

University of Bedfordshire

www.beds.ac.uk

MSc Digital Marketing

Location: Luton

Start: February, April, June, August, October, November

Duration: 1 year

Tuition Fees: £14,600

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Course content

- Brand Communication And Reputation Management (MAR036-6)
- Business Dissertation (MAR042-6)
- Digital Analytics And Online Customer Experience (MAR050-6)
- Digital Marketing Strategy (MAR051-6)
- Marketing And The Digital Future (MAR039-6)
- Performance Achievement Planning (BSS072-6)

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University of the West of England (UWE Bristol)

www.uwe.ac.uk

MSc Digital Marketing

Location: Bristol

Start: September

Duration: 1 year

Tuition Fees: £16,750

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Content

Principles of Digital Marketing:

- Behaviour, strategy and content production
- Use of data

Application of Digital Marketing:

- Applying Digital Tools 1: (Websites, social networks, search engines, content management) Professional portfolio
- Applying Digital Tools 2 (Websites, social networks, search engines, content management) Group pitch

Researching Digital Marketing

- Digital Marketing Dissertation.

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Brunel University

www.brunel.ac.uk

MSc Business Intelligence and Digital Marketing

Location: London

Start: September, January

Duration: 1 year, 16 months with placement

Tuition Fees: £22,000

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Compulsory

- MG5601 Business Intelligence
- MG5510 Dissertation
- MG5624 Digital Marketing
- MG5592 Entrepreneurship
- MG5594 Knowledge, Social Networks and Innovation
- MG5602 Mobile, Social Media and Cloud Services

- MG5603 Professional Consultancy in BI and SM
- MG5615 - Understanding Business and Management Research

Optional

- MG5610 - Consumer Behaviour
- MG5589 Global Outsourcing
- MG5591 Global Diversity Management
- MG5593 - International Business Ethics and Corporate Governance

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Coventry University

www.coventry.ac.uk

MSc Digital Marketing with Data Analytics

Location: City of London Campus

Start: September, January

Duration: 1 year

Tuition Fees: £20,050

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules:

- Digital Transformation - 15 credits
- Digital Marketing Strategy - 15 credits
- New Media Communications and Content Marketing - 15 credits
- Buyer Behaviour in the Digital Era - 15 credits
- Data Analytics for Digital Marketers - 15 credits
- Creativity and Brand Storytelling - 15 credits
- Marketing Management and Planning - 15 credits
- Research Methods for the Creative and Service Industries - 15 credits
- CMI Leading Diverse Workforces - 10 credits
- Final Semester Project Options
- MSc with Extended Professional Practice (EPP)

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University of East London (UEL)

www.uel.ac.uk

MBA (Digital Marketing)

Location: London

Start: September, January

Duration: 1 year or 2 years with work placement

Tuition Fees: £16,740, add £3,000 (if joint work placement)

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

CORE MODULES

- Managing Strategy, Operations and Partnerships
- Managing Financial and Human Resources for Sustainable Business Success
- Marketing in a Digital Age and Corporate Social Responsibility
- Mental Wealth and Applied Research
- Digital Marketing Strategy
- Applied Digital Marketing Project

OPTIONAL MODULES

- Industrial Placement
- Extended Work Project

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MSc Digital Marketing and Analytics

Location: Colchester

Start: October

Duration: 1 year

Tuition Fees: £22,400

English requirement: UKVI IELTS 6.5 (with minimum 6.0 in writing and 5.5 in all other component)

Course content

Compulsory

- Research Methods in Marketing (20 CREDITS)
- Marketing Strategy (20 CREDITS)
- Digital Marketing (20 CREDITS)
- Marketing Analytics (20 CREDITS)

Optional: BE981-7FY or BE970-7-PS

- Short Term Placement: Research and Work-based Learning (60 CREDITS)
- Dissertation in Marketing (60 CREDITS)

Optional: EBS (Colchester) option from list (40 credits)

- Management and Strategy (20 CREDITS)
- Organisational Behaviour and Human Resource Management (20 CREDITS)
- Consumer Behaviour (20 CREDITS)
- Perspectives on Marketing (20 CREDITS)
- Marketing and Innovation (20 CREDITS)

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MSc Digital Marketing

Location: Exeter

Start: October

Duration: 1 year

Tuition Fees: £29,500

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Compulsory modules: 135 credits of compulsory modules

