Online MSc Global Marketing and Data Analytics

Take centre stage in the global marketing arena with data-defined expertise.

Table of contents

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

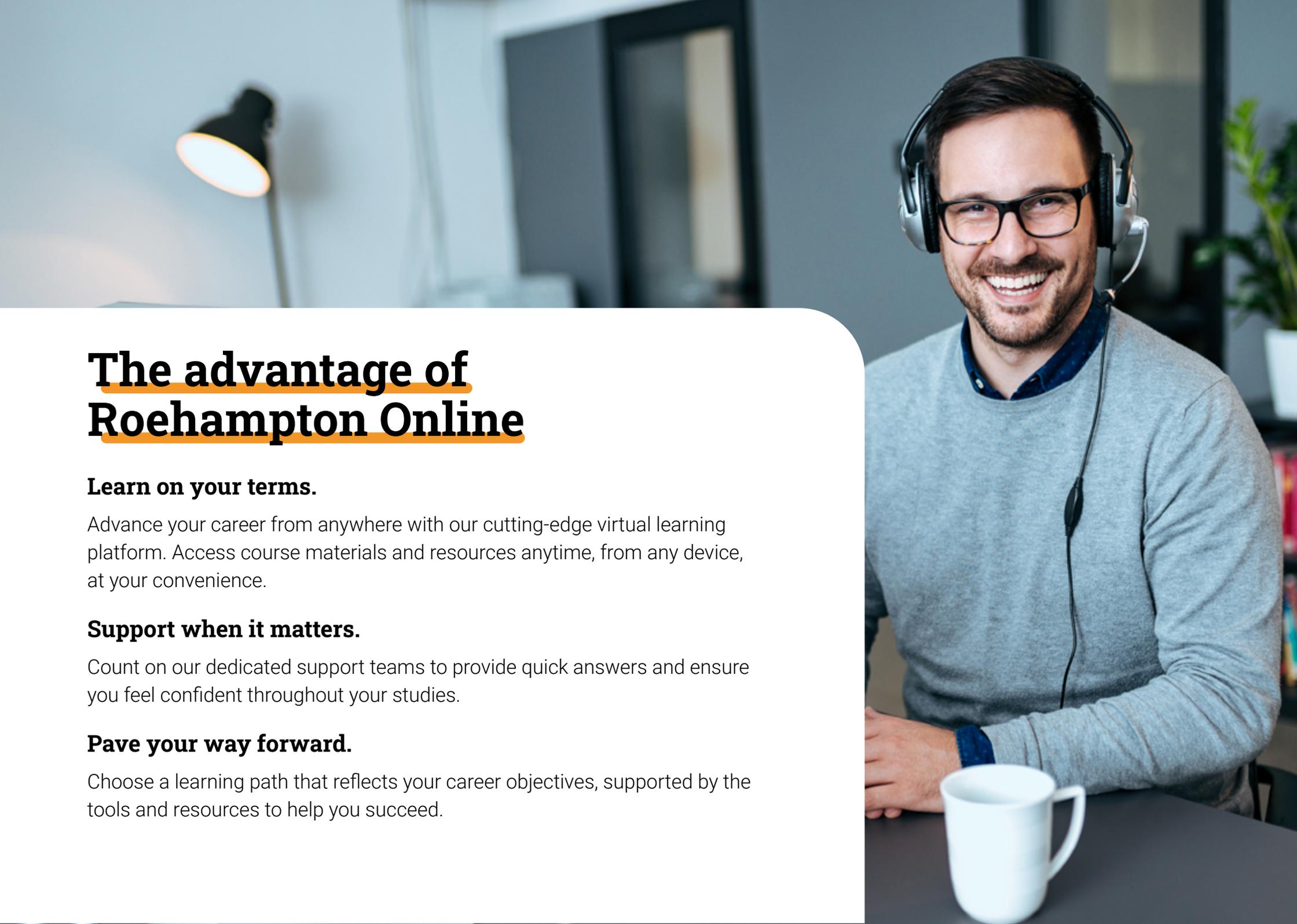(Teaching Excellence Framework, 2023)

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.

Advance your career with a unique blend of marketing expertise and data analytics proficiency.

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 marketing 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

Harness the power of data to drive global marketing strategies and lead in a data-driven world.

