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# Digital Marketing and Analytics

## MSc

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[MSc Digital Marketing and Analytics](#)

Study: Full-time

Duration: 12 - 16 months

## Programme information

### Overview

*Please note we've recently changed the modules and structure of this course. View the new version here* (<https://www.regents.ac.uk/postgraduate/marketing/msc-digital-marketing-analytics>).

Develop your understanding of digital marketing strategy, together with the technical and analytical skills needed to work in this data-driven industry – client or agency-side.

Combine traditional marketing knowledge with digital, analytical and social expertise – harnessing global trends in mobile, cloud computing, consumer behaviour and social technologies, and learning how different marketing elements (web, email, social media, affiliate, display advertising) can work together as part of an integrated campaign to target, monitor and convert audiences.

You'll learn how to gather digital data using a variety of industry tools, analyse your findings using statistical software (from SAS to SPSS), and explore how businesses use this data to construct multi-dimensional customer profiles that not only describe their past actions but also predict their future trends.

You'll also finely examine the role that an organisation's website can play in its digital marketing strategy and the tools available to measure its effectiveness. You'll learn the principles of designing and building a site, creating and organising content and using analytics to listen, monitor, manage communications and improve user experience – working towards your Google Analytics Individual Qualification (GAIQ).

In your final term, choose between a written dissertation or a live consultancy project – teaming up with local businesses and working with live data to propose solutions to problem proposals.

### Graduate business-ready

Graduate with the skills of a modern marketer: creativity, analytics, web and digital – attractive to marketing employers and digital agencies worldwide, able to work in areas like web analytics, social media, content marketing, digital advertising and data analysis. Our alumni have worked on campaigns for organisations such as AC Milan and Ferrero Rocher as well as revitalising family businesses and launching their own start-ups.

## Dual accreditation

This course is accredited by the **Chartered Management Institute (CMI)** – allowing you to register for an additional professional qualification. Registering with the CMI gives you access to a range of opportunities, detailed below, and means (if successful) you'll gain a Level 7 Diploma in Strategic Management and Leadership Practice.

This can fast-track your professional development – helping you to quickly become a Chartered Manager (CMgr).

- Mentorship from a member of the CMI
- Activities accredited for Continuing Professional Development
- A variety of CMI events with networking opportunities
- Consultations with specialist advisers to develop your career
- A vast library of the latest research and thinking

Please note, this is an **opt-in arrangement and isn't automatic**. You'll be invited to a seminar in your first few weeks, that provides more information and enables you to register, if you wish.

It's also **accredited by the Institute of Direct and Digital Marketing (IDM)**, meaning you can take the IDM Certificate in Digital Marketing without the need for additional study.

Download course specification (<https://www.regents.ac.uk/sites/default/files/2025-03/MSc%20Digital%20Marketing%20%26%20Analytics%20Course%20Specification%2024-25.pdf>).

## How to apply

Applying to Regent's is quick and easy. We accept direct applications year-round and there's no application fee. If you haven't received your exam results, you can still apply and we'll issue you with a conditional offer. You just need be clear in your application which qualifications you're currently studying for.

## Step 1: Apply

- On our website, details here (<https://www.regents.ac.uk/admissions/how-to-apply>)

During the application process, you'll have the chance to upload supporting documents, including:

- A copy of your passport (photograph ID page)
- Academic transcripts and certificates from all previous studies
- A 500-700 word personal statement (view guidance (<https://www.regents.ac.uk/admissions/how-to-write-your-personal-statement>))
- If you're not a native English speaker, proof of your English proficiency

### Credit transfer

If you've already studied part of your degree elsewhere, you may be able to apply for Recognition of Prior Learning (RPL) and join your new course at an advanced entry point. To apply for RPL, you'll need to state this clearly in your application and provide us with the certificates, transcripts and module descriptions for your previous course.

## Step 2: Receive a response

You can expect to receive a decision on your application within 10 working days. We'll assess whether you meet our entry requirements and will notify you of our decision via email. UCAS applicants will also receive official notification via the UCAS system.

For some of our courses, the selection process may include an interview or audition. They can take the form of a one-to-one interview, a group interview or a portfolio review, which may be conducted by telephone or online. Arrangements of these are made between you and the Admissions department.

