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MSc in Digital Marketing Communications

Delivered in partnership with
Manchester Metropolitan University
Business School

The UK's leading digital marketing qualification

Econsultancy's MSc in Digital Marketing Communications was the first of its kind to be launched in the UK. Now in its fourth year, it represents a varied, industry-led academic 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 MSc in Digital Marketing Communications gives you the practical and strategic skills you need to maximise your potential.

Why is it different?

Econsultancy's MSc is the only digital marketing programme in the UK which combines accredited academic learning with up to the minute expertise, ensuring the course content evolves with the industry. Face to face sessions with our experienced practitioner trainers give delegates a unique, highly practical insight into the current commercial environment, supported by full access to Econsultancy's comprehensive range of cutting-edge research, commentary and practical 'how-to' guides. With an active community of over 80,000 digital marketing professionals at your finger tips, you can be certain you'll be keeping up with the very latest industry trends and developments globally. Completing our MSc means that upon graduation, you'll 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 in the fast-paced digital environment.

Who is it aimed at?

As a professional postgraduate qualification, we strongly recommend that you have at least one year's relevant industrial experience to get the most from the course, however, whether you're a relative newcomer to digital, or you're looking to formalise your existing experience, our programme has the flexibility and scope to meet your needs. Undertaken part-time the work-based nature of the MSc makes it ideal for those wishing to study while they work, and allows delegates to tie their academic work into current commercial projects or research.

We are happy to consider delegates from a range of backgrounds and professional levels; the minimum entry requirement is usually a good undergraduate degree in any subject, or at least three years' digital industry experience. You can contact us on masters@econsultancy.com (020 7269 1478) if you'd like further advice about whether the course is right for you.

Application and fees

Please go to <http://econsultancy.com/training/qualifications/masters/apply> to register your interest in the course and we'll be in touch with full details of the application process. Applications can be accepted year round, although they will only be processed from March. Places are limited and we operate on a first come first served basis.

Fees:		
Stage 1: £3450 + VAT	Stage 2: £3450 + VAT	Stage 3: £1950 + VAT

The above fee structure applies to both international and domestic delegates on either part-time study route.

Syllabus and teaching

The syllabus is built around attendance at a number of face to face taught sessions, examining core concepts and practical skills in digital marketing. In addition to the classroom days, delegates take on a significant amount of self-study, supported via our online learning environment. Tutors post weekly tasks and activities designed to stimulate debate and guide your research as you work towards your assignments and delegates are strongly advised to take advantage of the knowledge within the cohort through active collaboration. Assessment is by assignment only.

Stage 1 Postgraduate Certificate in Digital Marketing Communications	
Module 1: Strategy and Planning for Digital Development	
University Induction	Held at MMU in September
Three core courses delivered by Econsultancy	Strategy and Planning for the Multichannel Web (2 days) Analytics for Optimisation (1 day) Social Media Strategies: Building the Brand (1 day)
Discussion Day at MMU	Held at MMU in November
<i>First Assignment Due</i>	Early January
Module 2: Monitoring, Measurement and Management	
Three core courses delivered by Econsultancy	Project Skills for Digital Marketers (1 day) Effective Web Measurement (1 day) Legal Issues: Considering Compliance (1 day)
Discussion Day at MMU	Held at MMU in March
<i>Second Assignment Due</i>	Early April
Module 3: Integrated Marketing Communications Planning and Control	
Two MMU taught days	Taught at MMU in April and July
<i>Third Assignment Due</i>	Late August
Stage 2 Postgraduate Diploma in Digital Marketing Communications	
Module 4: Customer Acquisition and Conversion Concepts in Digital Marketing	
Three core courses delivered by Econsultancy	Acquisition Strategies and Monetisation (1 day) Understanding Search (1 day) Developing Effective Content (1 day)
Discussion Day at MMU	Held at MMU in November
<i>Fourth Assignment Due</i>	Early January
Module 5: Customer Management and Retention Concepts in Digital Marketing	
Four core courses delivered by Econsultancy	The Power of Email (1 day) Customer Experience and Usability (1 day) The Mobile Web (1 day) Social Media and Customer Engagement (1 day)
Discussion Day at MMU	Held at MMU in March
<i>Fifth Assignment Due</i>	Early April
Module 6: Developing Professional Practice	
Two MMU taught days	Taught at MMU in April and July
<i>Sixth Assignment Due</i>	Late August
Stage 3 MSc in Digital Marketing Communications	
Directed Project Brainstorming	Held in London (1 day)
<i>Dissertation Due</i>	Graduation in September

MSc delegates will have the opportunity to buy up to three additional courses per year at a 50% discount on our usual training costs. These courses can cover any subject from our extensive programme.

Our MSc delegates

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

Head of Digital, COI	Project Manager, Esus Web Services
Director, Coast AMS	Head of Online Planning, Insight and Media, Brahm
E-commerce Executive, LV.com	eStrategy Manager, British Council
Marketing and Business Engagement Manager, London Business Network	New Media Manager, University of Cambridge International Examinations
Partner, iParticipate Social Media	Sales Consultant, Exact Target
Manager, Aqua Digital	Head of Digital, Institute of Chartered Accountants
Print/Digital Production Manager, The Unsigned Guide	Trade Marketing Manager, Sony Computer Entertainment
Director of Student Recruitment and Marketing, University of Winchester	

Vice-President of Communications, ICMIF

“As well as a professionally-recognised qualification, the MSc provides a good grounding in all aspects of digital communications, especially given the ever-changing landscape. I would recommend this course to anyone wishing to have a career in this exciting sector.”