In today's competitive business landscape, data-driven decisions are key to successful marketing strategies. As a graduate of this degree, you'll be equipped with the expertise to combine global marketing knowledge with the analytical skills needed to interpret complex data and drive impactful marketing campaigns.

You'll explore consumer behaviour, digital trends, and market segmentation while learning how to use analytical tools to shape marketing strategies on a global scale.

Whether you're looking to improve brand visibility or lead large-scale marketing teams, this programme will help you unlock the power of data to transform how businesses approach marketing in an increasingly interconnected world.

You'll walk away ready to:

• Develop analytical, strategic, and communication skills to address leadership challenges.
• Conduct research and apply digital marketing and data analytics techniques.
• Analyse global brand management challenges, emphasising socially responsible strategies.
• Apply emerging trends in digital marketing, informed by cutting-edge research.
• Boost career prospects through hands-on experience and industry connections.

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.

• Global Brand Management
• Strategic Marketing
• Digital Marketing Practice
• Global Strategic Management
• Business Research Methods
• Data Analytics
• Data Visualisation
• Applied Research or Consultancy Project (Dissertation)
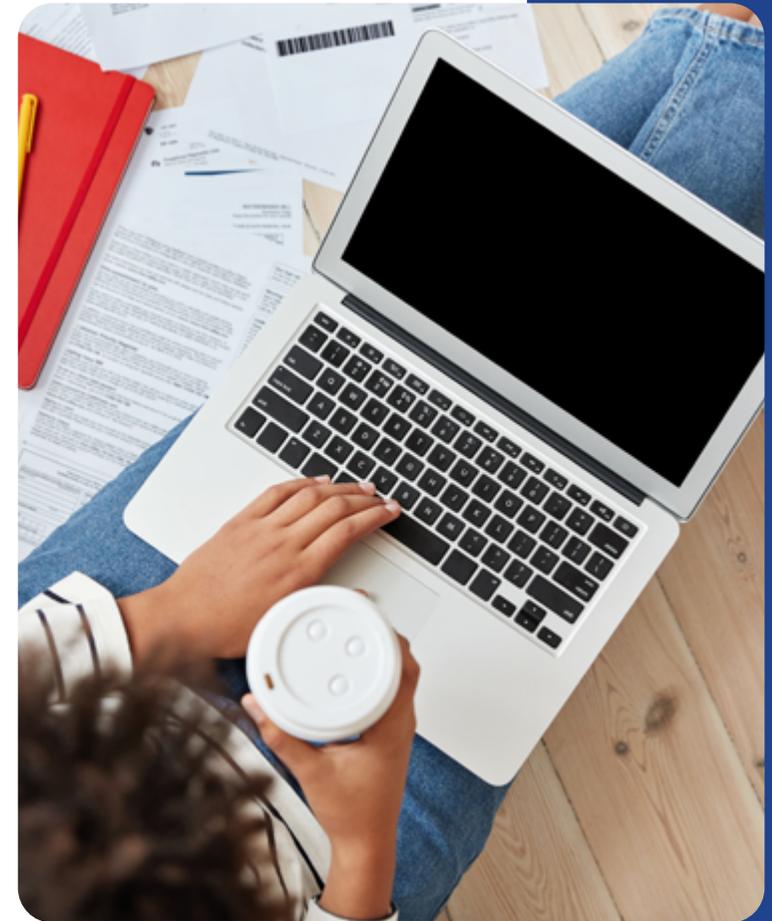
Global Brand Management

Develop a critical understanding of global brand management, exploring brand nature, perspectives, and tools for success. Examine real-world case studies and challenges in a globalised, technology-driven market.

Strategic Marketing

Examine how global companies craft marketing strategies to create customer value and competitive advantage. Focus on product innovation, segmentation, targeting, and positioning while applying marketing concepts to international business scenarios.

Digital Marketing Practice

Evaluate digital marketing strategies and develop the skills to create effective digital marketing projects. Investigate the influence of digital tools on traditional marketing practices within a rapidly changing environment.

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.

