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Course Handbook

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Wales

The MSc in Strategic

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Marketing is designed to provide you with the foundation for a successful career in marketing.

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Reasons to study  
Strategic and Digital  
Marketing at DMU:

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This is a specialist master's degree for students with previous qualifications in marketing and/or substantial marketing experience. If you have no previous marketing qualifications or experience you should consider our

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Management MSc  
which is our career  
entry course.

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The MSc Strategic  
Digital Marketing  
focuses on strategic  
entrepreneurial  
marketing and the  
development of new  
business models and

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value propositions based on in-depth insights of both customer and industry/market sector analysis.

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Marketing in London,  
UK | Imperial College

...

Strategic Marketing  
Employment  
Opportunities. We

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variety of sectors  
anywhere in the  
world.

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Management and  
Digital ...

The MSc Strategic  
Digital Marketing  
focuses on strategic  
entrepreneurial  
marketing and the  
development of new

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business models and value propositions based on in-depth insights of both customer and industry/market sector analysis.

Strategic Marketing,  
MSc - Swansea  
University  
MSc Marketing  
(Digital Marketing)  
Course overview

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Toggle sub  
navigation The

growing importance  
of digital  
technologies has  
created a number of  
challenges for  
marketers. The  
number of channels  
through which to  
reach individuals has  
multiplied, whilst  
customers are better  
informed and more

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School  
Marketing and  
Strategy (MSc) (2020  
Entry) Marketing and  
Strategy MSc  
demonstrates  
marketing as a core  
of company strategy.  
Studying at Warwick

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ranked 3rd in the UK\*, you will receive expert guidance and gain the confidence and expertise to apply the skills learnt to a variety of roles.

\*By QS Business Masters Rankings 2019.

Strategic Marketing  
(MSc) - Study - Cardiff

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The MSc in Digital Marketing develops skills in all strategic aspects enabling candidates to succeed in a top-level marketing position, or in entrepreneurship.

MSc Digital  
Marketing Strategy  
The MSc in Digital

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manage the  
upcoming  
technological  
disruptions in  
marketing.

Marketing and  
Strategy (MSc) -  
University of Warwick  
Find out more about  
the MSc International  
Strategic Marketing  
in the Business  
School at the

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University of  
Glasgow, UK.,  
Course Handbook

International  
Strategic Marketing  
will provide you with  
a detailed  
understanding of  
contemporary  
marketing principles,  
techniques and  
trends from an  
international  
perspective to help  
you think

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independently and  
strategically.

MSc Strategic  
Marketing and  
Consulting -  
University of ...  
The MSc Digital  
Marketing Strategy  
focuses on digital  
design and user  
experience as well as  
the digitalisation of  
interactions between

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paying customers,  
free users and  
business to  
understand how...

Strategic Marketing  
MSc

The MSc in Strategic  
Marketing will  
deepen your insights  
into the theory and  
practice of specialist  
aspects of marketing  
and give you an

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understanding of  
contemporary and  
complex issues facing  
marketers.

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Strategic Marketing  
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Our Digital Marketing  
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with specialised  
knowledge and skills  
through a rigorous  
academic study of

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marketing in the  
digital landscape.

You ' ll discover how  
businesses use digital  
marketing and  
explore a range of  
topics such as digital  
strategy, brand  
management, social  
media,  
neuromarketing and  
marketing analytics.

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MSc in International  
Luxury and Brand  
Management; MSc in  
International  
Management; Msc in  
Creative Project  
Management, Culture  
& Design; MSc in  
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Intelligence; MSc in

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Management; MSc in  
Supply Chain  
Management; MSc in  
Sustainable  
Management & Eco-  
Innovation

Executive MSc. in  
Strategic Marketing  
– Strategy  
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year, full-time

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programme that transforms recent graduates into future business leaders who understand marketing from a strategic perspective.

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marketing MSc. It is  
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marketing course will  
equip you with the  
expertise and  
advanced knowledge

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to become a  
successful marketing  
leader of the future.

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The MSc in Strategic  
Management and  
Digital Marketing is  
designed to prepare  
next generation  
leaders in Digital  
Marketing by  
integrating Digital

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Marketing with a strong Management component. This approach transforms graduates into leaders who have a broad understanding of the digital marketing opportunities and will design data-driven actions to create impact.

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Marketing Strategy -  
Trinity College,  
Dublin

Digital Marketing  
Strategy This module  
provides you with  
knowledge required  
to plan, implement  
and monitor effective  
digital marketing  
campaigns and  
contribute to  
operational

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marketing plans,  
using the latest  
digital tools and  
practices.

Digital Marketing  
MSc - King's College  
London

The MSc Marketing  
provides an  
integrated approach  
to marketing that  
combines advanced  
knowledge in

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traditional and digital marketing with a strategic mindset.

The perfect fit for students who strive to enhance their analytical and strategic skills in order to pursue a successful career where they can readily adapt to the ever-developing marketing world.

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Marketing MSc -  
Leicester, UK

MSc in Strategic and  
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Présentation Objectif  
du programme. Ce  
programme prépare  
les étudiants à  
acquérir des  
connaissances et des  
compétences  
spécialisées en

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stratégique et  
numérique à  
appliquer dans un  
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