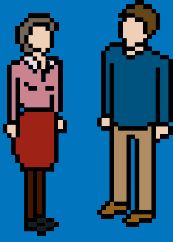
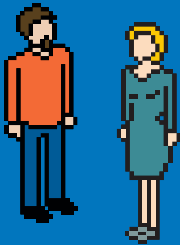


Econsultancy MSc qualifications give you the practical and strategic skills to take a leadership role as a professional digital marketer.



By joining the MSc, you gain an instant network of digital marketers that will stay with you throughout your career.



Econsultancy
Digital
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Econsultancy

MSc in Digital Marketing Communications

In partnership with MMU

If you're eager to break into the industry, accelerate your career or formalise your existing skills, our academic and professional qualifications are for you. The Econsultancy MSc qualifications give you the practical and strategic skills to take a leadership role as a professional digital marketer.

Econsultancy's Certificate, Diploma and MSc courses are intensive, challenging, hands-on programmes taught by the very best in the business.

So as well as receiving an internationally-recognised, postgraduate qualification, you'll come away with the confidence that you really know your stuff – and have proven it at the highest level.



MSc in Digital Marketing Communications

Econsultancy created the UK's first ever MSc in Digital Marketing Communications in 2006 to meet the needs of a maturing industry where best practices run alongside continual innovation – and in which increasing numbers of career paths to senior levels have opened up.

We aim to give professionals and their employers a means to advance in a structured way using an industry-led, academic programme. With a strong emphasis on immediately applicable skills, you'll have the confidence to start implementing what you've learned from day one.

Econsultancy ensures the Digital Marketing Communications MSc programme continues to stay current with industry developments, delivering the practical and strategic skills required by marketers wanting to keep their organisation (and their careers) at the leading edge.

Econsultancy's MSc in Digital Marketing Communications is accredited by Manchester Metropolitan University, giving you the best of both worlds – academic rigour combined with up-to-date industry expertise.

"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."

BIMA Executive Committee –
MSc Endorsement Partner

Why train with Econsultancy and MMU?

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 100,000 members make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Manchester Metropolitan University 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.

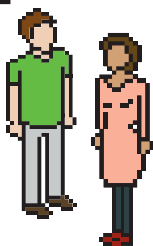
MSc Endorsement Partners

Our endorsement partners play a vital role, not only in helping promote the MSc standard, but also helping to shape the content based on their members' needs, ensuring the course remains highly relevant to current and future industry requirements.



“I would recommend the course to digital professionals at any stage in their career – it provides you with the space to learn new skills, consolidate your knowledge and re-evaluate your established ways of working, often with surprising (and inspiring) results.”

Managing Director, CoastAMS
and Econsultancy MSc graduate



“The MSc experience for me so far has been truly invaluable, I’ve met a variety of new friends, increased my knowledge, level of strategic thinking and confidence. I would credit a large part of where I am today to what I have gained from the course.”

Marketing Executive, Gabba



Who is this MSc suitable for?

The MSc continues to attract marketers and professionals from a range of industries, both agency and client-side. The current MSc delegates come from organisations including COI, RedEye, Expedia, 3i, Orange, Weber Shandwick, British Council, RS Electrocomponents, Bodleian Libraries Oxford, ExactTarget and even Econsultancy!

You’ll find that most MSc delegates already have relevant professional experience, ranging from a couple of years to 20 years in the industry. What unites them is a common desire to expand upon and consolidate their professional experience.

By joining the MSc you gain an instant network of digital marketers that will stay with you throughout your career.

Study options

Part-time study: This route is ideal for professionals in employment with more than two year’s industry experience who want a qualification which fits around their current work commitments. This option offers flexible study for the Certificate, Diploma or full MSc, a year at a time.

Full-time study: This option would suit recent graduates wanting to make the move into digital and experienced professionals taking a break from the workplace who are looking to develop their skills to take the next step in their careers. You’ll complete the MSc in 12 months with this intensive programme which requires 40+ hours a week in which to study. Please contact us for further details.

Key facts

Subject: Digital Marketing Communications

Awarded by: Manchester Metropolitan University

Study options:

MSc: 1 year full-time, MSc: 3 years part-time

Postgraduate diploma: 2 years part-time

Postgraduate certificate: 1 year part-time

Course starts: April 2012 & September 2012

Deadline for applications: Accepted year round

Further information:

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

Email: masters@econsultancy.com

Tel: 020 7269 1478



Find out more online at <http://econsultancy.com/training/qualifications>

Contact us for further advice at masters@econsultancy.com or call 020 7269 1478

“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 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.” E-commerce Executive, LV=



Syllabus & Learning

The syllabus is built around a number of face-to-face sessions, taught by industry-based practitioners. These address 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.

Assessment is by assignment only: one per module, plus the final dissertation.