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.
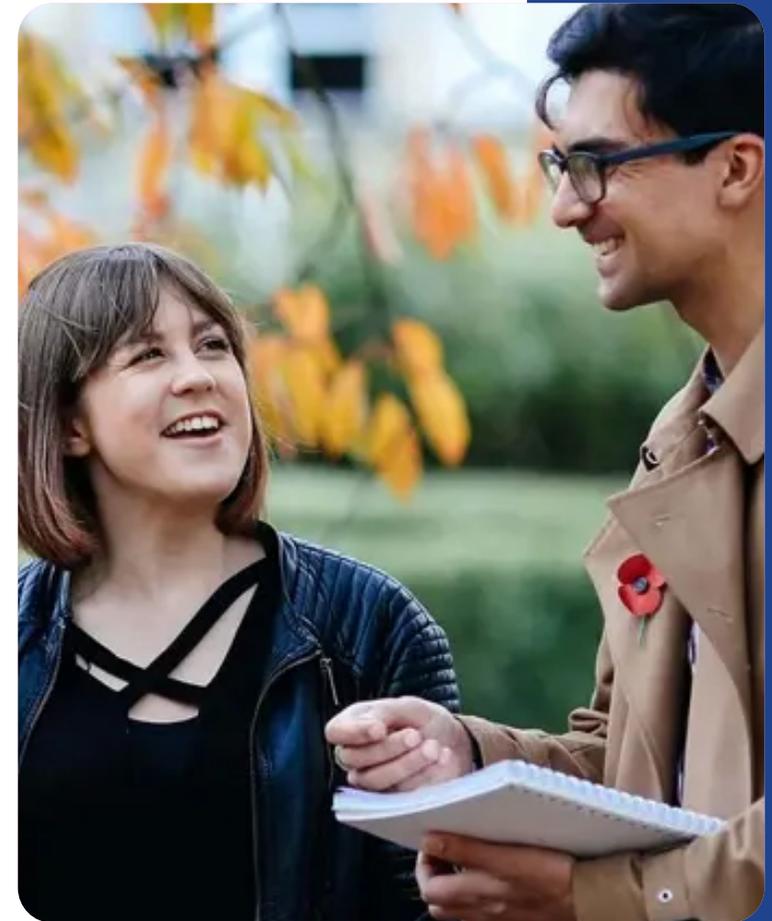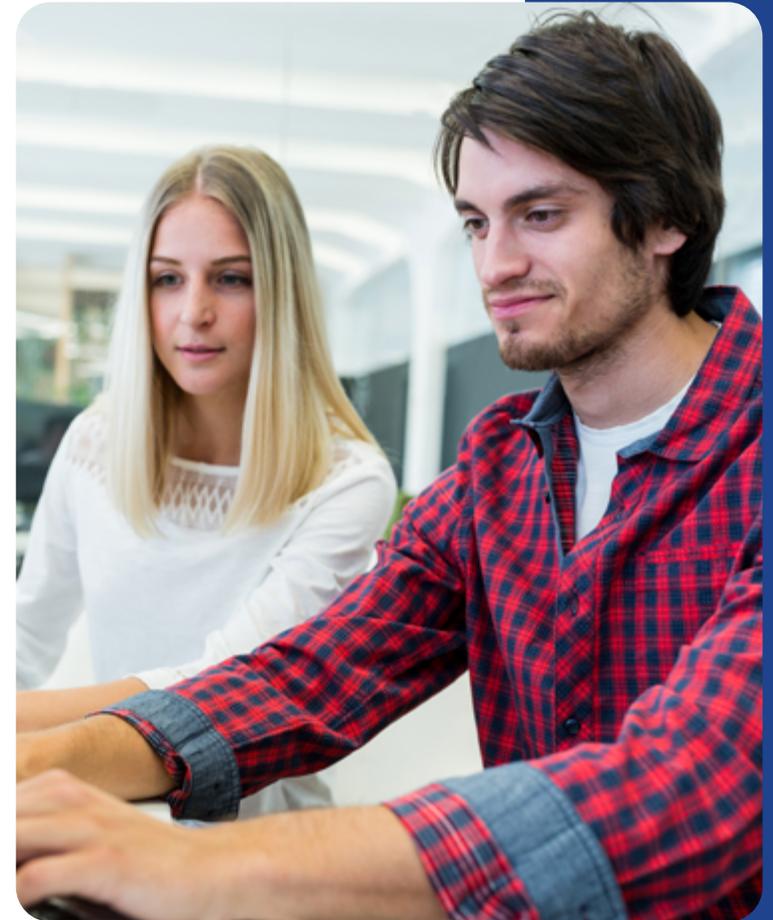
Data Analytics

Master the fundamentals of data analysis to uncover trends and inform decision-making. This module helps you develop the skills to analyse complex datasets, apply statistical methods, and draw actionable conclusions that support business goals.