Code	Module	Credits
BEMM166	Integrated Marketing Communications	15
BEMM215	Marketing in Practice	30
BEMM778	Applied Digital Marketing Analytics	15
BEMM779	Content Creation and Communication	15
BEMM780	Consumer Behaviour in the Digital Environment	15
BEMM781	Contemporary Digital Marketing Themes	30
BEMM782	Digital Marketing Planning	15

Optional modules: 45 credits of optional modules

Code	Module	Credits
BEMM068	Managing Competitive Strategy	15

BEMM069	Marketing and New Product Innovation	15
BEMM071	Leadership and Global Challenges	15
BEMM115	Marketing Analysis and Research	15
BEMM116	Principles of International Business	15
BEMM118	Strategic Innovation Management	15
BEMM126	Purchasing and Supply Chain Management	15
BEMM128	Brand Design	15
BEMM129	Digital Business Models	15
BEMM164	Consumption, Markets and Culture	15
BEMM178	Innovation Management	15
BEMM263	Innovation and Technology Policy	15
BEMM265	Sustainability and Behaviour Change	15
BEMM270	Social Networks and Organizations	15
BEMM374	Tourism and Marketing	15
BEMM394	Entrepreneurship: New Venture Creation	15
BEMM461	Analytics and Visualisation for Managers and Consultants	15
BEMM463	Marketing Analytics	15
BEMM488	Entrepreneurship and Complete Sustainable Value Creation	15
BEMM786	Service Design and Innovation	15

MSc Social Media and Digital Marketing

Location: Exeter

Start: October

Duration: 1 year

Tuition Fees: £24,300

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Compulsory modules: 90 credits

Code	Module	Credits
CMMM002	Social Media: Management and Strategy	30
CMMM007	Dissertation	60

Optional modules: 90 credits

Code	Module	Credits
BEMM115	Marketing Analysis and Research	15

BEMM128	Brand Design	15
BEMM778	Applied Digital Marketing Analytics	15
BEMM782	Digital Marketing Planning	15
BEMM786	Service Design and Innovation	15
CMMM010	Promotional Cultures in Consumer Society	30
CMMM011	UX Research and Design	30

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University of Greenwich

www.gre.ac.uk

MSc Digital Marketing

Location: London

Start: September, January

Duration: 1 year

Tuition Fees: £17,275

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules:

Year 1

Students are required to study the following compulsory modules.

- Applied Digital Marketing Analytics (30 credits)
- Content Creation and Campaign Management (30 credits)
- Digital Channels and Optimisation (15 credits)
- Digital Customer Experience (15 credits)
- Digital Marketing Strategy and Planning (30 credits)
- Emerging Digital Technologies (15 credits)
- Ethics in Digital Marketing (15 credits)
- Independent Business Research in Digital Marketing (45 credits)

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University of Kent

www.kent.ac.uk

MSc Digital Marketing and Analytics

Location: Medway campus

Start: September

Duration: 1 year

Tuition Fees: £22,700

English requirement: UKVI IELTS 6.5 (with a minimum of 6.0 in R & W; 5.5 in S & L)

Work experience: 3 years

Module

Compulsory modules currently include

- BUSN9132 - Digital and Social Media Design (15 credits)
- BUSN9134 - Web Marketing and Analytics (15 credits)
- BUSN9135 - The Digital Consumer (15 credits)
- BUSN9136 - Social Media Analytics (15 credits)
- BUSN9137 - Principles of Digital and Social Media Marketing (15 credits)
- BUSN9138 - Digital Marketing Data Mining and Analytics (15 credits)
- BUSN9139 - Emerging IT Trends for Digital Marketing (15 credits)
- BUSN9141 - Digital Marketing Research & Intelligence (15 credits)
- BUSN9142 - Digital Marketing Strategy and Planning (15 credits)
- BUSN9201 - Research Methods and Consulting Skills (15 credits)

Compulsory modules currently include

- BUSN9133 - Digital Marketing Report (30 credits)

MSc Digital Marketing

Location: Liverpool

Start: September

Duration: 1 year

Tuition Fees: £17,750

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Course content

Core modules

- Experiential Marketing in the Digital Era - 20 credits
- Digital Marketing Communications - 20 credits
- Data Analysis and Application - 20 credits
- Digital Marketing Strategy and Planning - 20 credits
- Digital Consumer Psychology - 20 credits
- Research Methods for Digital Marketing - 10 credits
- Research Project - 60 credits
- Digital Industry Clinic - 10 credits

