Queen Mary
University of London

MSc Marketing and Digital Analytics

Tailored for graduates from diverse backgrounds, the MSc Marketing and Digital Analytics programme offers a deep understanding of marketing's evolution and its intersection with the online data economy. In this CIM-accredited course, this is your gateway to navigate the challenges and opportunities concerning consumer behaviour and entreprensurship development.

Programme Length	1 Year (Full-time)
Fees	**Home:** £14,850 **Overseas:** £31,850

Apply Now!

Your Passions, Your Path:

Whether you're an aspiring marketer with a passion for exploring cutting-edge digital trends, an entrepreneurial spirit looking to leverage data tools for business success, or pursuing a career shift seeking a fresh professional direction, this programme is open to graduates of all disciplinary backgrounds and talents.

Why Choose Marketing?

Marketing is arguably the heartbeat of innovation and influence. In this dynamic realm, you're not just a professional—you're a storyteller shaping narratives and a visionary defining trends. With a marketing degree, your skills become a versatile toolbox in high demand, cultivating agility and become an indispensable force in shaping the narrative for any business.

School of Business and Management

- **28th** in UK for research output.

- **21st** in UK for research enviroment.

- Ranked **22nd** for overall research quality and **12th** for research impact by Times Higher Education.

What You'll Learn

The MSc Marketing and Digital Analytics programme equips students with a comprehensive skill set essential for excelling in the digital marketing sphere. Participants will acquire the proficiency to navigate the complexities of the digital economy independently, critically evaluate various approaches to Big Data and analytics, and scrutinize the cultural ramifications of data analysis. Emphasis is placed on fostering ethical standards in data analytics, particularly focusing on privacy, anonymity, and governance. Modules such as "AI in Business" serve to demystify artificial intelligence, while the dissertation component enables students to apply digital analytics to address specific research inquiries utilizing open data sources.

Graduates will leave with a well-rounded education that meets the demands of today's dynamic, global business environment.

Career Pathways

Upon completing this programme, individuals are equipped to excel in marketing positions across different sectors. Graduates will have the opportunity to explore careers in social media management, marketing campaign coordination, market research, advertising, SEO, CRM communications, marketing analytics, or business analytics.

Upon completion of the course, candidates can anticipate roles such as:

- **SEM Specialist**
- **Analytics Manager**
- **Senior Social Marketing Manager**
- **Global Marketing Director**
- **Marketing Content Officer**

CIM

AACSB ACCREDITED

Contact Us

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