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
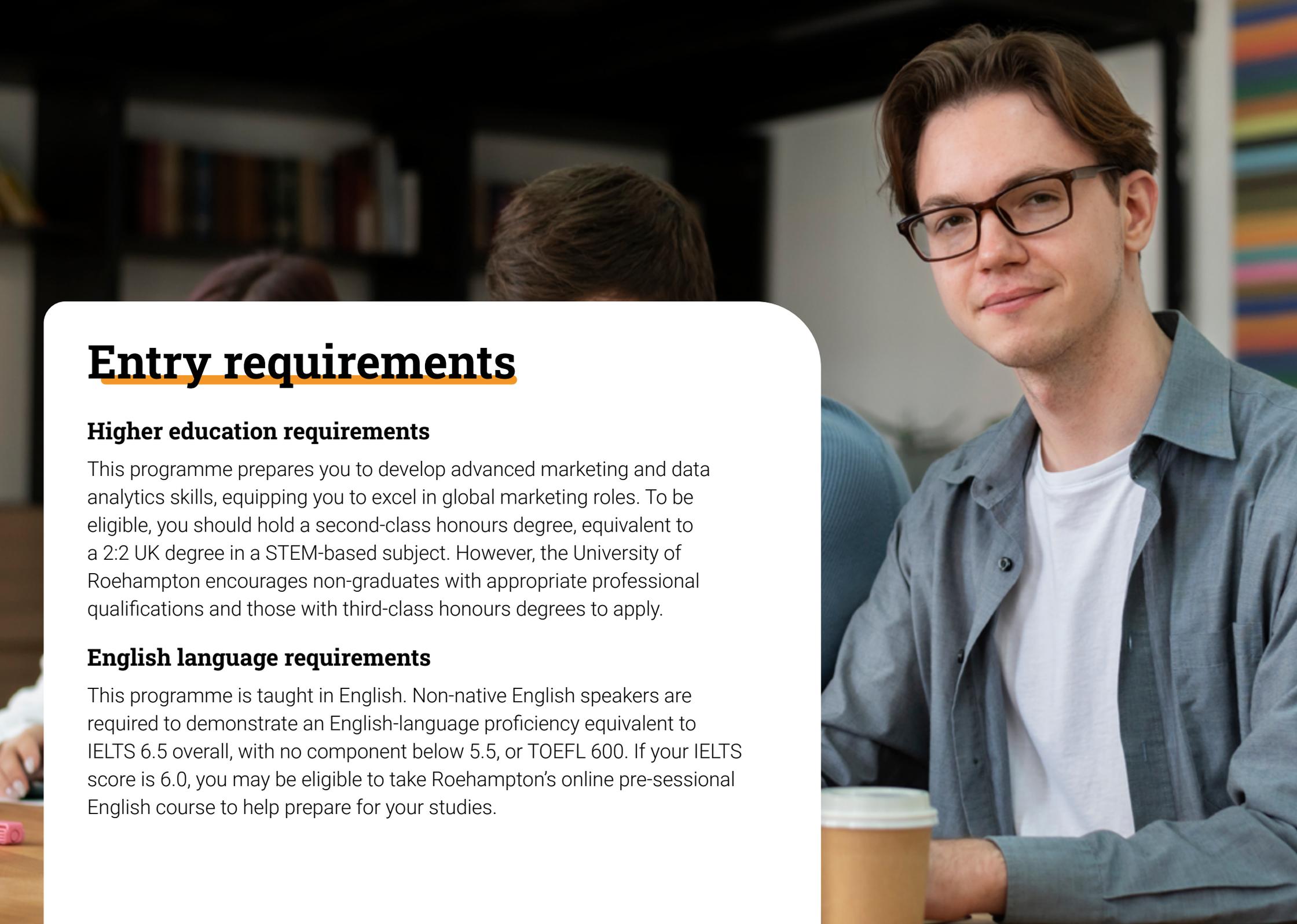
Entry requirements

