

Online MSc Digital Marketing

Grow your career for the digital age
with an IDM-accredited degree.



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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)



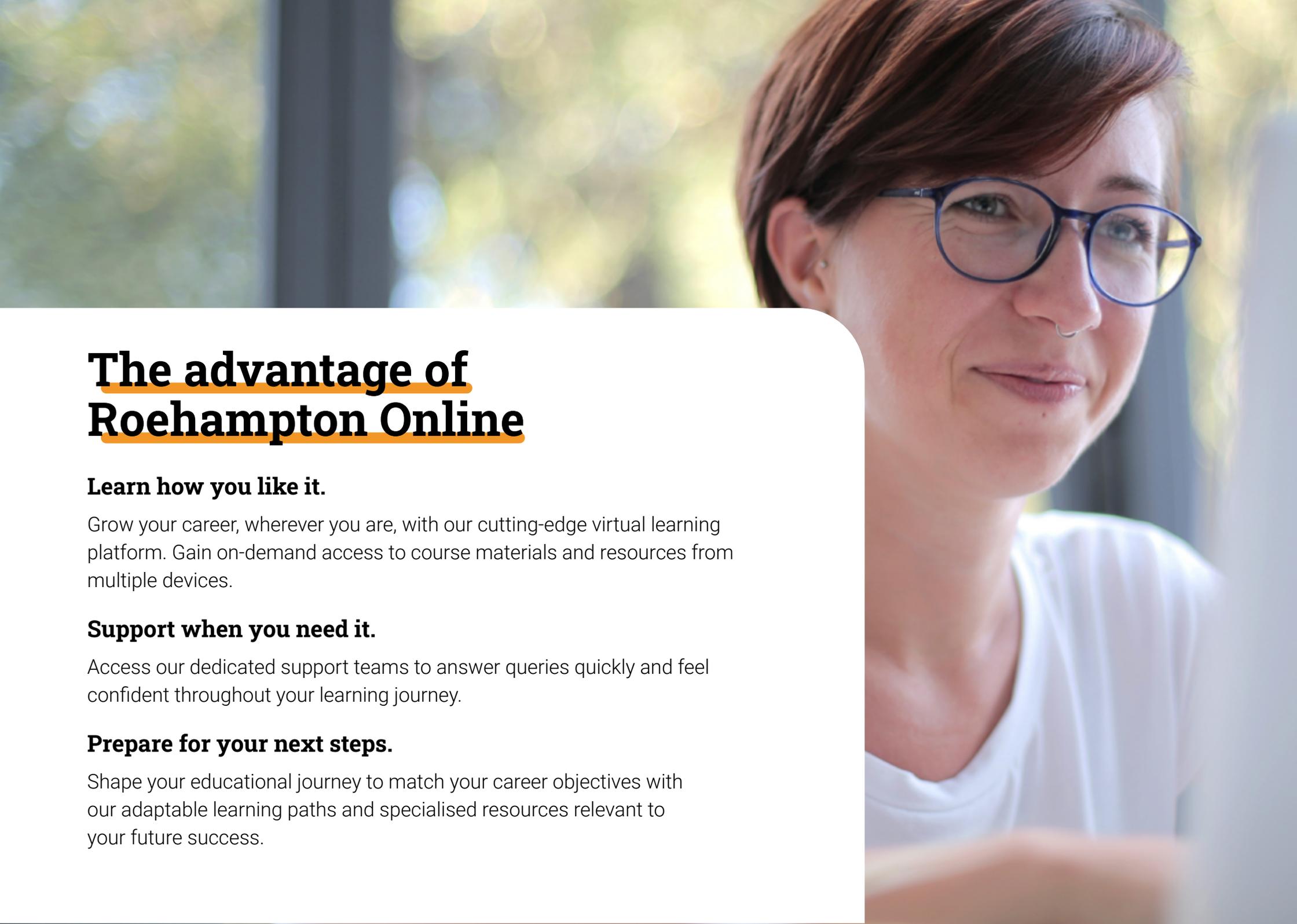
Joint number 1 modern university in the UK for research

(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 how you like it.

Grow your career, wherever you are, with our cutting-edge virtual learning platform. Gain on-demand access to course materials and resources from multiple devices.