Whether full- or part-time, you’ll follow a similar outline structure to the syllabus.

Stage 1

Postgraduate Certificate in Digital Marketing Communications

Module 1: Strategy and Planning for Digital Development

Module 2: Monitoring, Measurement and Management

Module 3: Integrated Marketing Communications Planning and Control

Stage 2

Postgraduate Diploma in Digital Marketing Communications

Module 4: Customer Acquisition and Conversion Concepts in Digital Marketing

Module 5: Customer Management and Retention Concepts in Digital Marketing

Module 6: Developing Professional Practice

Stage 3

MSc in Digital Marketing Communications

Dissertation

“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.”

Senior Programmes Manager, IAB – MSc Endorsement Partner

Supporting You in Your Studies

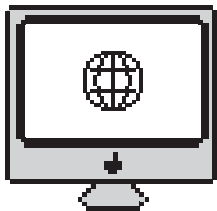
Undertaking the MSc is a serious commitment; you’ll be expected to put in the hours, contribute in class and in online forums, as well as complete your coursework.

To support you in this, you’ll receive access to excellent resources from Econsultancy and MMU designed to help you with your studies and professional development throughout the life of your course:

- Up to fourteen days of practitioner-led Econsultancy training, specifically developed to meet the needs of the course and constantly updated to reflect industry developments, worth £7,000
- Provision of all textbooks and access to MMU’s electronic resources and university libraries nationwide
- Full support from your university tutors via our online learning environment
- Econsultancy membership, giving you access to all our reports and research, worth £295 per annum
- Fantastic networking opportunities with course alumni and current delegates, as well as access to Econsultancy and MMU’s industry networks
- Free access to many Econsultancy events
- 50% off five days of Econsultancy training per year, for you and your colleagues, worth £1,250
- A dedicated Econsultancy account manager to help with all enquiries on the MSc and the rest of our services

Topics You’ll Cover

- Analytics • Optimisation • Social media strategies
- Web measurement • Legal issues • Acquisition strategies
- Search • Effective content • Email • Customer experience
- Usability • Mobile web • Customer engagement



“On the back of the assignments that I have already completed, we have now implemented a new digital marketing strategy and changed the way we engage with our member organisations at ICMIF. The learning gained from this course can be very successfully applied in the workplace.” VP, Communications, ICMIF

Fees & Funding

Part-time Study

Total price: £9,450+VAT

Stage 1 – £3,750+VAT

Stage 2 – £3,750+VAT

Stage 3 – £1,950+VAT

Fees are payable one stage at a time, prior to induction.

Full-time Study

Total price: £8,950+VAT

Fees are payable in full before the induction.

Funding & Bursaries

If you are being sponsored through the programme by your employer, you may qualify for up to £1,000 funding towards your course.

If you're studying independently and are looking to obtain funding, a Career Development Loan (CDL) may well be the answer. Backed by the Government, the loan can be used to pay for up to two years of study, and repayments don't begin until your course is complete.

If you are self-funding, you are eligible to apply for one of the bursaries available for the academic year 2011/12.

To find out more, please contact the Qualifications Team on **020 7269 1478** or email masters@econsultancy.com.

Entry Requirements

Applicants should hold a UK degree (2.1 or above) or overseas equivalent, or be able to demonstrate significant professional experience in a related role.

Applicants whose first degree was not undertaken in English will also need to meet the minimum language requirements – full details are available on our website.

Please note that this course is classified as distance learning (both full and part-time options) and does not qualify for a student visa.

How to Apply

Applications are accepted all year round for planned intakes in April and September 2012. Places are limited, and we operate on a first come, first served basis so don't leave it till the last minute!

Please note that submission of your application form does not guarantee your place on the course.

Before applying, we recommend you read through the more detailed information about the course available online at <http://econsultancy.com/training/qualifications>.

To receive your application pack, please contact the Qualifications Team on **020 7269 1478** or email masters@econsultancy.com

Find Out More

If you would like further advice or answers to any questions, contact us at masters@econsultancy.com or call on **020 7269 1478**.

We attend industry events and run open days throughout the year, where you can meet the team and discuss further. Go online at <http://econsultancy.com/training/qualifications> to find out more.



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Marketers never stop learning



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About Econsultancy

Econsultancy is a global independent community-based publisher, focused on best practice digital marketing and e-commerce, and is used by more than 300,000 internet professionals every month. Our hub has 100,000+ members worldwide from clients, agencies and suppliers alike with over 90% member retention rate.

We help our members build their internal capabilities via a combination of research reports and how-to guides, training and development, consultancy, face-to-face conferences, forums and professional networking. For the last 10 years, our resources have helped members learn, make better decisions, build business cases, find the best suppliers, accelerate their careers and lead the way in best practice and innovation.

<http://econsultancy.com>