## Step 3: Accept your offer

If you wish to accept your offer, you must pay your (non-refundable) advance tuition fee deposit. This will confirm your place. Here's how (<https://www.regents.ac.uk/admissions/how-to-pay>).

## Step 4: Register

Closer to the start of term, our Admissions team will send instructions regarding your registration process. This will include information on completing your online enrolment before you arrive, as well as a checklist of documents you'll need to bring with you to campus.

# Information for international students

If you're an overseas student, you'll likely require a visa to study in the UK. Here's how to apply (<https://www.regents.ac.uk/admissions/visas-immigration>).

## Scholarships and funding

There are a wide variety of funding and scholarship opportunities to help you finance your studies. For more information, please visit our scholarships and funding page (<https://www.regents.ac.uk/study/scholarships-funding>).

## Fees

### Tuition fee:

- £26,000 for the intake starting in September 2024 or January 2025
- We've recently changed the modules and structure of this course. Find fees for September 2025 onwards here (<https://www.regents.ac.uk/postgraduate/marketing/msc-digital-marketing-analytics#fees>).

### Non-refundable advance deposit:

UK students: £1,000

International students: £4,000

Read more about tuition fees (<https://www.regents.ac.uk/tuition-fees-september-2023-intake>).

If you receive an offer for a course, you'll receive a pro forma invoice. To accept your offer and secure your place, pay your deposit payment as soon as possible.

The remaining portion of your first year's tuition fees will be due when you enrol. At this time, you'll receive your invoice for the full year. You can choose to pay for the year in full before the start of your first academic year or in two instalments, spread out across the academic year. The dates of these instalments will be determined by when your course starts.

### What do fees include?

Fees cover the cost of all tuition and access to the University's IT infrastructure and library learning resources. Fees are presented for the first level of study which equates to two terms.

### What other costs should I budget for?

You will need to budget additional funds for accommodation and living expenses, travel, and any additional trips, visits, activities or courses that you choose to participate in outside of the tuition offered as part of your course.

The library holds a limited number of copies of core textbooks and where possible in e-format. You will be encouraged to purchase your own textbooks and will need to budget approximately £80-£100 per year, depending on your course.

## How you'll learn

At Regent's you'll have the freedom to explore your interests in a supportive and nurturing environment with interactive classes, regular one-to-one contact with tutors, specialist facilities, industry opportunities and tailored careers advice – ensuring you develop the skills, experience and confidence you need to succeed.

We centre our teaching around your individual goals, identifying support you need to thrive. You'll be part of a collaborative environment, that brings all the nuances of digital marketing to life in the classroom: facilitating creativity, innovation and teamwork as you explore current issues and propose solutions to real problems.

You'll pair deep industry knowledge with hands-on experiences, taking part in a blend of learning formats to give your studies context:

- Seminars and lectures
- Practical workshops and creative labs
- Industry masterclasses
- Marketing bootcamps and simulations
- Group work and pitches
- Live briefs and consultancy work
- Industry placements

Based in London, you'll also have opportunities to meet employers through guest lectures, live briefs, field trips and industry visits – giving you insights into the world of digital marketing and enabling you to put theory into practice.

## Teaching staff

You'll be taught by a range of marketing leaders and research-active academics, who regularly collaborate with luxury brands and agencies, and have work published in journals. Their knowledge and experience ensure your classes are shaped by the most current industry practices.

You'll also be allocated a personal tutor, who'll meet you on a one-to-one basis at various stages throughout the year to provide you with guidance and advice to support your personal and professional development.

We're really proud of the global nature of our marketing courses, and our tutors also reflect this ethos – coming from a wide variety of countries and cultures across the world. In every way, you'll feel part of a global family.

# Independent learning

Throughout the course, you'll be expected to undertake extra reading, research, revision and reflection, as well as preparing work for workshops, attending networking events such as Silicon Drinkabout and working collaboratively with other students in preparation for assessment.

## Method of assessment

Your skills and knowledge will be assessed via a wide range of task-based projects, reports, presentations, debates, research plans and live and simulated briefs – as well as essays, case study analysis and data collection. It's important to us that your learning and assessment is:

- Inclusive – fostering a student-focused approach
- Engaging – encouraging interaction and participation
- Authentic – based on real business challenges

## Disability support

We welcome and support students with a wide range of disabilities and health concerns, including learning difficulties, visual and hearing impairments, mental health difficulties, autism conditions, mobility difficulties and temporary or chronic health conditions.

