



# MSc STRATEGIC DIGITAL MARKETING

**The MSc Strategic Digital Marketing\* will teach you how to get the most out of data driven marketing practices, user experience (UX), and Martech, alongside developing skills in critical thinking, building brands, leadership, and digital creativity – all highly sought after skills in today's job market. You'll have the chance to analyse current areas of marketing practice by examining live client case studies taken from real-world practice. The course also provides you with the skillset you'll need to adapt to future changes in marketing technology and consumer experience, helping you shape a successful future career in the marketing sector.**

*\*Subject to validation*

The course places a strong focus on practice-based learning, and integrates a variety of leading edge digital tools and software. This means you'll develop the ability to evaluate the application of marketing strategies in context. You'll explore the general marketing environment as a whole and then consider the impacts of digitisation on the contemporary marketing environment, and develop the ability to critically analyse data and apply theories of marketing from technical and creative perspectives.

Our academics work to ensure that the modules you study on the course cover real marketing scenarios and are career focused. This means that when you graduate you'll have the skills required to enter a variety of professional marketing roles. Knowledge of digital marketing and marketing theory is applicable to a range of business sectors, from technology and FMCG, to healthcare and the non-profit/charity industries.



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## 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.

### 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.



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## 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(s) 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.

## Managing Customer and User Experience (20 credits)

The module builds your knowledge of different types of customers and behaviours, and links these concepts to creating value propositions in the digital environment. You'll learn how to map the customers' journey across the virtual environment, taking account of omni-channel touch points and communications. The module will also develop your understanding of the role of the customer as a partner, introduce you to artificial intelligence within the CX process, and more. At the end of the module you'll be able 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.
- Design fully justified and optimised customer journeys and experiences



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## 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. The 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.
- Evaluate the key skills and resources needed to take advantage of opportunities in the market resulting from digital technologies.

## 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.

## Course duration

This varies depending on your rate of progress. You can access modules at a pace that is convenient for you; once you have accessed a module, there is a minimum and maximum time in which you will need to finish the required study topics and related assessments. You can find out more information on the course page [here](#). On average, it takes our students 1-3 years to complete a postgraduate qualification with us.

For more information please make an enquiry.

## English Proficiency

- IELTS 6.5 (no less than 6.0 in any element); or TOEFL iBT 90; or equivalent

We also offer an internal English test for applicants who are unable to provide the above evidence of English proficiency. More information can be found [here](#).

## Entry requirements

To be eligible for our MSc Strategic Digital Marketing, we need to see that you have:

- A UK bachelor's degree at a minimum of second class (2.2) or equivalent
- Individuals who have HND/HNC/Dip HE, with three to four years strong professional work experience with evidence of managerial/supervisory responsibilities are also encouraged to apply.
- We also consider applications from candidates who lack formal qualifications but possess at least five years of relevant managerial experience in any discipline.

## ► How to apply

### UK enquiries

- ✉ [www.arden.ac.uk](http://www.arden.ac.uk)
- ☎ [0800 268 7737](tel:08002687737)

### International enquiries

- ✉ [www.arden.ac.uk](http://www.arden.ac.uk)
- ☎ [+44 20 300 56070](tel:+442030056070)

