

MSc Strategic Digital Marketing

POSTGRADUATE

ONLINE

BLENDED



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Arden University has three decades of experience providing higher education, and we’ve helped more than 50,000 students globally gain the qualifications they need to succeed. According to our 2021 graduate survey, we have a 95% student satisfaction rating, and 9 out of 10 Arden students believe studying with us has helped them transform their careers.



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You can visit the Arden University website page for this course [here](#).

COURSE CONTENT OVERVIEW

PG 3

The MSc Strategic Digital Marketing will provide you with a keen awareness of data-driven marketing practices, user experience, and Martech, alongside skills in critical thinking, brand building, leadership, and digital creativity - all highly sought after skills in today's job market. This will be contextualised within real world case studies, helping you to shape a successful career in the contemporary marketing sector. This course is accredited by the Chartered Institute of Marketing (CIM), and is awaiting validation from the Digital Marketing Institute (DMI).

Course at a glance

- Gain a wide range of marketing, leadership, and technical skills with a focus on practical applications.
- Develop skills in designing and implementing marketing strategies in the digital business environment.
- Examine data-driven marketing practices and the challenges they present.
- Analyse marketing-based data sets relating to areas such as consumer user experience and behaviour, branding, and communication.

Key facts

Location: Online, Blended

Start dates: Every 3 months

Part time: 1 year+

Full time: 1 year

Contact us

If you'd like to get in touch to find out more about studying this course, please use the following:

UK enquiries:

Call 0800 268 7737

Email study@arden.ac.uk

International online learning:

Call +44 20 300 56070

Email online@arden.ac.uk

Berlin blended learning:

Call +49 30 23590100

Email studyberlin@arden.ac.uk

Entry requirements

- A UK Honours Degree at a minimum of second class (2.2) or equivalent
- If you have experience or qualifications that aren't a clear pathway to this degree, we are more than happy to discuss your application.
- IELTS 6.5 (no less than 6.0 in any element); or TOEFL iBT 90; or equivalent.
- Alternatively, evidence you have previously studied in English can be accepted.
- We also offer an internal English test for applicants who are unable to provide an English Proficiency letter.

Career Progression

- Brand manager
- Digital Marketing Manager
- Email Marketing Specialist
- UX Designer
- Sales Director
- Social Media Manager

If you'd like to get your application started, please click [here](#).

Online learning

Studying this course online gives you a lot of flexibility and convenience. You can enrol with us from anywhere in the world and study your degree from the comfort of home, without the requirement to attend classes in a physical location.

You'll study the course through ilearn, our university campus in the cloud. ilearn provides you with an integrated online learning experience, including your virtual classroom, lecture hall, and online library of more than half a million books and journals – yours for free while you study with us.

Studying online doesn't mean studying alone. As well as receiving regular feedback and guidance from your course tutor, you'll be studying with likeminded students and you'll have access to community message boards to discuss your course and the topics being raised within it.

We've even set up community boards embedded into each of the course modules so you can have discussions with your tutor and classmates on the topics you're currently learning.

You can find out more about online learning with Arden University [here](#).

Online learning key benefits

- Study anywhere worldwide
- Plan your own schedule
- Benefit from reduced costs
- Study around work and family life

Discover why so many students choose online learning with Arden [here](#).

Blended learning

Blended learning with Arden University brings you the best of both worlds: a flexible mix of face-to-face teaching combined with independent online learning that you can take part in whenever and wherever works best with your existing commitments.

When you study via blended learning, you'll study two modules at a time over 10-week study blocks. Each week of study will require a minimum of 33.5 hours of participation, which comprises:

- 8 hours of timetabled face-to-face teaching each week based in one of our study centres
- A minimum 25.5 hours of independent online learning

Your face-to-face classes will be scheduled on either two mornings (9.00am to 1.00pm) or two afternoons (1.30pm to 5.30pm) during teaching weeks. Some of our courses are also available with evening classes in select locations. You'll be able to opt for your preferred time when you apply and, we'll do our best to accommodate your preferred schedule subject to student intake numbers for your course.

Study centre locations

- Ealing, London, UK
- Holborn, London, UK
- Tower Hill, London, UK
- Birmingham, UK
- Manchester, UK
- Leeds, UK
- Berlin, Germany

Please note: course availability varies depending on study centre location.

You can find out more about blended learning with Arden University [here](#).



Your modules will explore the general marketing environment as a whole and then consider the impacts of digitisation on the contemporary marketing environment. You'll develop the ability to critically analyse data and apply theories of marketing from technical and creative perspectives, helping you become a highly capable and employable marketing professional.

The course integrates a variety of leading edge digital tools and software which means you'll develop the ability to evaluate the application of marketing strategies and tactics in context, and will graduate with a deeper understanding of how to shape high-level marketing activities and manage creative global marketing plans successfully. Please see the following pages for a detailed overview of each course module.

