

Programme Specification 2025-26

1.	Programme title	MSc Digital Marketing
2.	Awarding institution	Middlesex University
3a	Teaching institution	1 Middlesex University London
3b	Language of study	English

4a	Valid intake dates and mode of study	
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Mode of Study	Cohort	Delivery Location	Duration
Full-time (FT)	Semester 1	Hendon	1 Years
Full-time (FT)	Semester 2	Hendon	1 Years
Part-time (PT)	Semester 1	Hendon	2 Years
Part-time (PT)	Semester 2	Hendon	2 Years

4c	Delivery method	On Campus/Blended Learning
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5. Professional/Statutory/Regulatory body (if applicable)
Chartered Institute of Marketing (CIM)

6.	Apprenticeship Standard (if applicable)	N/A
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7. Final qualification(s) available
Target Award Title(s)
MSc Digital Marketing
MSc Digital Marketing with Professional Experience (24 months)
Exit Award Title(s)
PGCert Digital Marketing
PGDip Digital Marketing
PGDip Digital Marketing with Professional Experience (24 months)

8. Academic year effective from	2025-26
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9. Criteria for admission to the programme

Applicants should normally have:

A second-class honors undergraduate degree or above in any discipline awarded by a UK University or a recognized overseas institution, or

An equivalent qualification accepted by the Academic Registry of the University, or

A professional qualification is deemed to be of an equivalent standard. Successful applicants must have competence in the English language. For international applicants whose first language is not English, the requirement is that they have IELTS 6.0 (with minimum 6.0 in Reading and Writing and minimum 5.5 in Listening and Speaking) or equivalent.

The programme is aimed at students with an undergraduate degree in marketing or business management as well as those with an undergraduate degree with an applied quantitative element, such as statistics, mathematics, engineering, physics, computing or the sciences. The University aims to ensure that its admissions processes are fair, open and transparent and aims to admit students who, regardless of their background, demonstrate potential to successfully complete their chosen programme of study where a suitable place exists and where entry criteria are met. The University values diversity and is committed to equality in education and students are selected on the basis of their individual merits, abilities and aptitudes.

The University ensures that the operation of admissions processes and application of entry criteria are undertaken in compliance with the Equality Act. We take a personalised but fair approach to how we make offers. We feel it's important that our applicants continue to aspire to achieving great results and make offers which take into account pieces of information provided to us on the application form. This includes recognition of previous learning and experience. If you have been working, or you have other learning experience that is relevant to your course, then we can count this towards your entry requirements and even certain modules once you start studying.

If you have relevant qualifications, academic credit may be awarded towards your Middlesex University program of study. For further information please visit our Accreditation of Prior Learning page.

10. Aims of the programme

The programme aims to:

The MSc Digital Marketing program aims to develop skilled, forward-thinking digital marketing professionals equipped to excel in diverse organisational contexts and lead in an increasingly dynamic, data-driven business environment. This program prepares students to succeed as innovative agents of change, capable of designing, implementing, and leading digital marketing initiatives that drive organisational success while upholding principles of social responsibility, ethics, and sustainability. With dual emphasis on local and global market perspectives, the program addresses the challenges of digital disruption and the strategic application of ever-growing data resources.

Central to the philosophy of the program is a pedagogical approach that places students at the heart of the learning experience, recognizing their ambitions to build career-ready

expertise and thrive in competitive marketing roles. A cornerstone of this program is its focus on experiential learning, providing students with practical, hands-on opportunities to apply digital marketing knowledge and develop real-world competencies. Through innovative and practitioner-oriented core modules, students are enabled to bridge theoretical frameworks with professional practice, developing critical thinking and strategic problem-solving skills. The program ensures that students, regardless of their prior knowledge, acquire an advanced and critical understanding of key digital marketing concepts. It embraces diversity, equity, inclusion (DE&I), and sustainability, equipping students to adapt to global and local market nuances while effectively addressing the challenges of digital disruption and the increasing importance of data in marketing.

Given the growing demand for digital marketing strategists, this program integrates a strong emphasis on strategic leadership across its core modules. The flagship 'Digital Marketing Strategy' module prepares students to apply cutting-edge digital marketing tools within cohesive strategies that align with organisational objectives. The 'Digital Creativity and Innovation Lab' introduces students to emerging technologies—such as Artificial Intelligence, Virtual Reality, and Augmented Reality—enabling them to develop impactful and future-ready strategies. Recognizing the pivotal role of data in today's marketing landscape, the principles and applications of data analytics are embedded throughout the curriculum, particularly in the 'Digital Campaigns and Analytics' module. This integration ensures students are equipped to address the industry's growing need for data-driven decision-making in developing effective marketing strategies.

