

Online MSc Global Business Management with Digital Marketing

Navigate the business world while
mastering the digital frontier.



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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)



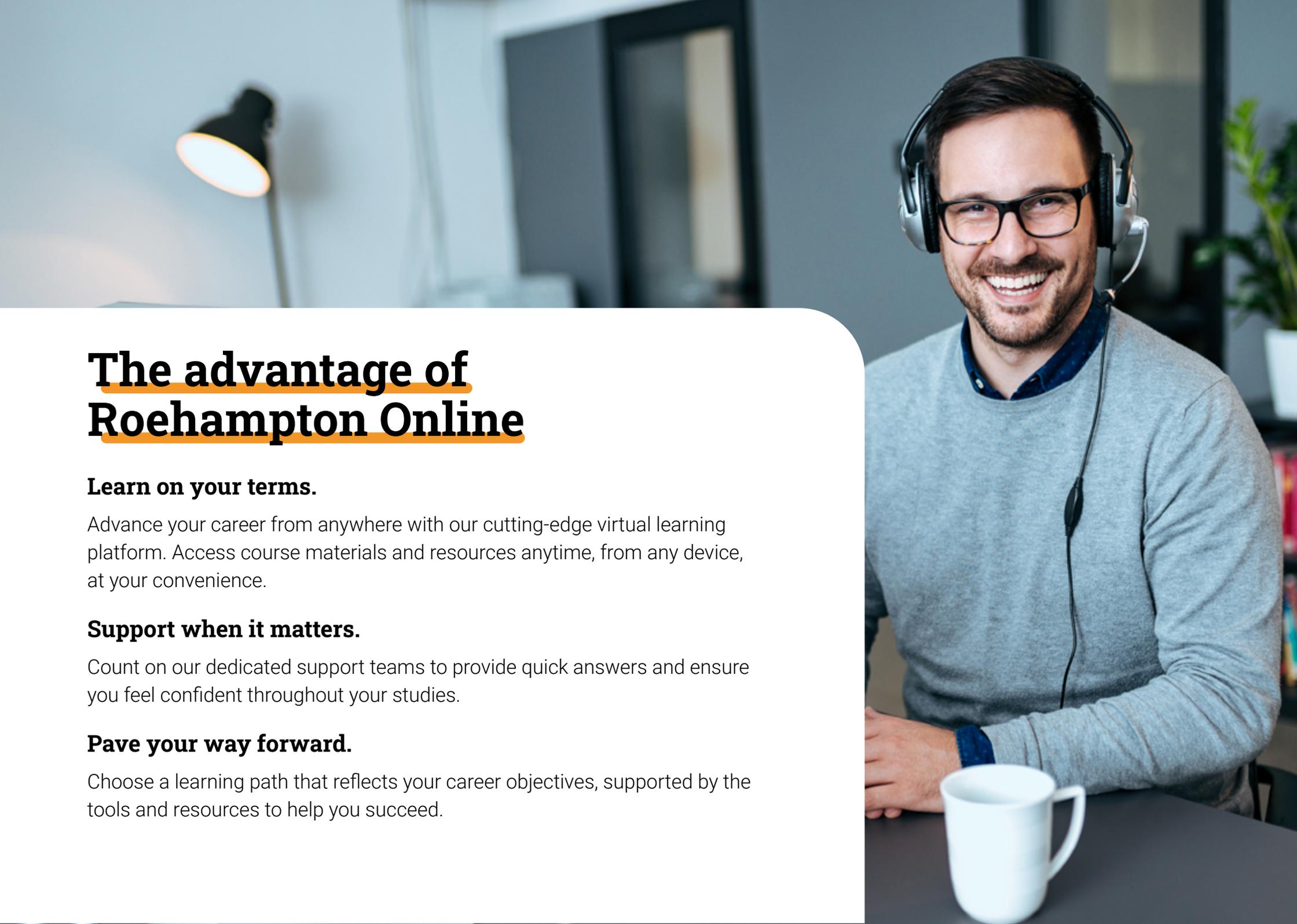
**Joint number 1 modern
university in the UK for research**

(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.