Support when you need it.

Access our dedicated support teams to answer queries quickly and feel confident throughout your learning journey.

Prepare for your next steps.

Shape your educational journey to match your career objectives with our adaptable learning paths and specialised resources relevant to your future success.

Unlock your potential with a digital marketing master's

Advance with an accreditation.

Our Online MSc in Digital Marketing is accredited by the Institute of Data and Marketing (IDM), the UK's premier network for digital and data-driven marketing professionals.

Specialise your professional skill set.

Gain fundamental digital knowledge and technical skills, and develop core competencies to stand out in today's dynamic business landscape.

Turn theory into action.

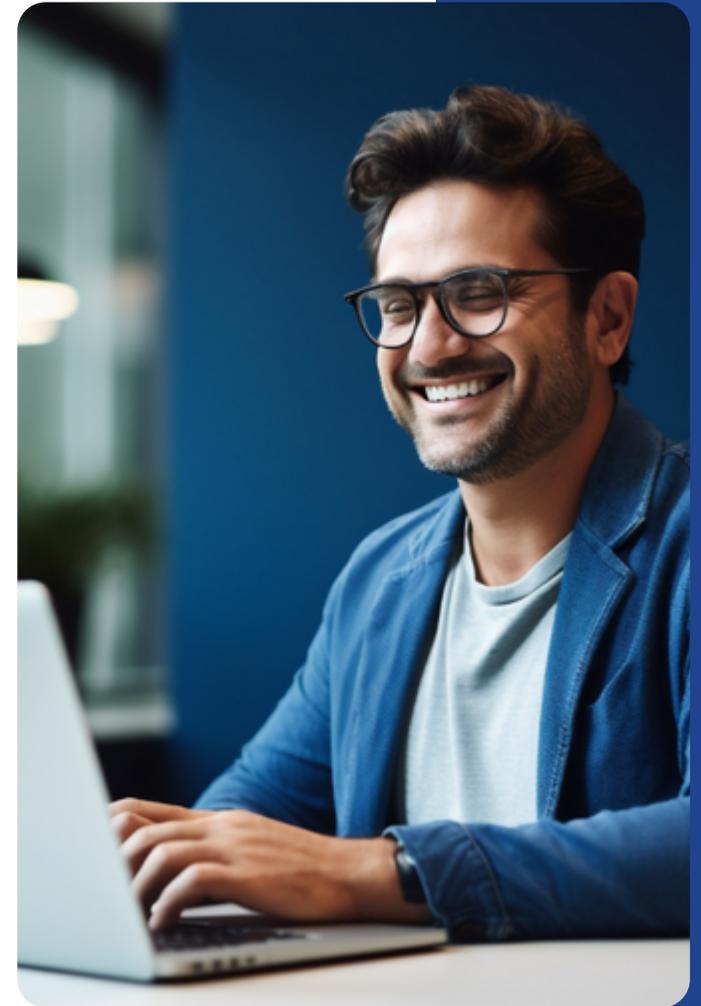
Go beyond textbook must-haves and immerse yourself in real-world scenarios and digital challenges.

Expand your global perspective.

Grow your professional network by connecting with a diverse community of like-minded peers and gaining invaluable insights into global practices from the experts themselves.

Future-proof your career.

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



Our comprehensive curriculum

Our IDM-accredited Online MSc in Digital Marketing is your launchpad into the dynamic world of digital influence. You won't just learn the basics, you'll master the strategies that drive engagement and deliver results in today's fast-paced market. Immerse yourself in the latest digital trends, from social media tactics to data-driven decision-making, and gain the skills to lead impactful campaigns.

Do it all on your terms – studying when, where, and how you like through our cutting-edge virtual learning platform, equipped with the resources and support you need to thrive in the digital age.

Modules:

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
- Emerging Digital Issues
- Online Consumer Psychology
- Social Media and Influencers
- Data Analytics for Marketers
- Business Research Methods
- Dissertation or Consultancy Project

Engaging modules at your convenience

Strategic Marketing

Learn how global companies craft marketing strategies to deliver customer value and maintain competitive advantages in a complex, digitalised world. Apply key concepts like market orientation, segmentation, targeting, and the marketing mix to real-world scenarios in international markets.