Level 7 core modules

Digital Marketing Environment (20 credits)

The module addresses how technology has changed the customer's behaviour in the customer's journey and what organisations need to take into consideration when planning their digital marketing strategy. It examines how digital tools and data have changed organisations' attitudes towards the customer and how it has enabled them to connect with a range of customers on a personal level, leading to longer term relationships. This module is also your opportunity to:

- **Critically analyse factors within the macro and microenvironments and their effects on the digital marketing activities.**
- **Critically evaluate the implications of technology and data on marketing activities and customer's behaviour.**
- **Synthesise emerging themes within the digital marketing environment.**
- **Develop the core skills of technology use, including monitoring and control, analytical thinking, and innovations.**

Managing Customer and User Experience (20 credits)

This module will develop your knowledge of various types of customers and their behaviours. It will then build on this by introducing approaches for creating value in digital business contexts. The entire customer journey will be mapped across the virtual environment, taking into account omnichannel touch points and communications. You will develop your knowledge of customer service in digital frameworks such as AI, CX, UX and bots and be given the opportunity to apply your skills using software applications. The module will also help you to:

- **Critically analyse the importance of CX and UX within the digital business environment.**
- **Evaluate CRM data sets to make informed business choices and decisions within a specific industry.**
- **Appraise the importance of ethical, legal and regulatory frameworks when handling customer data.**
- **Critically examine leadership styles suitable for a digital service focused culture.**

Building and Managing Digital Brands (20 credits)

It is vital for marketers to understand strategic planning, as it enables digital and all marketing activities to be directed to the specific needs of any organisation. This module will help you appreciate the complexities of preparing, implementing, and managing longer-term, customer focused plans, and the significant role marketing has in contributing to the core vision of an organisation. You'll also acquire the skills needed to deliver innovative marketing strategies and ideas now, and in the future as technologies and practices evolve. During the module you will:

- **Assess and apply models to analyse an organisation's current strategic position.**
- **Evaluate strategic alternatives to create a marketing plan for a given scenario.**
- **Design a brand, with the aim of creating and sustaining long term brand equity.**
- **Develop the core skills of analytical thinking and innovation, complex problem-solving, creativity, originality, and initiative, reasoning, problem-solving, and ideation.**

Contemporary Marketing Communications Planning (20 credits)

This module looks in detail at the marketing communications planning framework, providing you with the understanding and skills needed to create and design trans media and media neutral campaigns. You'll develop the skills needed to do this throughout this module using live case studies, in particular examining why certain campaigns succeed through the examination of actual results achieved. The contemporary marketing communications planning module will ultimately give you the chance to:

- **Evaluate the communications landscape, analysing different media tools and communication techniques.**
- **Assess and select the most feasible marketing communications method applicable to a given business scenario.**
- **Create and present a fully justified, viable marketing communications campaign in response to a given marketing scenario.**
- **Develop the core skills of analytical thinking and innovation, complex problem solving, and critical thinking and analysis.**

Big Data, Analytics and Martech (20 credits)

This module will help you understand the challenges and opportunities of big data, analytics and Martech for marketing decision-making. You'll apply critical thinking and evaluation skills in selecting and using appropriate data and analysis methods, and problem-solving skills when addressing marketing issues helping you determine what data, tools, and insights are needed and why. Activities you'll undertake on the module include:

- **Assessing digital metrics and analytics to produce relevant insights and improve marketing decision-making.**
- **Evaluating marketing technologies to improve marketing operations and customer experience.**
- **Demonstrating the ability to use data to evaluate and predict consumer behaviour, supporting evidence-based marketing strategies.**
- **Developing the core skills of analytical thinking and innovation, complex problem-solving, critical thinking and analysis.**

Social Media Marketing (20 credits)

This module evaluates the many skills needed by marketers to implement social media marketing, including listening, networking, and influencing, as well as selling products and services across many diverse social media channels including Facebook, Twitter and YouTube. It will develop your understanding of the digital and social media environment, and you will investigate and evaluate many of the new digital analytical tools and software that are available to organisations, including Google Analytics and customer relationship management software. By the end of the module you should be able to:

- **Critically analyse the business and marketing environment using a range of analytical and evaluative techniques.**
- **Design and formulate corporate and marketing plans to maximise opportunities in the market arising from changing customer demands and emerging social media trends.**
- **Analyse and assess the most effective and innovative tools and techniques in the digital environment in order to ensure an organisation's long-term survival.**

Digital Business Transformation Project (60 credits)

The digital business transformation project is your opportunity to research a digital intervention that a chosen organisation could harness to enhance organisational performance. Your project will develop a digital transformation plan for the organisation, critically evaluate the organisational benefits, and discuss the various challenges that might be presented. You could, for example, focus on developing digital marketing campaigns, product/service development, digital content, digital relationship management and/or market reach via virtual means. Core requirements of your project will include:

- **Identifying and researching a digital business transformation topic relevant to your current area of focus in marketing.**
- **Presenting and discussing research findings in a manner that is both academically robust and professionally acceptable.**
- **Reviewing relevant literature from academic and professional (for example, corporate reports, industry statistics and professional journals) sources.**
- **Developing research skills which enhance your ability to evaluate digital business transformation projects.**



Gillian McCurdy

Head of Department - Marketing

For over twenty years, Gillian worked in senior marketing positions leading teams and directing the marketing strategy for several high-profile tourism, events, and cultural venues in the UK. Gillian joined Arden, where she has been responsible for setting up the department and planning an innovative suite of digital marketing and sales programmes. In her role at Arden, Gillian strives to help our ambitious students grow faster, equipping them with the latest innovative marketing skills to succeed in their marketing careers.

Why study with Arden University?

At Arden University we believe everyone, everywhere has the right to gain the life and career benefits that higher education can bring. We are dedicated to making the university experience convenient and accessible to ambitious and motivated individuals worldwide.

Our mission is to connect adult learners like you with higher education study opportunities that give you the tools you need to fulfil your career and life goals. We challenge conventional perceptions of degree study by providing flexible, vocational courses with timetables and learning options that fit around your life commitments.

As an education provider that is not constrained by bricks and mortar or traditions, we are able to offer courses that are innovative, affordable, and which help students and employers reap the benefits of contemporary training and skills development.

Arden is the university that comes to you, on your terms, helping you achieve the life and professional success you want.



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