

MSc in Management (Digital Marketing)

Course Short Code

MSDM

Course Year

1

Course Offering: 01

[Print PDF](#)

MSc in Digital Marketing Year 1, Full-Time

****IMPORTANT MESSAGE****

The purpose of this information sheet is to allow you view all modules connected to the Qualification, optional and core. You should print this sheet out and then continue to the next step where your registration will take place.

It is your responsibility to ensure that you register correctly

CORE MODULES

YEAR LONG

MG5000	Digital Marketing, Mechanics & Authorship	1
MG5003	Digital Marketing and eBusiness Management	1
MG5005	Digital Advertising & Communications	1
MG5006	Research Methods	0
MG5007	Strategic Thinking & Marketing Strategies	1
MG5008	Data Analytics & Metrics	1
MT5133	Applied Web Design & Development	1

AUTUMN SEMESTER OPTIONAL MODULES

Please choose ONE of the following modules

MG513D	Practicum - Applied Research	3
OR		
MG575	Dissertation	3

Last Updated: 27th June 2023