MSc Digital Marketing & Analytics
Subject to validation
Digital technology and analytics are changing the face of marketing. Four key trends will shape the future — social media, mobile technology, cloud computing and big data. There are significant opportunities for practitioners who combine traditional marketing knowledge with the digital, analytical and social media expertise needed to harness ever-growing amounts of customer data.

‘The course looks highly relevant to today’s marketing world. It covers many of the key topics in the digital marketing arena and will equip students very well.’

Hayley Brooksbank
Marketing director and consultant

The MSc Digital Marketing & Analytics is a new programme which will prepare you to be an effective marketing practitioner in this new environment.

It bridges the gap between marketing and IT to produce graduates with solid digital and analytics skills, placed firmly in the context of marketing planning and strategy.

Who is it for?
The programme is aimed at students who wish to work in any aspect of marketing, either client-side or agency, and who wish to acquire the technical skills that marketers will need in the future.
What does it offer?
This programme will build your knowledge and skills in the areas of:
› Digital marketing management
› Social media marketing
› Marketing analytics
› Cloud computing
› Mobile marketing

Technical and marketing skills are blended together in each module rather than being treated separately.

You will explore how digital technology is shaping marketing operations across different industries and increase your understanding of the ever-evolving digital media landscape.

The programme will give you a practical overview of the key elements of digital marketing communications, and you will be encouraged to work towards a Google Analytics Individual Qualification (GAIQ).

You will explore the way that digital technology is altering consumer behaviour, and learn how to use data to construct a multi-dimensional view of customers that not only describes how they behaved in the past but also predicts how they will behave in the future.

The programme has been developed with input from both academics and practitioners who are active in the field and represent a true mix of marketing and technology skills. Many combine both academic research and practitioner experience.

You will work with digital practitioners to develop practical skills in analytics software such as SAS and SPSS, and with marketing managers and agency staff to develop your understanding of marketing decision-making in the real world.

Many assignments take the form of live briefs, enabling you to experience the kinds of projects that you will be working on as a marketing practitioner.

Attending industry events will give you a deeper understanding of the concerns of marketing practitioners and how the practical skills you gain can be applied in a marketing department or agency.

Guest speakers will further enhance the applied nature of the programme and help to develop your understanding of how digital marketing and analytics operates in the real world.

What skills will I gain?
This programme will enable you to:
› Gain a deep understanding of digital marketing strategy, planning and control, together with the practical analytical skills needed in the new data-driven world
› Develop as a marketing professional who can communicate effectively with, and appreciate the challenges faced by, technical staff
› Master the quantitative analytics skills needed to conduct your own data analysis and evaluate analysis done by others

Programme content
You will study the following modules:

**Term 1**
› The Evolution of Marketing Management
› Emerging Digital Media and IT Trends for Marketing
› Understanding the Digital Consumer
› Digital Marketing Research

**Term 2**
› Social Media Marketing and Analytics
› Integrated Digital Marketing Communications and Analytics
› Website Design and Analytics
› Digital Marketing Data Analysis
› Elective module

**Term 3**
› Consultancy Project/Dissertation

You will benefit from

**Central London location** The Regent’s campus is set in the heart of London, a fast-growing hub of the digital marketing industry - just minutes from the new Google HQ at King’s Cross, the Silicon Roundabout tech hub and numerous advertising and digital marketing agencies.

**Practical learning** We emphasise interaction and activity-based learning. You will explore real-life case studies, work on live briefs and learn to use the latest digital marketing and analytics software.

**Real-world experience** You will be taught by staff who are all active in the area of digital marketing and analytics, either as researchers or as practitioners.

**Small class sizes** The friendly, supportive environment at Regent’s offers you plenty of personal interaction with your tutors and visiting industry experts.

Future opportunities
Marketing is moving ever further into the digital and mobile sphere and there is a significant skills gap in the industry. Graduates who combine digital and analytics skills with a solid understanding of the creative side of marketing are in high demand for many different roles.

Completing this programme will make you very attractive to marketing employers and agencies, with opportunities in areas such as web analytics, social media, content marketing, mobile marketing, digital advertising and data analysis.

How to apply
For entrance to the MSc Digital Marketing & Analytics, you will need:
› A minimum of a lower-second-class (2:2) UK honours undergraduate degree, in any discipline, from a recognised institution or equivalent international qualifications
› If you do not meet the above entry requirements, you may be eligible for exceptional entry if you have a minimum of two years’ relevant work experience in an organisational setting

All programmes are taught in English.

For more information on entry requirements, tuition fees and how to apply, please visit our website at www.regents.ac.uk

‘This new programme is a very welcome development. Marketing has become almost unimaginably sophisticated in our online, multi-channel era, with the increased deployment of advanced analytics to understand the customer as an individual. This MSc is very timely and SAS is pleased to support it.’

Geoffrey Taylor
Academic Programme Manager, SAS UK

MSc Digital Marketing & Analytics
Duration: 12-16 months, full time
Start date: September 2014
Regent’s Business School London

Regent’s Business School London offers a truly dynamic, multicultural learning environment. Our programmes are designed in consultation with industry, blending academic training with practical experience to prepare graduates for a global career.

The concept of internationalism is embedded across all our programmes, which explore the many different relationships and influences that affect the changing business environment worldwide.

Personal attention, contemporary programmes and a wealth of practical opportunities to develop your skills both within and beyond the classroom are the hallmarks of studying at RBSL.

How to find us

This document is prepared ahead of the academic period to which it relates and changes may occur. The information it contains is correct at the date of publication. © Regent’s University London 2014