The program is designed to accommodate diverse learning styles and prioritizes practical, hands-on engagement. Assessments are authentically structured to reflect industry outputs, ensuring that students gain the skills and experience necessary to transition seamlessly into professional roles. Furthermore, the program aligns with recognized industry certifications, enabling students to achieve relevant accreditations alongside their studies, significantly enhancing their employability and professional profiles.

The MSc Digital Marketing program promotes critical reflection, innovative thinking, and ethical leadership. Through cultivating strategic, analytical, and creative capabilities, students are prepared not only to address the current demands of the digital marketing landscape but also to drive its future evolution.

11.	Programme learning outcomes
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Programme - Knowledge and Understanding

On completion of this programme the successful student will have a knowledge and understanding of:

1. Critically analyse digital marketing and omnichannel strategies, assessing their impact on customer engagement, brand positioning, and business performance.
2. Apply strategic frameworks, data analytics, and automation tools to develop and implement marketing strategies that enhance customer experience and drive business growth.
3. Evaluate emerging technologies—including AI, automation, blockchain, and extended reality—and their role in enhancing digital marketing effectiveness and business transformation.

4. Optimise marketing channels performance by auditing customer journeys, managing stakeholder relationships, and resolving channel conflicts to improve integration and Return on Investments in digital transformation.
5. Evaluate user experience (UX) and customer experience (CX) design principles, applying consumer behaviour insights and UX methodologies to enhance digital interactions, engagement, and accessibility across platforms.
6. Demonstrate an entrepreneurial mindset by identifying, developing, and managing digital business opportunities, integrating digital marketing strategies to drive growth, innovation, and market disruption.
7. Conduct independent research in digital marketing, applying appropriate research methodologies to critically analyse industry trends, evaluate digital marketing performance, and provide evidence-based recommendations for business and marketing strategy.
Programme - Skills
On completion of this programme the successful student will be able to:
8. Develop and execute data-driven omnichannel marketing strategies, integrating digital and traditional channels to enhance customer experience, engagement, and business performance.
9. Analyse and optimise omnichannel marketing efficiency, using auditing techniques, performance metrics, and customer attribution models to improve marketing effectiveness and resolve channel conflicts.
10. Use advanced marketing analytics and emerging technologies, such as AI, automation, and predictive modelling, to drive marketing decisions and enhance campaign performance.
11. Communicate complex marketing strategies and analytical insights effectively through professional written, visual, and oral formats, demonstrating the ability to influence business decisions and stakeholder engagement.
12. Apply leadership and problem-solving skills to manage marketing initiatives, collaborate with cross-functional teams, and drive digital transformation in competitive global markets.

12. Teaching/learning methods
Large-group interactive classes, seminars or workshops and key concept videos will contextualise key concepts and reinforce them through practical in-class exercises. Students will deepen their understanding through guided reading of textbooks and relevant academic and professional literature.
Seminars and workshops will enhance cognitive skills by engaging students in real-world problem-solving, critical analysis of contemporary practices and policies, and the development of rationalised solutions.
In large-group sessions, students will receive structured guidance on self-development, focusing on the competencies needed for independent research and reflection. These skills

will support their dissertation or final project, where they will apply theoretical knowledge to a specific contemporary issue and produce a substantial analytical work.

Approx. number of timetabled hours per week (at each level of study, as appropriate), including on-campus and online hours

FT 8

PT 4

Approx. number of hours of independent study per week (at each level of study, as appropriate)

FT 42

PT 21

Approx. number of hours on placement (including placement, work-based learning or year abroad, as appropriate). Where relevant, provide further details under 13c below.

FT 1680 (12 months)

PT N/A

13. Employability

13a Development of graduate competencies

13b Employability development

Development of graduate competencies

The rapid advancement of digital technologies demands marketing professionals who are not only proficient in these tools but also capable of making informed, strategic decisions. The MSc Digital Marketing program is designed to equip students with four core competencies essential for success in this evolving landscape: data-driven decision-making, content strategy, performance analytics, and the integration of emerging technologies. Developed in alignment with the Chartered Institute of Marketing (CIM) Digital Marketing Certification and the UK Standard for Digital Marketers, the program ensures that students gain both theoretical knowledge and industry-relevant expertise. The curriculum integrates academic learning with hands-on experience, enabling students to develop practical skills in marketing analytics, campaign execution, and digital strategy development. Through applied learning and project-based assessments, students gain the ability to design and execute effective marketing campaigns, optimise customer engagement strategies, and critically assess the impact of global market trends, regulatory frameworks, and ethical considerations on digital marketing practice.