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University of Liverpool

MSc Digital Marketing and Analytics

Location: Liverpool

Start: September

Duration: 1 year

Tuition Fees: £28,000

English requirement: UKVI IELTS 6.5 (no less than 6.5 in writing, no other skill less than 6.0)

Module details:

Semester One

Compulsory modules

- Consumer Behaviour (ULMS795)
- Digital Marketing (ULMS855)
- Marketing Management (ULMS766)
- Services Marketing (ULMS803)

Semester Two

Compulsory Modules

- Consumer Insight Research *ULMS894)
- Experiential Marketing (ULMS890)
- Leading Marketing and Entrepreneurship (ULMS892)
- Marketing and Digital Analytics (ULMS893)

Final Project

Compulsory modules

- Dissertation (ULMS790)
- Strategy, Planning and Implementation (ULMS719)

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University of Manchester

MSc Digital Marketing

Location: Manchester

Start: September

Duration: 1 year

Tuition Fees: £29,000

Application Fees: £60 (non-refund)

English requirement: UKVI IELTS 7.0 (no other element below 6.5)

Course unit list:

The course unit details given below are subject to change, and are the latest example of the curriculum available on this course of study.

Title	Code	Credit rating	Mandatory/optional
Integrated Marketing Communication in a Digital Environment	BMAN60222	15	Mandatory
Marketing Management in the Digital Age	BMAN73991	15	Mandatory
Marketing Strategy and Competitive Advantage	BMAN74011	15	Mandatory
Current Topics in Digital Marketing	BMAN74801	15	Mandatory
Market Research in Practice in a Digital Context	BMAN74811	15	Mandatory
Business to Business Marketing	BMAN70152	15	Optional
Retail Marketing	BMAN70172	15	Optional
Services Marketing: customer experiences and digital interactions	BMAN70252	15	Optional
International Marketing	BMAN70402	15	Optional
Digital Business	BMAN71702	15	Optional
Financial Data Analytics & AI in Finance	BMAN74222	15	Optional
User Experience (UX) Design and Web Analytics	BMAN74822	15	Optional

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Middlesex University

www.mdx.ac.uk

MSc Digital Marketing

Location: London

Start: October, January

Duration: 1 year

Tuition Fees: £17,600

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

- Digital Marketing Applications: Trends and Tactics. (15 Credits) – Compulsory
- Digital Marketing Strategy and Communications (15 Credits) - Compulsory
- Branding in the Digital Age (15 Credits) - Compulsory
- Consumer Psychology (15 Credits) - Compulsory
- Digital Marketing Analytics (15 Credits) - Compulsory
- Practitioner Perspective (15 Credits) - Compulsory
- Growth Driven Marketing with AI – Automation (15 Credits) - Optional
- Entrepreneurship in the Digital Sector (15 credits) - Optional
- Industry Placed Experience: Applied Digital Marketing (15 credits) - Optional
- Creativity and Innovation in Digital Marketing (15 credits) - Optional
- eCommerce and Social Selling (15 credits) - Optional
- Research methods & dissertation (60 Credits) Compulsory

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Newcastle University

www.ncl.ac.uk

MSc Digital Business (e-Marketing)

Location: Newcastle

Start: September

Duration: 1 year

Tuition Fees: £27,100

English requirement: UKVI IELTS 6.5 (with 6.0 in any bands)

Modules

Compulsory Modules	Credits
Dissertation	60
Research Methods	20
Customer Relationship Management	10
Realising value from digital business	10
Data Analytics for Managers	10
Strategy, Management and Information Systems	20
E-Business	10
Digital Start-up	10
Digital Marketing	10
Principles of Marketing	20

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University of Nottingham

www.nottingham.ac.uk

MSc Digital Marketing

Location: Nottingham

Start: September

Duration: 1 year

Tuition Fees: £27,200

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Semester one

- Consumer Behaviour and Analytics
- Marketing Management in the Digital Economy
- Digital Marketing Strategy

Semester two

Please note: teaching in semester two follows a blocked delivery format, i.e., each module will be covered within three weeks, followed by an assessment week (all coursework).