Merge business management principles with digital marketing strategies to navigate and lead in an interconnected world.

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 challenges.

Grow a global network.

Grow your professional network by connecting with a diverse community of like-minded peers.

Future-proof your career.

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



Our comprehensive curriculum

Master the art of management with digital strategies built for tomorrow.

Transform your approach to business by combining essential strategies with innovative marketing techniques to make a lasting impact in the digital age. This programme equips you with the skills to navigate the evolving digital landscape, merging core business knowledge with cutting-edge marketing practices to drive growth in an interconnected world. From mastering international trade and financial performance to understanding online consumer psychology, you'll gain the strategic insights needed to excel in global business.

Engage in real-world projects, collaborate with industry experts, and harness digital tools to create impactful marketing strategies. Whether you're driving brand success through social media campaigns or responding to emerging trends like artificial intelligence and sustainability, you'll be empowered to lead with confidence and tackle the challenges of the modern business world.

You'll walk away ready to:

- Apply advanced analytical, strategic, and communication skills to tackle future management and leadership challenges.
- Harness cutting-edge digital marketing skills in online consumer behaviour, content strategy, and data-driven decision-making.
- Foster strategic thinking, leadership, and innovative problem-solving tailored to diverse markets.
- Step into leadership roles with confidence, driving change and innovation across global markets.

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.

Compulsory Modules:

- Global Strategic Management
- Strategic Marketing
- Leadership and Change Management
- Financial Performance Management
- Business Research Methods
- Applied Research or Consultancy Project (Dissertation)

Elective Modules (select two):

- Digital Marketing Practice
- Emerging Digital Issues
- Online Consumer Psychology
- Social Media and Influencers



Global Strategic Management

Build the expertise to craft and implement corporate strategies on a global scale, integrating sustainability, data-driven decision-making, and stakeholder relations to drive business success.

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.

Leadership and Change Management

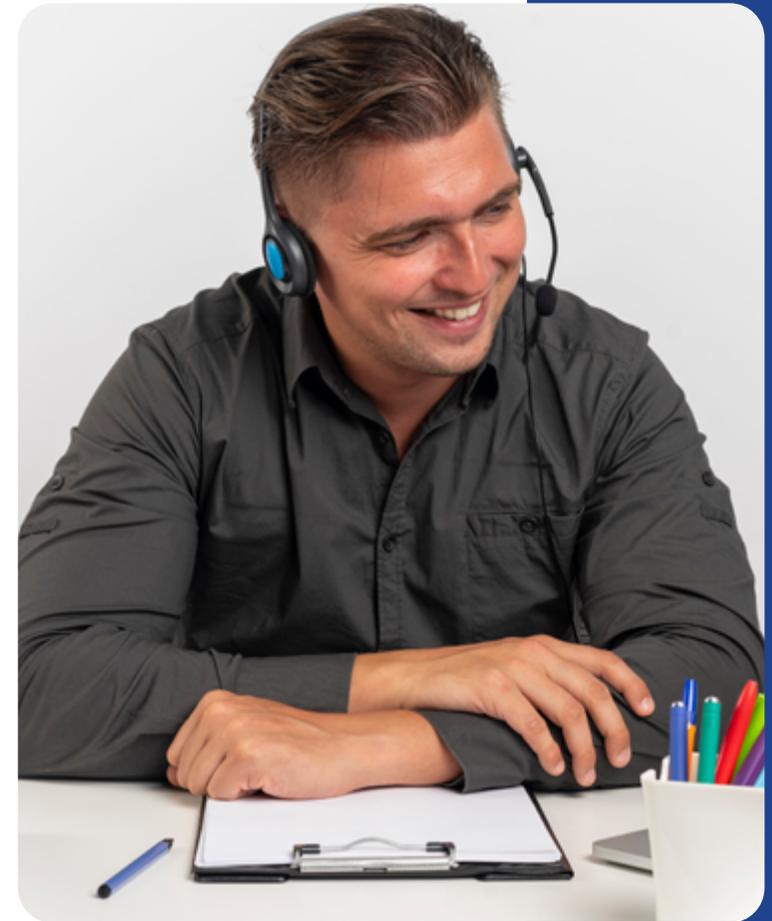
Learn how to lead organisations through change, mastering the strategies to manage cultural differences, employee engagement, and leadership effectiveness in an evolving business environment.