Digital Marketing Practice

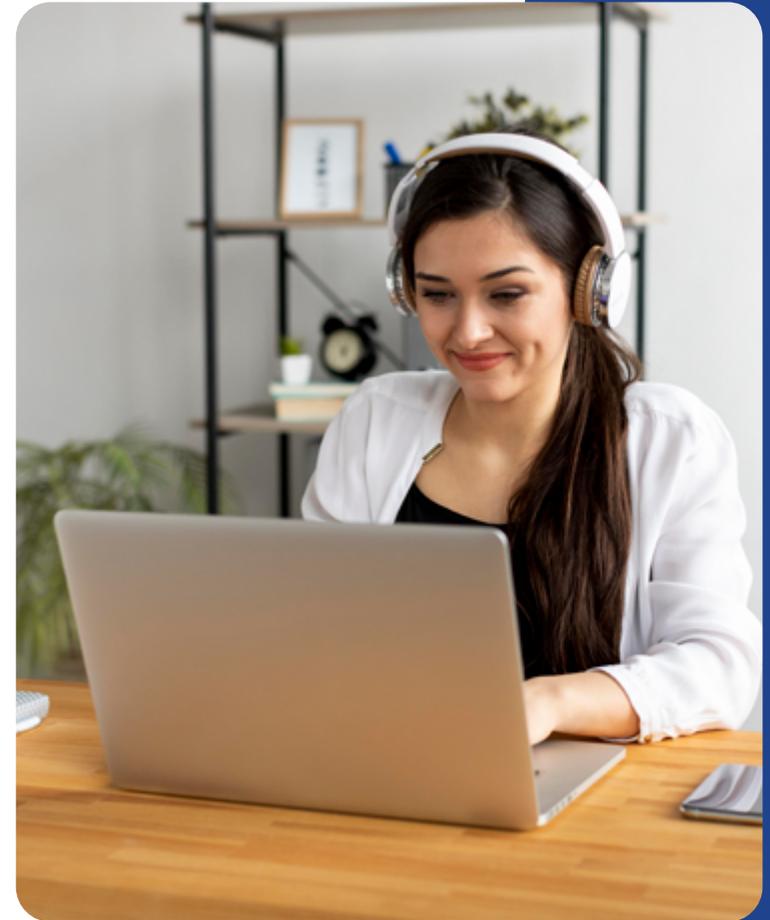
Critically evaluate the purpose and design of digital marketing strategies while developing the skills needed to effectively contribute to the creation of digital marketing projects in your future career. Begin to explore how digital tools, techniques, and concepts are transforming traditional marketing practices.

Emerging Digital Issues

Explore cutting-edge trends in digital marketing, including AI, e-loyalty, and online branding, and their impact on strategy and decision-making in a global context.

Online Consumer Psychology

Examine the psychological aspects of consumer behaviour in digital environments, applying these insights to critically evaluate current trends in online consumer culture.



Social Media and Influencers

Analyse social media engagement techniques and explore best practices for managing and evaluating social media presence. Learn to effectively utilise a mix of platforms in a business context.