- Generating Customer Insights and Analytics
- Digital Marketing Communication
- Digital Customer Experience and Applications

Summer

- Digital Marketing Challenge Project

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Nottingham Trent University

www.ntu.ac.uk

MSc Digital Marketing

Location: Nottingham

Start: September

Duration: 1 year

Tuition Fees: £20,250

English requirement: UKVI IELTS 6.5 (with minimum of 5.5 in each Component)

Modules

Semester One

- Principles of Marketing (20 credits)
- Understanding The Customer Experience (20 credits)
- Strategic Global Marketing (20 credits)

Semester Two

Your modules in Semester Two will benefit from expert external practitioners and industry partners through workshops and guest lectures.

- Digital Marketing Operations (20 credits)
- Dynamic Digital Marketing (20 credits)
- Contemporary Perspectives in Customer Engagement (20 credits)

Semester Three

In your final Semester you'll take on a experiential project, giving you a fantastic opportunity to use the theories and knowledge you've gained to produce a challenging, meaningful piece of work. Projects include:

- Consultancy Experience Project (40 credits)
- In-Company Experience Project (40 credits)
- Business Research Project (40 credits)

Ongoing Learning

Throughout the year you will also study the following modules which will help you understand how to manage your own continuous personal and professional development (PPD).

- Professional Practice (10 credits)
- Customer Insight through Marketing Research (10 credits)

Placement Diploma in Industrial Experience (2 year course only)

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Northumbria University

www.northumbria.ac.uk

MSc Digital Marketing

Location: Newcastle

Start: September

Duration: 1 year

Tuition Fees: £19,750

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules

- BM9706 - Marketing Metrics and Analysis (Core,20 Credits)
- BM9718 - Research Methods and Analytics for Business Practice (Core,20 Credits)
- GA7000 - Academic Language Skills for Postgraduate Business Students (Core – for International and EU students only,0 Credits)
- HR9737 - Leadership and Management Development (Core,20 Credits)
- MK9700 - Strategic Marketing in the Digital Era (Core,20 Credits)
- MK9701 - The Digital Customer Journey: Data, Profiling and CRM (Core,20 Credits)
- MK9702 - Digital Campaign Management and Media (Core,20 Credits)
- NX0477 - NBS Masters Consultancy Project (Optional,60 Credits)
- NX0480 - The Newcastle Business School Masters Dissertation (Optional,60 Credits)
- NX9734 - Masters' Management Enquiry (Optional,60 Credits)

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University of Northampton

www.northampton.ac.uk

MSc Digital Marketing

Location: Northampton

Start: September

Duration: 1 year

Tuition Fees: £16,500

English requirement: UKVI IELTS 6.5 (with a minimum of 6.0 in writing and 5.5 in all other skills)

Course content

- Strategic Digital Marketing

- Social Media & Content Creation
- Digital Diversity
- The Professional Digital Marketer
- E-Commerce
- Digital Futures
- Digital Project or Dissertation

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University of Portsmouth

www.port.ac.uk

MA Digital Marketing

Location: Portsmouth

Start: September, January

Duration: 1 year

Tuition Fees: £18,800

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

Core modules

- Essentials of Marketing – 15 credits
- Contemporary Issues in Marketing – 15 credits
- Consumer Insight and Analytics – 15 credits
- Social Media Marketing – 15 credits
- Digital Marketing Strategy – 15 credits
- User Experience – 15 credits
- The Collaborative Marketing Project – 30 credits
- Independent Marketing Research Project – 60 credits

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University of Reading

www.reading.ac.uk

MSc Digital Marketing

Location: Reading

Start: September

Duration: 12 months

Tuition Fees: £26,000

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course structure

Optional modules

- Study skills for success – N/A credits
- Future of Work: Coding with Python for Business & Finance – N/A credits

Compulsory modules

- Career and Professional Development - 0 [0 ECTS credits]
- Digital Marketing - 20 [10 ECTS credits]
- International Strategic Management - 20 [10 ECTS credits]
- Marketing Communications: Digital, Social and Integrated - 20 [10 ECTS credits]
- Marketing Dissertation - 30 [10 ECTS credits]
- Market Research - 20 [10 ECTS credits]
- Measuring Marketing Performance - 20 [10 ECTS credits]
- Study and Research Skills: Sources, Methods, and Practice - 0 [0 ECTS credits]
- Principles of Marketing - 20 [10 ECTS credits]