Financial Performance Management

Gain the skills to manage financial resources effectively, using tools like budgeting, the balanced scorecard, and cost analysis to drive organisational performance and support strategic decision-making.

Business Research Methods

Master the research techniques needed for your capstone project, from design and data analysis to ethical considerations, while developing the critical skills necessary to address real-world business challenges.



Digital Marketing Practice (Elective)

Evaluate and design digital marketing strategies, developing skills to create impactful projects. Examine the influence of digital tools on traditional marketing practices in a fast-evolving landscape.

Emerging Digital Issues (Elective)

Explore emerging challenges in digital marketing, including AI, e-loyalty, and privacy. Study their societal and business impact, and how they shape global marketing strategies.

Online Consumer Psychology (Elective)

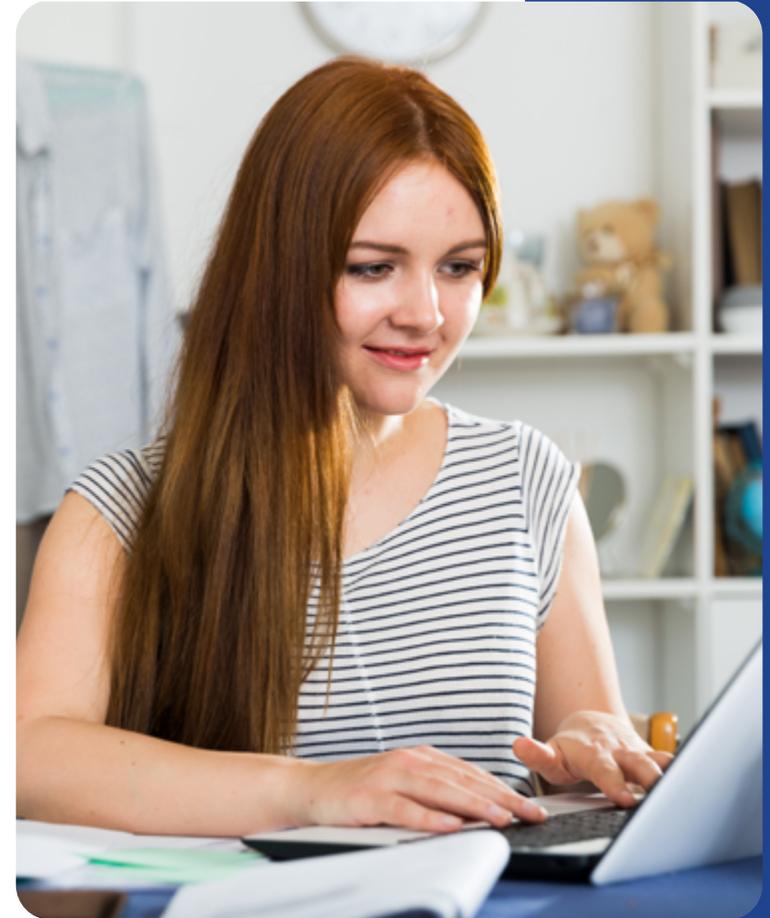
Understand consumer behaviour in digital spaces, focusing on motivations and decision-making. Use these insights to enhance digital marketing strategies and customer experiences.