Data Analytics for Marketers

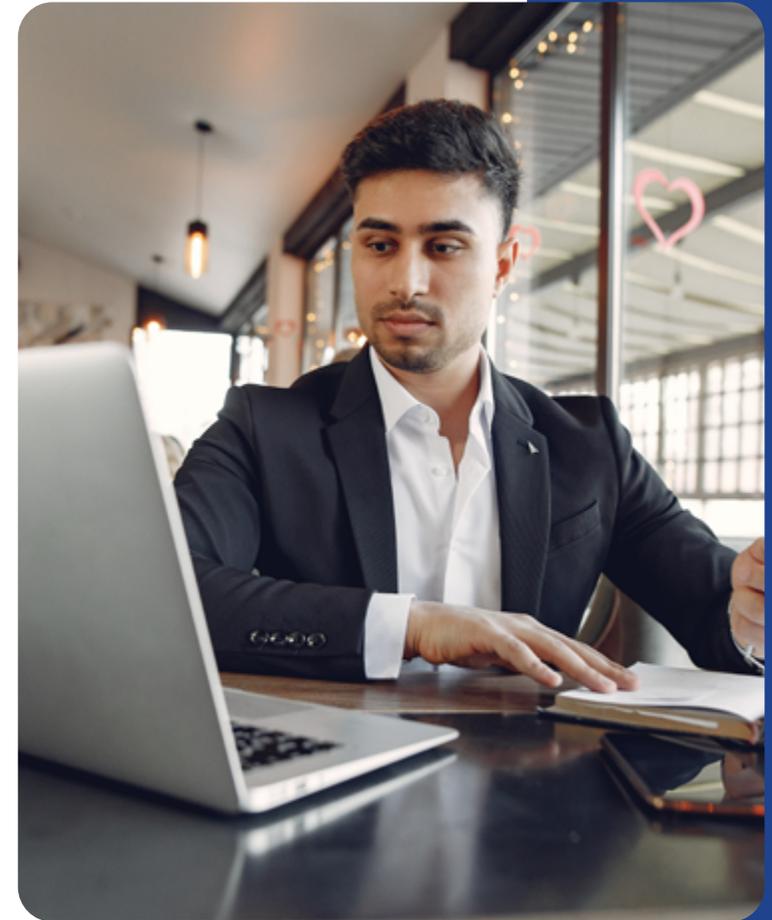
Gain strategic insights into developing strong data and analytics capabilities to guide operational and strategic marketing decisions. Understand data's role in marketing to make informed, data-driven decisions.