Our Student Support & Welfare team is here to support you. We ask that you speak with us as early as possible to enable us to support you. Find out more about our disability support (<https://www.regents.ac.uk/information/for-current-students/disability-mental-health>) and contact us (<mailto:disability@regents.ac.uk>).

## Academic requirements: Level 7

We're interested in your potential, as well as your prior achievements – and we review each application comprehensively on its own merit. You'll need **one** of the following qualifications:

- Minimum second class UK undergraduate degree
- Equivalent international qualifications, as deemed acceptable by Admissions & UK ENIC

### Accreditation of Prior Experiential Learning

We also welcome applications from students who don't meet our usual entry requirements. To be accepted for exceptional entry, you must:

- Have three years of work experience if you don't hold a degree

You'll need to provide us with:

- Your current CV
- A headed employment letter detailing your position and length of service
- A headed reference letter
- A personal statement (<https://www.regents.ac.uk/admissions/how-to-write-your-personal-statement>) outlining your experience and ambitions

This will be assessed on a case-by-case basis, by academic referral only.

## English language requirements

Minimum English proficiency requirement through one of the following qualifications (or equivalent):

Qualification	Subject	Grade
GSCE*	English	C (4)
IB SL or HL*	English A	4
IB HL*	English B	5
US HSD (studied in a majority English-speaking country)*	Grade 11 and above in English	C
IELTS*	Academic	Overall score of 6.5, with 5.5 or above in each component
UG degree	From English-speaking countries – defined by the UKVI	Second class

Please note, we do not accept home/online editions of English language tests.

*\*Qualification satisfies the English language requirements of the UKVI for non-UK/Irish nationals.*

We also offer conditional students a free, online diagnostic test known as the Regent's English Proficiency Test (REPT). This must be booked in advance. Discover more (<https://www.regents.ac.uk/english/regents-english-proficiency-test-rept>).

## Careers

Through this very specialist programme, we teach you specific skills that can be applied to the fields of:

- Marketing
- Data analytics
- Social media management
- Digital marketing

This means you'll have the flexibility to work across various industries of your liking in the specialist areas mentioned above. Our alumni have worked on campaigns for organisations ranging from **AC Milan** to **Ferrero Rocher**. Some have also revitalised family businesses, or launched start-ups in the UK and beyond.

You'll graduate with the transferable skills needed to choose any career that aligns with your interests.

## Graduate visa

After you've completed your course, you may be eligible to apply for a Graduate visa (<https://www.regents.ac.uk/admissions/graduate-visa>). This enables you to work, or look for work, in the UK for up to two years after you leave Regent's, without the pressure of having to secure a job immediately – applying your skills and advancing your career with valuable experiences and industry connections.

## Careers support

Don't worry if you feel overwhelmed – our Careers, Enterprise and Industry team (<https://www.regents.ac.uk/study/careers>) are here to provide personalised advice and access to resources **for life!**

- 24/7 access to online guidance and resources
- Exclusive internships, networking opportunities and industry events
- Personalised consultations – from interview and CV prep to business advice
- Access to Handshake (<https://www.regents.ac.uk/study/careers/our-services#digital-resources>), connecting you with 650k+ global employers

## Structure

You can choose to start in either January or September. A course starting in September will last 12 months, while a course starting in January will last 16 months.

View your academic calendar (<https://www.regents.ac.uk/admissions/academic-calendars>).

Please note, all Special Elective modules are subject to availability.