Higher education requirements

This programme prepares you to develop advanced marketing and data analytics skills, equipping you to excel in global marketing roles. 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

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.
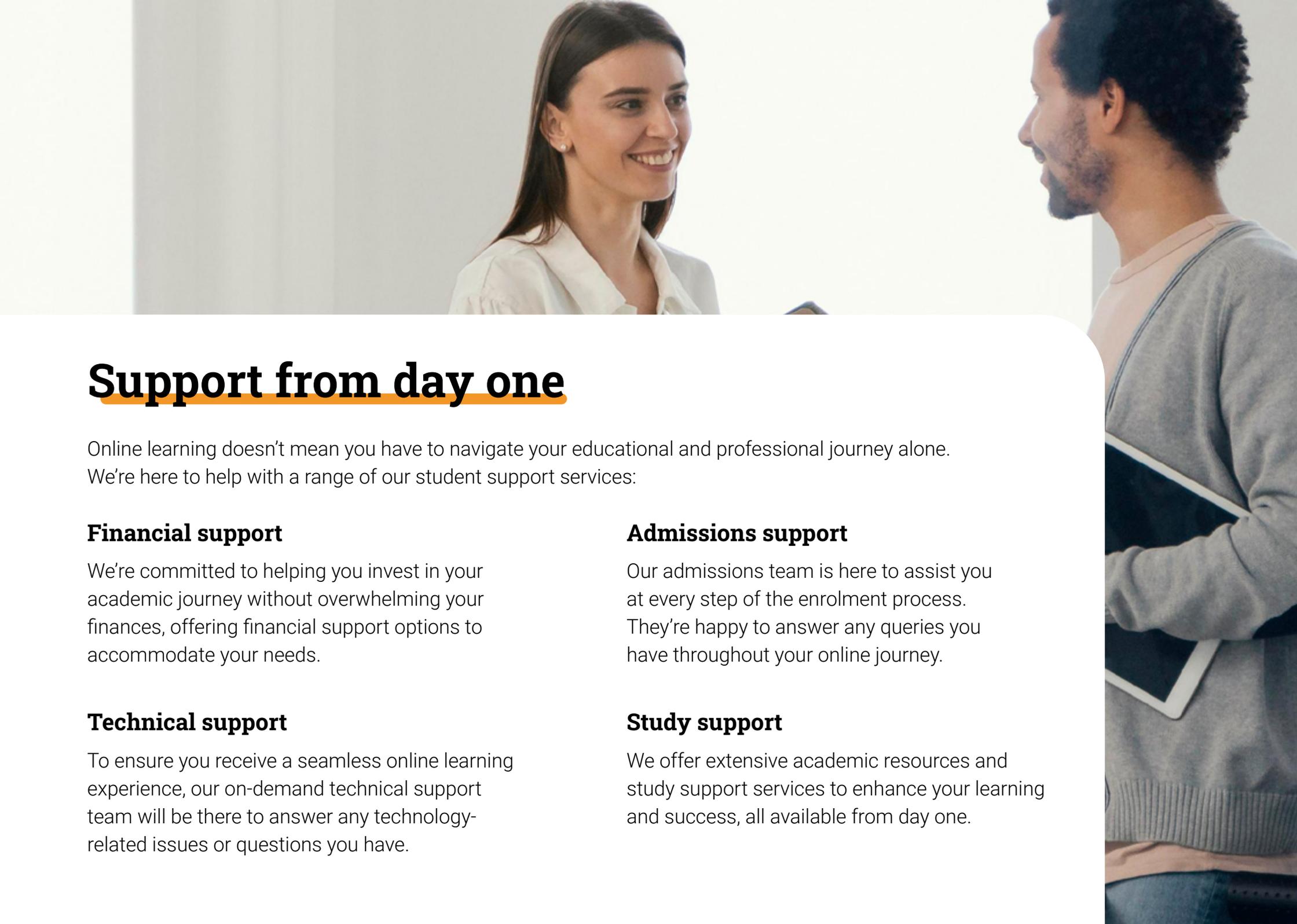
Support from day one

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.

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.

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.

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

You can reach us by:
Phone +44 20375 04000
Email   study@onlinestudy.roehampton.ac.uk