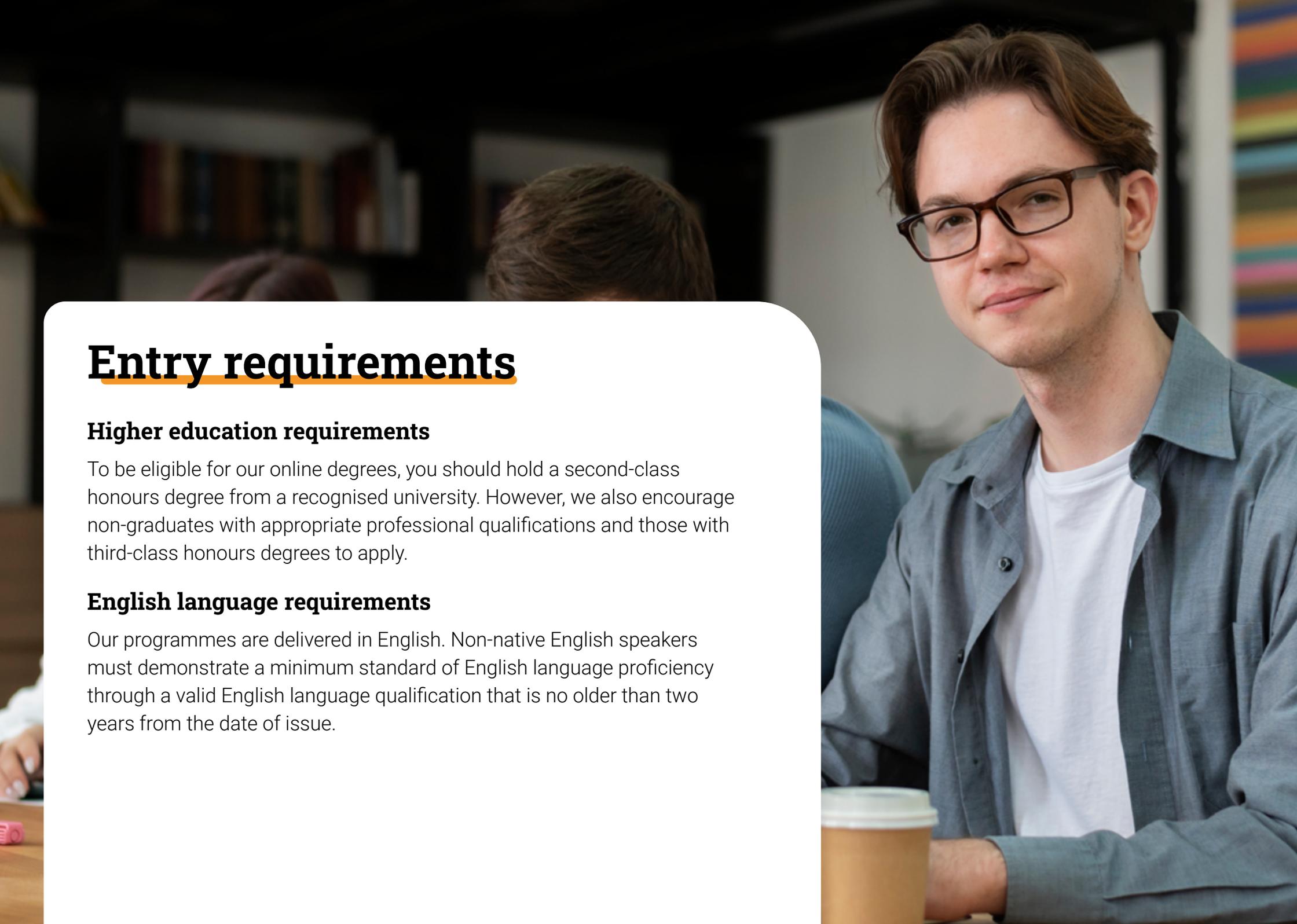
Business Research Methods

Learn essential research techniques for business and management. Explore different research approaches, critically evaluate factors affecting research quality, and effectively use academic literature.

Dissertation or Consultancy Project

Apply your knowledge to a deep study of a specific issue in the field, consolidating your learning from the programme.





Entry requirements

Higher education requirements

To be eligible for our online degrees, you should hold a second-class honours degree from a recognised university. However, we also encourage non-graduates with appropriate professional qualifications and those with third-class honours degrees to apply.

English language requirements

Our programmes are delivered in English. Non-native English speakers must demonstrate a minimum standard of English language proficiency through a valid English language qualification that is no older than two years from the date of issue.

