



Qualifications / Bespoke Training /
Public Training / Digital Academy /
Mentoring / Conferences / Continued
Professional Development



MSc in Digital Marketing Communications

Delivered in partnership with
Manchester Metropolitan University
Business School

The UK's Leading Digital Marketing Qualification

Econsultancy's Masters in Digital Marketing Communications was the first of its kind to be launched in the UK. Now in its third year, it represents a flexible, industry-led learning programme, designed to work around your current career commitments. Whether you're looking to break in to the digital industry or seeking to expand and consolidate your knowledge, the Masters in Digital Marketing Communications gives you the practical and strategic skills you need to maximise your potential.

Why is it different?

Our MSc has been specifically designed to deliver immediately applicable practical and strategic skills to digital professionals. Face to face sessions with our experienced practitioner-trainers are supported with Econsultancy's wealth of industry leading best practice know-how and resources, whilst our partnership with Manchester Metropolitan University means you benefit from top quality academic support. Upon graduation, you will be equipped with an internationally recognised postgraduate qualification that is testament not only to your hands on skills, but also your commitment to continuous learning.

Who is it aimed at?

As a professional postgraduate qualification, the MSc is aimed at those looking to enter or develop their skills within the digital marketing industry. It is also useful for practitioners who wish to formally accredit their experience. Designed with flexibility in mind and supported by our range of more than 25 specialist courses, there's a path available to fit your requirements.

When does the course start?

We operate one intake per year beginning in September however, delegates can attend their initial core training sessions in the summer once they have received a letter of acceptance.

Entry Requirements

The course assumes no prior knowledge but a good first degree (in any discipline) or relevant professional experience is required along with an IELTS score of 6.5 or above if relevant.

Application

Please go to <http://econsultancy.com/training/qualifications/masters/apply> to apply.

Fees:

Stage 1: £3450 + VAT

Stage 2: £3450 + VAT

Stage 3: £1950 + VAT

Craig Hanna, Training Director, Econsultancy

"Completing this challenging programme demonstrates your skills and experience as a digital marketing professional to you and your peers. In addition, its status as an accredited postgraduate qualification means it will continue to be a stamp of excellence for the rest of your career."

Syllabus

A combination of face to face practical sessions and directed study delivered via our online learning platform gives you the flexibility to build a course to suit you. Each stage lasts for one year on the part-time option, one term full time.

Elective courses cover the following areas:

- Email Marketing
- Search Engine Optimisation
- Paid Search Marketing
- Online Copywriting
- Web Project Management
- Online PR
- Usability
- Accessibility
- Legal
- Mobile Marketing
- Affiliate Marketing

Dates for all courses are available at <http://econsultancy.com/training> and a course advisor is always on hand to make sure you choose the right training for your needs.

Stage 1	
Module 1: Strategy and Planning for Digital Development	
University Induction	Held at MMU in September
2 core courses from Econsultancy	Foundation (2 days) Online Media Planning and Buying (1 day)
Discussion Day at MMU	Held at MMU in November
<i>First Assignment Due</i>	
Module 2: Customer Acquisition and Conversion Concepts in Digital Marketing	
3 elective Econsultancy courses	Courses run for 1 day and you have the option to attend in either London or Manchester
Discussion Day at MMU	Held at MMU in March
<i>Second Assignment Due</i>	
Module 3: Work-based Independent Learning	
Two module specific practical days	Taught at MMU in April and June
<i>Third Assignment Due</i>	
Stage 2	
Module 4: Customer Management and Retention Concepts in Digital Marketing	
3 elective Econsultancy courses	Courses run for 1 day and you have the option to attend in either London or Manchester
Discussion Day at MMU	Held at MMU in November
<i>Fourth Assignment Due</i>	
Module 5: Monitoring, Measurement and Management	
3 core courses from Econsultancy	Web Measurement and Analytics (1 day) Web 2.0 & Emerging Trends (0.5 days) Integrated and Multichannel Marketing (1 day)
Discussion Day at MMU	Held at MMU in March
<i>Fifth Assignment Due</i>	
Module 6: Developing Professional Practice	
Two module specific practical days	Taught at MMU in April and June
<i>Sixth Assignment Due</i>	
Stage 3	
Directed Project Brainstorming	Held in London (1 day)
<i>Dissertation Due</i>	

FAQs

I've been working in the industry for over five years but I don't have any formal qualifications – is the MSc right for me?