# MSc Digital Marketing and Analytics

## Term 1

Module title	
	<p>This module explores the central role of marketing in business and corporate strategy and the ways in which marketing roles, strategies and techniques are evolving due to developments in the areas of digital technology and analytics. You will develop a fundamental understanding of the core concepts of marketing which underpin a more detailed examination of specific digital marketing methods in other modules. The module will examine the influence of digital marketing on business and the similarities and differences between digital and traditional marketing.</p>
	<p>Managers in organisations often need to rely on research-based information to make decisions. In order to make proper use of such material and to ensure that any decisions made on the basis of research findings are soundly based, it is necessary to understand the strengths and weaknesses of the methods and techniques used to collect and analyse such information. There is a wide range of possible approaches to conducting research or consultancy studies which vary in terms of the kinds of questions they seek to answer and the methods used to provide answers are explored in this module.</p>

## Term 2

Module title	
	<p>This module will give you an in-depth understanding of qualitative and quantitative data analysis methods and statistical techniques as well as the use of latest analytics software packages and their application to both business as well as academic contexts. You will learn to manipulate data from a variety of industry databases and how to analyse and interpret primary data. The module will also help you understand how to evaluate and choose methods for data analysis for business and academic research.</p>

	<p>You will gain a practical understanding of the key elements of digital marketing communications with a particular focus on mobile marketing, email marketing, display and native advertising and affiliate marketing. You will look at how and when each element can most effectively be used and for what kind of marketing objectives each is suited. This is a practical, hands-on module where you will learn by using the tools and techniques discussed. The module covers the setting up of campaigns as well as how the results of each campaign element can be monitored and assessed using appropriate analytics tools. The emphasis is on understanding how all the different elements of the digital marketing communications mix can work together as part of an integrated campaign and how analytics can help both optimise campaigns prior to execution as well as assess results and ROI as the campaign runs.</p>
	<p>Marketing communications play a vital role in supporting and maintaining a brand. This module introduces the key concepts of social media marketing. You will learn how to understand, critically evaluate and apply conceptual social media frameworks, theories and approaches relevant to the marketing and promotional mix. You will also harness the key metrics tools of social media marketing in order to listen, monitor and manage communications through such tools. The module also aims to develop your strategic understanding of how to build and manage social media marketing communications campaign which impacts on the identified target audiences and integrates with all other relevant media.</p>
	<p>This module introduces the basics of good website design. It explores the role that an organisation's website can play in its digital marketing strategy and the analytics tools available to measure the effectiveness of web marketing. You will learn the principles of designing and building a website, along with creating and organising appropriate content for each stage of the RACE process. You will also learn how to use analytics to improve the user experience through analysis of data. At the end of the module you will have the opportunity to take the Google Analytics Individual Qualification (GAIQ) test.</p>

## Term 3

<p><b>You will complete one final project from the options below.</b></p>	
	<p>This module enables you to consolidate your learning in the form of an intensive piece of academically rigorous research focused on a research question of relevance to some aspect of digital marketing and analytics. You will identify a question, framed within the context of existing academic research, and collect and analyse relevant data. The completed dissertation will take the form of a draft journal article. Where appropriate, you will be encouraged to base your research upon organisations with which you are familiar. The module will help you to develop key employability skills such as creative and strategic thinking, time management, and effective communication, alongside academic skills such as critical thinking, evaluation of existing research, data analysis and academic writing.</p>

	<p>You will undertake a digital marketing consultancy project, operating in effect as a trainee management consultant for your client. You will undertake research into an issue related to digital marketing and analytics and develop recommendations that are intended to benefit the client organisation and perhaps the sector as a whole. The module offers the opportunity to carry out a project that is of real practical benefit and to demonstrate the knowledge and skills you have gained in a real marketing management situation.</p>
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“ ‘I already had a successful career in marketing, communications and change management but, after a career break, I wanted a course to refresh my skills – and this one stood out amongst many others’. ”

*Joanne Wang, MSc Digital Marketing alumna*

## Other Marketing courses

### International Fashion Marketing MA

Developed in consultation with industry experts, this course will train you to become a fashion marketing leader.

( <https://www.regents.ac.uk/postgraduate/marketing/ma-international-fashion-marketing> )

# Marketing Psychology MSc

Uncover cutting-edge techniques for reaching customers and analysing their behaviour.

( <https://www.regents.ac.uk/postgraduate/marketing/msc-marketing-psychology>).

# Content Creation MA

Build your portfolio and gain the creative and technical skills to secure your success as a content creator and influencer.

( <https://www.regents.ac.uk/postgraduate/marketing/ma-content-creation>).

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## Contact Us

*General enquiries:*

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*Current students:*

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*All Contact Options* (<https://www.regents.ac.uk/about/contact-us>)

*Cookies Settings*

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