E-commerce Executives (Stages 1 & 2), LV=

“The MSc programme is really challenging and requires that you reconsider many of your assumptions about the established way of doing things. Taking it on as a team has been hugely beneficial, both personally, and for LV=, in helping to provide a driving force behind innovative marketing practices. It’s been great to have the support of our organisation and the ongoing investment in the team’s skills.”

Director, Ardent Marketing

“I’ve been impressed with how up-to-date the content has been. Just within the space of a single term there emerged new digital techniques that were instantly incorporated into the course; I really feel like I’m keeping ahead of the game.”

Independent Full-Time Delegate

“This MSc was a particularly attractive proposition because of its combination of academic study and carefully designed practical training and assignments with an emphasis on immediate commercial application. As an independent student, securing the opportunity to work on a specific project for BAA has proven the value of the skills I’m acquiring, and the input I’ve received from the Marketing Director and their digital agency has underlined the industry support of this kind of qualification. Not only is this project providing a fantastic focus for my academic work, but it also allows me to present a tangible business outcome which, in combination with the MSc award, will really strengthen my CV.”

Our endorsement partners

Our endorsement partners play a vital role, not only in promoting the MSc throughout the industry, but also helping to shape the content based on their members' needs, ensuring the course remains highly relevant to the widest possible audience.

British Interactive Media Association

Established in 1985, BIMA is the trade association representing the diverse interests of the UK interactive industry. BIMA's mission is to support the creative excellence and craftsmanship within digital media.

BIMA is dedicated to serving our membership in the UK and abroad. Locally, we are active in discussions with Government, leading industry players and other partner associations. Globally, we represent and champion the UK multimedia industry.

Be Kaler Blake, BIMA Executive Committee

“If the digital skills gap is to be effectively addressed, the industry needs to take a proactive approach to training provision. Endorsing the MSc gives us the opportunity to drive the training agenda on behalf of our members and encourage adoption of this valuable academic standard.”

Internet Advertising Bureau

The IAB is the trade association for online and mobile advertising. Online is an exciting and fast-growing medium and our job at the IAB is to work with members to ensure marketers can identify the best role for online, helping them engage their customers and build their brands. Through the dissemination of research and the organisation of regular events and publications we aim to put online on the agenda of every marketer in the UK, acting as an authoritative and objective source for all internet advertising issues.

Jack Wallington, Senior Programmes Manager, IAB

“The industry has developed to a stage where an established learning route is essential to attract, retain and develop new talent. As part of the IAB's overall efforts to make a real impact in this area, we're very happy to endorse this MSc which will help reduce the current digital skills shortage.”

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 varied 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.

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. 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 MSc qualification.

How many hours a week so I need to set aside for study?

The university recommendation is around 10-12 hours of study per week, made up of face to face sessions, online discussion and tasks, self-study and assignment work. This will obviously vary according to your personal level of knowledge and academic goals.

What kind of resources do I have access to?

In addition to the core texts and extensive reading lists provided for each module, as a Manchester Metropolitan University student, you'll have full access to the university's library systems, including the extensive journal archive (online), as well as a number of university libraries nationwide.

Econsultancy membership is also included in your fees, providing you with over half a million pages of content, covering all aspects of digital marketing and forming the basis of much of your required reading and we offer a number of discounts on events and training throughout the year. For those who enrol on the MSc we will offer our Econsultancy public training courses with a 50% discount so you can supplement any areas of learning that are not covered in the syllabus.

The online learning environment also acts as a forum where you can share your professional knowledge with your peers and get feedback from both the academic tutors and Econsultancy's specialist trainers.

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 MSc accreditation.

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

Our content does change over time to reflect the very latest best practice, but if you've attended a course which is covered in the syllabus within the last twelve months, you may be able to count it towards the MSc. Let us know when you apply and we'll tell you whether your course qualifies

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

No. In order to gain the full MSc qualification you must pass all three stages of our 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.

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.”

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.”

About us

Econsultancy is a community where the world's digital marketing and e-commerce 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 e-commerce. 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 MSc 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.

The teaching faculty

In addition to the academic staff, we work with some of the UK's leading practitioner-trainers to deliver cutting-edge skills based training. These are just some of the faces you'll see in the course of completing the MSc.

	David Bird MMU <i>Programme Director and Academic Tutor</i>		Andrew Gordon Consultant <i>Industry Tutor, Strategy and Planning and Email</i>
	Duncan Smith iCompli <i>Legal Issues</i>		Neil Mason Foviance <i>Web Analytics</i>
	Jon Dodd Bunnyfoot <i>User Experience</i>		Dave Chaffey Consultant <i>Advanced SEO and Google Analytics</i>
	Sonia Kay 120 Feet <i>Project Skills</i>		Andrew Hood Lynchpin <i>Web Measurement</i>

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.

Contact us

If you'd like further advice about the MSc in Digital Marketing Communications or any other Econsultancy course, or you'd like to chat about attending an open evening or taster session, don't hesitate to get in touch.

Email: masters@econsultancy.com

Call: 020 7269 1478

Web: <http://econsultancy.com/training/qualifications>