Optional modules: Plus 30 credits of optional modules

- Applied Challenge - 10 [5 ECTS credits]
- Branding - 10 [5 ECTS credits]
- Business Intelligence and Data Mining - 20 [10 ECTS credits]
- Consumer Behaviour - 20 [10 ECTS credits]
- Consumer Intelligence: New Consumers, New Markets - 20 [10 ECTS credits]
- Hot Topics in Marketing - 10 [5 ECTS credits]

- Global Marketing Management - 20 [10 ECTS credits]
- Marketing for a Better, Sustainable World - 10 [5 ECTS credits]
- Management in Creative and Cultural Organisations - 20 [10 ECTS credits]

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Royal Holloway University of London

www.royalholloway.ac.uk

MSc Digital Marketing

Location: London

Start: September

Duration: 1 year

Tuition Fees: £23,900

Requirement: IELTS 6.5 (6.0 in reading and writing, 5.5 in speaking and listening)

Course structure

Core Modules

- Digital Marketing Strategy
- Search and Metrics
- Design Thinking
- Digital Brand Storytelling
- Digital Consumer in Online Culture
- Advertising in a Digital Era
- Research Methods for Digital Marketing
- Contemporary Issues in Digital Marketing
- Digital Marketing Consultancy
- Individual Business Project
- Academic Integrity

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Staffordshire University

www.staffs.ac.uk

MSc Digital Marketing Management

Location: Stoke-on-Trent, Staffordshire

Start: September, January

Duration: 1 year

Tuition Fees: £16,750

Requirement: IELTS 6.0 (5.5 ทุคณรรน)

Course modules

Compulsory modules

- Contemporary Digital Marketing Strategy – 20 credits
- Cross-Culture Management and Leadership – 20 credits
- Digital Marketing for Sme’s – 20 credits
- Digital Marketing Strategy in Practice – 20 credits
- Digital Marketing with Impact – 20 credits
- Digital Marketing Work Placement – 60 credits
- Global Digital Marketing Decisions – 20 credits

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Teesside University

www.tees.ac.uk

MSc Digital Marketing

Location: Middlesbrough

Start: September, January

Duration: 1 year (September), 16 months (January)

Tuition Fees: £15,000

English requirement: UKVI IELTS 6.5 (with at least 6.0 in writing)

Modules

- Digital Communications
- Digital Innovation and Change Management
- Digital optimization, Analytics and Metrics
- Professional Marketing Project
- Strategic Digital Marketing

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University of Westminster

www.westminster.ac.uk

MSc Digital Marketing Management

Location: London

Start: September, January

Duration: 1 year

Tuition Fees: £19,000

English requirement: UKVI IELTS 6.5 (with at least 6.0 in writing)

Modules

Core modules

- Digital Customer Experience
- Consumer Psychology and Research
- Digital Marketing and Innovation
- Multi-Platform Marketing Communications
- Digital Marketing Strategy
- Web Design and Analytics
- Social Media and Content Marketing
- Final Major Project

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เอกสารที่ใช้ในการสมัครเรียน คือ

- Transcript
- ใบปริญญาบัตรจบ ป.ตรี (ถ้ามี)
- หนังสือรับรองการจบ ป.ตรี (ถ้ายังไม่ได้รับใบปริญญา)
- หนังสือรับรองว่าจบหลักสูตร Inter. Program มา (ถ้าจบ Inter. Program มา)
- Resume / CV
- Statement of Purpose (SOP) (เขียนว่าทำไมถึงอยากเรียนสาขาวิชานี้ประมาณ 1 หน้ากระดาษ)
- Recommendation Letter จากอาจารย์ / จากที่ทำงาน 2 ท่าน
- ผล UKVI IELTS (ส่งตามที่หลังได้)
- Copy passport

เอกสารที่ใช้ในการสมัครเรียน ถ้าไม่สะดวกที่จะเอาเข้ามาให้พี่ที่ออฟฟิศ น้องสามารถที่จะสแกนแล้วส่งเข้าอีเมลมาให้พี่ได้นะคะ ที่ leenar@studyoverseas.co.th ค่ะ ถ้าน้องมีคำถามเพิ่มเติมหรือต้องการข้อมูลเพิ่มเติมโทรสอบถามพี่ต่อได้นะคะที่ 081-6449867, 089-6820168 ค่ะ

ขอบคุณค่ะ
พี่ต่อ

เจ้าหน้าที่แนะแนว

Study Overseas Centre Co.,Ltd