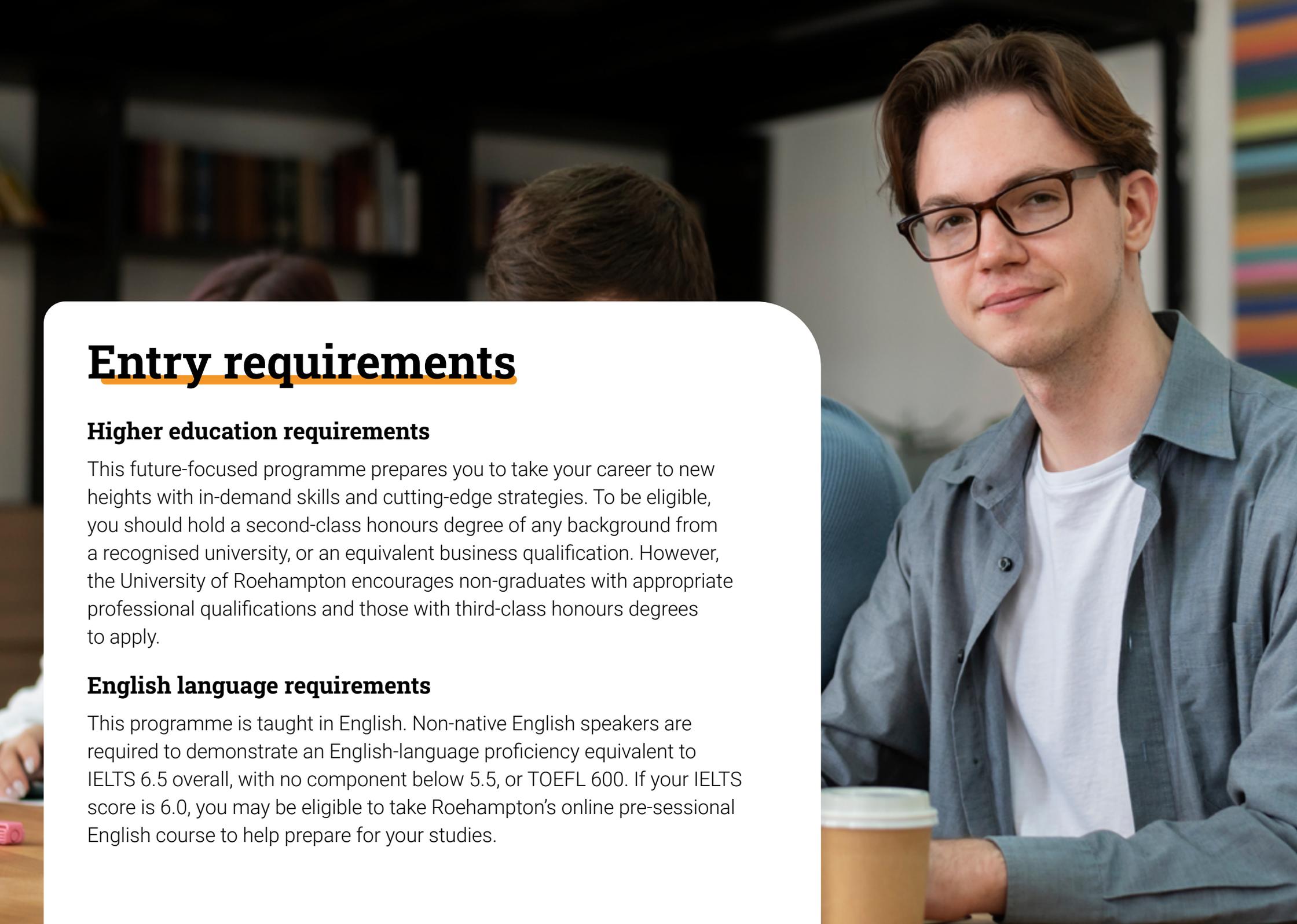
Social Media and Influencers (Elective)

Learn to manage social media presence and leverage platforms for business success. Analyse trends, create social media campaigns, and consider ethical and legal issues.