Digital Marketing qualifications have failed to keep pace with the explosion in the industry leading to many experienced practitioners having no formally recognised accreditation. Our MSc gives you the perfect opportunity to consolidate your knowledge, ensuring you remain at the cutting edge of this quickly changing discipline whilst gaining an academically rigorous and internationally recognised qualification.

Whether you're looking to tackle a specific business problem, explore new areas of the discipline or gain a deeper understanding of real-world application through interaction with delegates from varied backgrounds, the flexible nature of the syllabus and the freedom to specialise in your assignments means you can tailor your learning to your specific needs, whether you're a Digital Marketing newcomer, or an established practitioner.

If you'd like further advice on whether the course is right for you, please don't hesitate to contact us to talk through your options.

I only want to do the Postgraduate Certificate – is that possible?

Yes. The course is divided into three stages which build to form the full MSc, but you can stop and graduate at the end of any stage to claim the relevant qualification. At the end of stage one you will achieve the Postgraduate Certificate, at the end of stage two you will receive the Postgraduate Diploma and completion of stage three will see you awarded the full Masters accreditation.

How long does the course take?

The MSc was designed specifically for people studying whilst in employment, and takes three years to complete as a part-time course however, we are now able to offer a full-time version which lasts one year. You can also take a break between stages: providing you finish the entire course within five years of enrolment you will still be entitled to claim your Masters qualification.

Is there any funding available to help pay for the course?

The majority of delegates are funded through the MSc by their employers, but there is funding available through the Government's Career Development Loans (<http://www.direct.gov.uk>), as well as some regional schemes. Please contact us for more information.

Can I pay in instalments?

Payment for each stage of the course is required in full upfront. We are not able to offer payment in instalments beyond this arrangement.

I've been to Econsultancy courses before – can I count them towards an MSc?

Yes! Our content does change over time to reflect the very latest best practice, but in general, if you've attended a course within the last twelve months, you should be able to count it as an MSc elective. Let us know when you apply and we'll tell you whether your course qualifies.

I've already got a marketing/digital marketing qualification – are there any exemptions available?

We strongly advise candidates to undertake all the modules for the MSc with us to ensure consistency across the teaching however, exemptions from face to face sessions or entire modules can be sought if you have relevant professional or academic experience. If you wish to be assessed for exemption, let us know which modules you believe can be fulfilled by your previous experience, giving as much detail as possible on your application form. We will then contact you to talk through your options.

I have a Diploma in Digital Marketing from another organisation – can I just do the dissertation stage to convert this into a Masters?

No. In order to gain the full Masters qualification you must pass all three stages of our qualification, even if these stages include exemptions from certain modules.

What kind of support do I receive?

Enrolment as a student at Manchester Metropolitan University gives you access to their library systems, including the extensive journal archive, as well as a number of university libraries nationwide. Coupled with your free Econsultancy membership which makes over half a million pages of content available, covering all aspects of digital marketing, you should have ready access to all the resources you need throughout your course. In addition, you will automatically become a member of Econsultancy Alumni where you can connect with delegates from all our academic programmes, past and present, as well as receiving invites to exclusive events, discounts, early notice of newly published Econsultancy reports and online forums with our trainers. You also receive an NUS card which gives you discounts on books, software and Pizza Hut among others!

...but I already have Econsultancy membership

The qualification specific membership package means you get unlimited access to all our reports, research and best practice as soon as they're published, usually only available to Diamond members. Your membership will last the duration of your course (any previously held memberships which overlap will be refunded pro-rata or can be transferred to a colleague).

David Bird, Course Tutor, MMU

"We created the first MSc in Digital Marketing Communications to fit around your professional needs, so it's not some trip around a few academic papers. This is real challenging stuff, opening up what goes on in your company or at your client, exploring your role. We're preparing you for your future with the right skills from the finest providers of best practice around, matched with the kind of rigour you'd expect from one of the most successful providers of marketing education"

Our MSc Delegates

Our MSc delegates come from a range of professional levels and industries including:

Head of Digital, COI	Director, jobs.ac.uk
Director, Coast AMS	Assistant Consultant, Blue Latitude
Ecommerce Executive, LV.com	Marketing and Business Engagement Manager, London Business Network
Business Advisor, Enterprise North East Trust	New Media Manager, University of Cambridge International Examinations
Managing Director, Whitekite Media	Digital Marketing Manager, City and Guilds
Trade Marketing Manager, Sony Computer Entertainment	Head of Digital, Institute of Chartered Accountants

Business Advisor, ENE Trust

“The course delivers cutting-edge topics, engaging and up to the second informed trainers, cultivating interesting online debate combined with real practical business challenges. I’m impressed.”

