support from day one

Online learning doesn't mean you have to navigate your educational and professional journey alone. We're here to help with a range of our student support services:

Financial support

We're committed to helping you invest in your academic journey without overwhelming your finances, offering financial support options to accommodate your needs.

Technical support

To ensure you receive a seamless online learning experience, our on-demand technical support team will be there to answer any technology-related issues or questions you have.

Admissions support

Our admissions team is here to assist you at every step of the enrolment process. They're happy to answer any queries you have throughout your online journey.

Study support

We offer extensive academic resources and study support services to enhance your learning and success, all available from day one.

Take your future further

At Roehampton, we recognise that acquiring the right skills is essential to securing your dream career. That's why employability is central to all our online degree programmes.

Beyond the valuable knowledge gained through our modules, we offer a range of career services to further boost your chances of achieving your professional goals.

Here are just a few of the resources available to you as an online postgraduate student at Roehampton:

CareerLink: Our online career services tool offers CV builder support, interactive mock job interviews, volunteering and jobs directories, skills courses, and more.

Handshake: Roehampton's career services app of choice connects you with top employers and allows you to discover employment opportunities.

Career advisors: Set up an appointment with one of our career advisors to get advice on career planning, job applications, and interviews.

On-demand webinars: Hear from experts and gain essential insights to help you make informed decisions about your career and academic future.





University of
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London

Start your
online
postgraduate
journey with
Roehampton

START MY APPLICATION

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