Your programme leaders

Dr Alison Watson

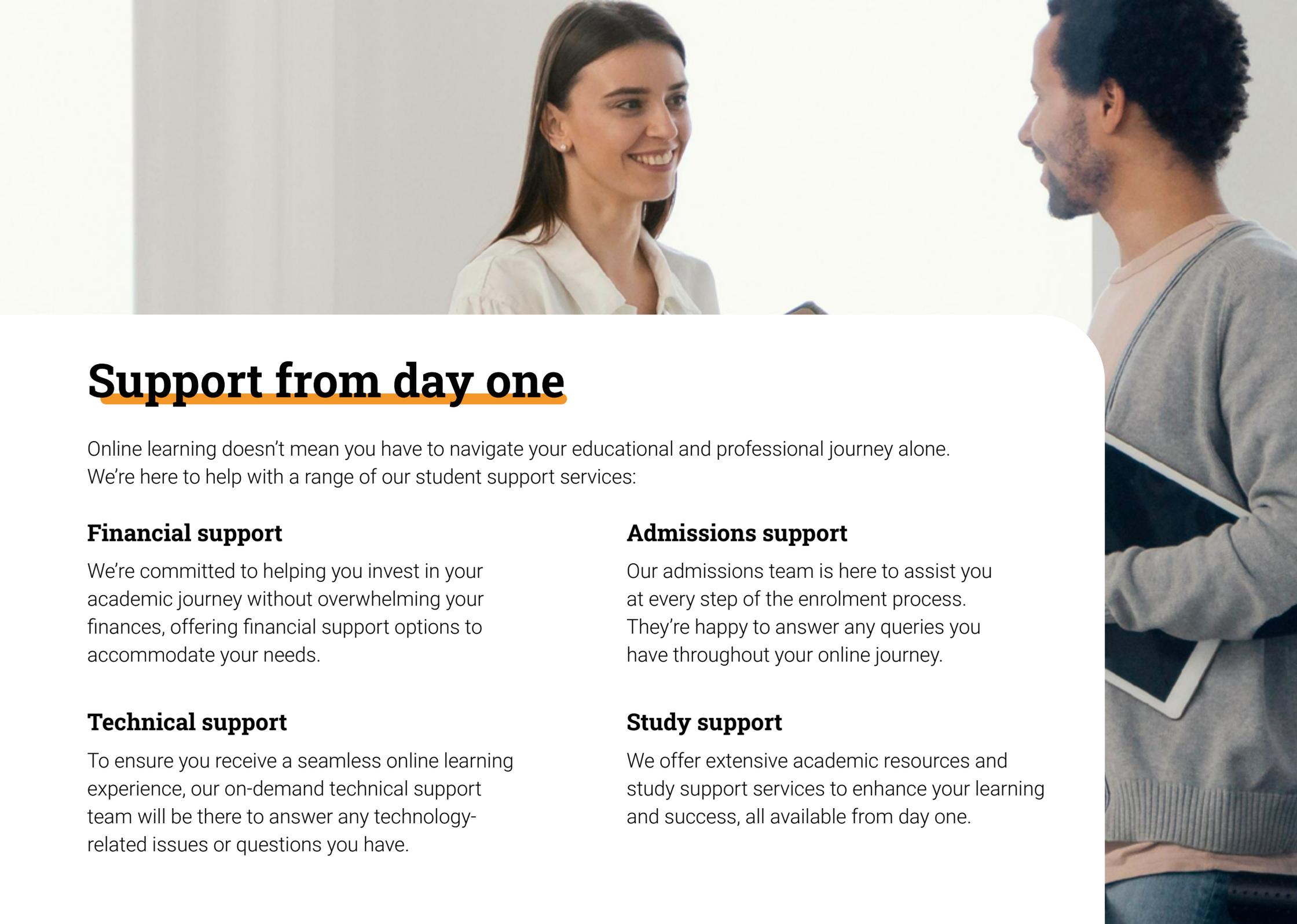


Professor Alison Watson is a senior academic leader specialising in leadership, sustainable development and accreditation. Formerly a Head of School at Arden University she oversaw student success and outcomes for 12,000+ students and delivered a globally recognised MBA redesign. A Principal Fellow of 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.

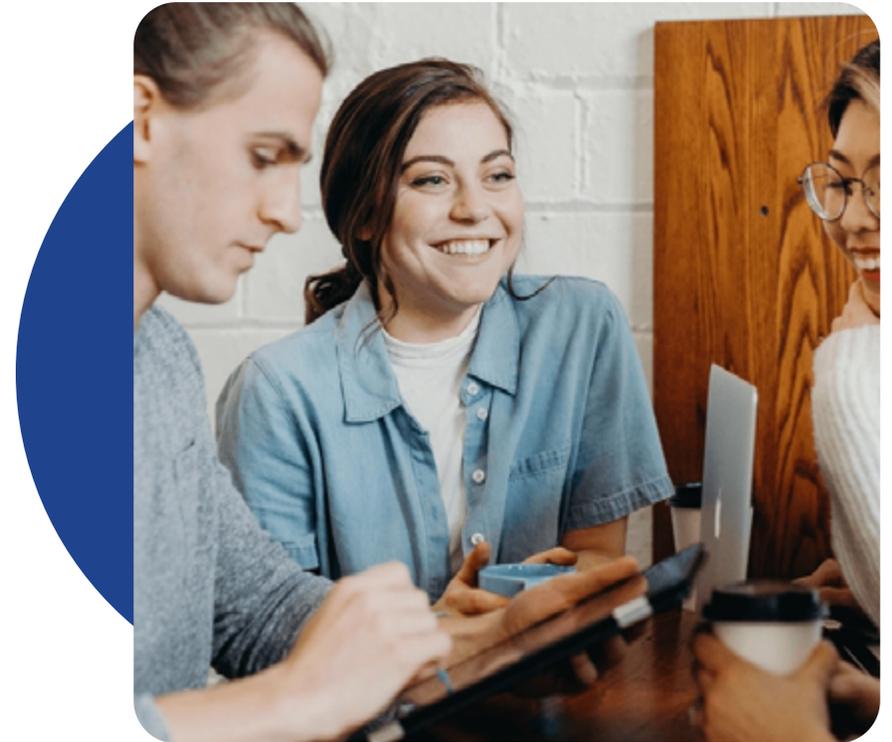
Here are just a few of the resources available to you as an online postgraduate student at Roehampton:

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
Roehampton
London

Start your
online
postgraduate
journey with
Roehampton

START MY APPLICATION

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