Director, CoastAMS

“The course has been of substantial benefit to me and my company, both academically and commercially.”

About Us

Econsultancy is a community where the world's digital marketing and ecommerce professionals meet to sharpen their strategy, source suppliers, get quick answers, compare notes, help each other out and discover how to do *everything* better online.

Founded in 1999, Econsultancy has grown to become *the* leading source of independent advice and insight on digital marketing and ecommerce. Our reports, events, online resources and training programmes help our 80,000+ members make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

With 3000 undergraduate and some 1500 postgraduate students, **Manchester Metropolitan University Business School** is a ‘full range’ business school offering degrees in all major sub-disciplines of business and management as well as engaging in applied research and providing in-house courses and consultancy services for corporate clients.

MMUBS has a well-established tradition of offering high quality postgraduate management and business education. Their portfolio of general management and specialist Masters programmes not only reflects the latest thinking in management and business, it also benefits from a solid research base as well as extensive links with industry, commerce and the public sector.

Our Trainers



David Bird
MMU
Course Tutor



Michelle Goodall
Econsultancy
Online PR



Chris Rourke
UserVision
Usability



David Reilly
Barracuda Digital
*Search Engine
Optimisation*



David Hughes
Nonline Marketing
*Email Marketing,
Foundation*



Ben Logan
Spotless Design
Accessibility



Robin Richmond
Bigmouth Media
*Paid Search
Marketing*



Andrew Gordon
Consultant
Foundation



James Matthewson
MyDigitalJAM
*Online Media
Planning and Buying,
Multichannel
Marketing*



Denis Howlett
IndigoBlue
*Web Project
Management*



Neil Mason
Foviance
*Web Measurement
and Analytics*



Duncan Smith
iCompli
Legal Training



Dave Chaffey
Consultant
*Advanced SEO and
Google Analytics*



Tim Fidgeon
Consultant
Copywriting for the Web

Other Econsultancy Qualifications

Looking for something more specific to your industry? We now offer two sector-specific MSc programmes.

MSc in Internet Retailing

The MSc in Internet Retailing is the UK's first postgraduate qualification to specifically address the career and business needs of ambitious retail professionals.

It's a challenging, multi-disciplinary programme that delivers all the skills and understanding you'll need to become a successful e-commerce practitioner.

The three year part-time syllabus guides delegates through all aspects of internet retailing, from marketing, buying and merchandising, through to logistics, engineering and technology. Whether you're already involved in internet retailing or you are from a more traditional retail background, completion of the qualification will:

- Develop your understanding and appreciation of the whole discipline of Internet Retailing
- Fully prepare you for a commercial leadership role
- Give you a broad and deep perspective on e-commerce best practice, trends and opportunities
- Establish you with a network of like-minded e-commerce leaders with full access to an ongoing support framework of research, insight and expert advice

Current delegates represent a range of organisations including Harvey Nichols, House of Fraser, Paypal, Pentland, Vodafone, Holland and Barrett, Co-op Travel and the Scouting Association

MSc in Digital Publishing

Every publisher has a choice: get to grips with the new world of digital publishing or stay stuck in a declining business model.

The MSc in Digital Publishing is an intensive, three year part-time programme that will drop you into the deep end of digital publishing.

This unique qualification is designed for established publishers who have been given strategic responsibility for digital. The programme combines face-to-face classroom sessions, distance learning and self-study with practical assignments and an individual publishing project.

Upon completion, you'll not only be in a position to drive your business's digital strategy, you'll also be able to prove your results.

Enquiries

If you would like to get further advice about the Masters or any other Econsultancy academic course, please don't hesitate to contact vivien.underwood@econsultancy.com, call 020 269 1475 or visit <http://econsultancy.com/training/qualifications> to register for an application pack.