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 future-focused programme prepares you to take your career to new heights with in-demand skills and cutting-edge strategies. To be eligible, you should hold a second-class honours degree of any background from a recognised university, or an equivalent business qualification. 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

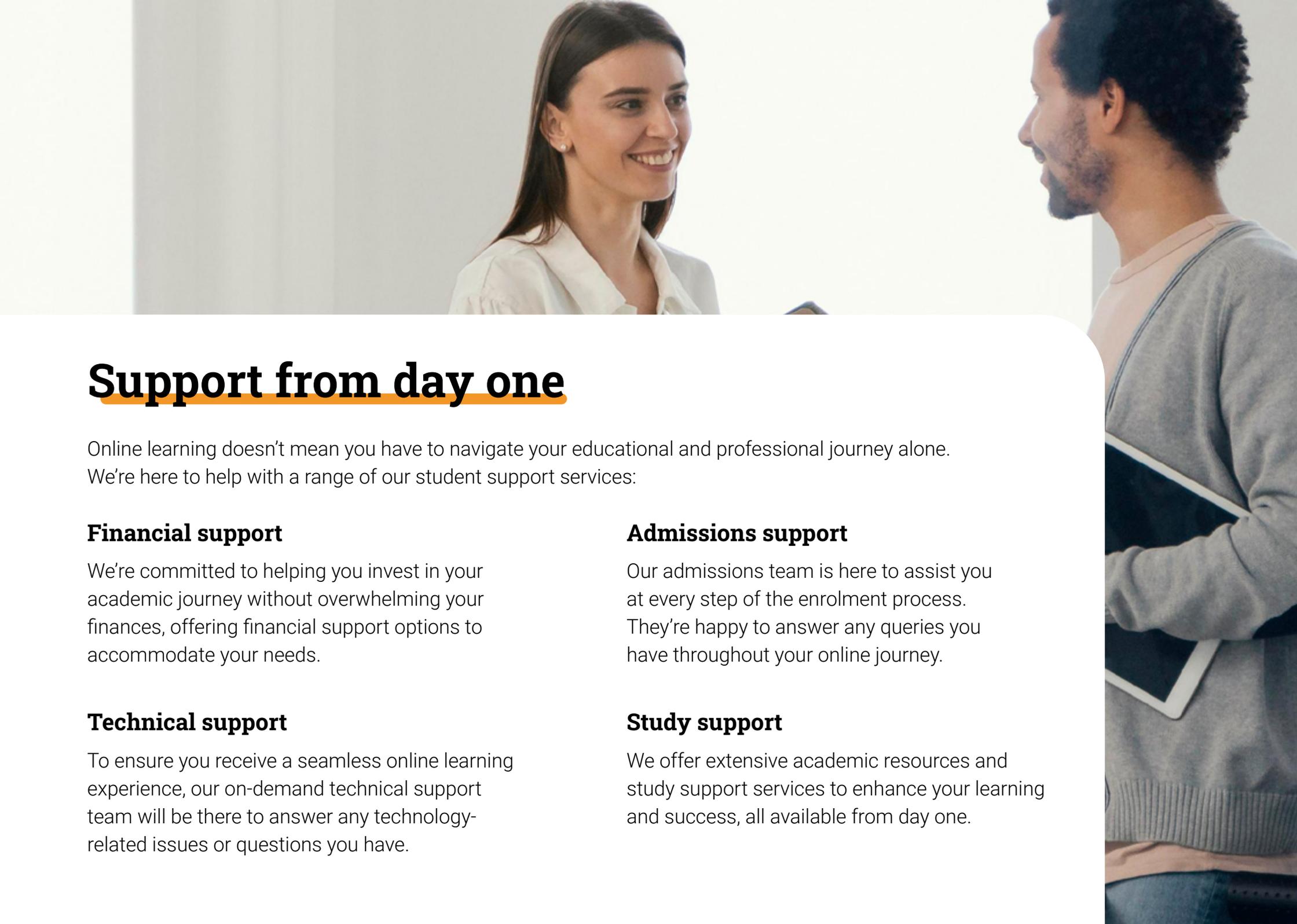


Professor Alison Watson is a senior academic leader specialising in leadership, sustainable development and accreditation. Formerly a Head of School at Arden University she oversaw student success and outcomes for 12,000+ students and delivered a globally recognised MBA redesign. A Principal Fellow of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

Start your
online
postgraduate
journey with
Roehampton

START MY APPLICATION

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