Leadership, teamwork, and project management are embedded throughout, preparing graduates for managerial roles, entrepreneurial ventures, and consultancy work. Furthermore, students are encouraged to obtain professional certifications such as Google Ads & Analytics, Meta (Facebook) Blueprint, HubSpot, Hootsuite, and LinkedIn Marketing Labs, further enhancing their employability and industry recognition.

The program supports a diverse range of career paths, enabling students to pursue roles in marketing strategy, digital analytics, content creation, and digital entrepreneurship. Graduates may choose to establish their own business, join an SME, work in an agency, or contribute to the marketing teams of major brands. The comprehensive skill set acquired throughout the program prepares students for leadership roles in marketing management, consultancy, and analytics. Additionally, for those interested in further academic research, the MSc in Digital Marketing provides the foundation required for doctoral-level study, equipping graduates with advanced

analytical, research, and strategic thinking skills. The dissertation component offers an opportunity for students to develop specialist expertise in a chosen area, allowing them to deepen their knowledge and refine their professional focus. Whether pursuing a corporate career, entrepreneurial venture, or academic research, the MSc in Digital Marketing ensures that graduates are equipped with the skills, knowledge, and professional credentials required to succeed in the digital economy.

Employability development

The MSc Digital Marketing program is designed against today's market skills required by employers. Mapped against the core competencies of today's marketplace, the program is designed to equip students with the skills and knowledge required to succeed in an increasingly digital and data-driven business environment. The curriculum integrates academic learning with practical applications, ensuring that graduates are prepared for careers in digital marketing, eCommerce, and online business management. The program develops a strong foundation in marketing principles while incorporating key industry tools and technologies to enhance professional capabilities.

A significant aspect of the program is its emphasis on data analysis and performance measurement. Students learn to assess and improve marketing campaigns using digital analytics, artificial intelligence, and automation tools. The ability to interpret and apply data-driven insights helps students refine marketing strategies and enhance customer engagement, which is essential in modern marketing roles. The curriculum also includes content creation and campaign development, where students work on projects that involve social media, search engine marketing, and digital advertising. These experiences provide the necessary skills to design and implement marketing strategies across various platforms.

The program includes emerging technologies and automation, ensuring that students understand their impact on marketing and business decision-making. Topics such as artificial intelligence, machine learning, and blockchain applications are explored, allowing students to apply innovative approaches to real-world challenges. In addition, the program covers eCommerce and online business strategy, helping students understand digital business models and international market expansion. These topics are relevant for those seeking careers in online retail, digital entrepreneurship, and business consulting.

Professional skills are integrated throughout the program, including teamwork, project management, and leadership. Group projects and industry case studies encourage collaboration and decision-making, helping students develop confidence in managing complex tasks. The ability to communicate effectively, work within teams, and adapt to changing market conditions is essential for career progression in digital marketing.

The program supports students in obtaining industry-recognized certifications, which enhance their professional credentials. Certifications from platforms such as Google, Meta, HubSpot, and Hootsuite provide evidence of expertise in areas such as search engine optimization, paid advertising, content marketing, and data analytics. These certifications complement academic learning and improve employment prospects. The program also provides opportunities for networking, industry mentorship, and career development, helping students transition successfully into professional roles.

At the end of each class/workshop, module Leaders will encourage students to reflect on the content and link it to employability skills presented by MDX Works team who overlook the

employability and networking opportunities for students. Students are expected in their discussions with their mentors to identify how what they are learning enables them to act as better digital marketers to help demonstrate this in their cover letter and CVs.

13c Placement and work experience opportunities (if applicable)

Professional Experience is offered as an opportunity for full-time students studying at the London campus on a 24-month Professional Experience programme to take a 12-month placement. Alternatively, if a placement has not been secured or students are short of maximum 30 taught credits, they will have the option to take the Business Transformation Project module (24 month programme).

Students are responsible for securing their placement through independent applications, with support available from our University Employability service. If a suitable placement opportunity has not been identified before the start of the placement module due to unsuccessful applications or unsuitability and students choose not to take the relevant project module, they will then be transferred to the non-placement programme title upon successful completion of the research project module.

Before enrolling on the module, a student will go through an application process and have an initial meeting with a potential employer. They will be interviewed and selected for the role.

During the work placement, the teaching and learning will be around mentoring the students and focuses on work-based learning with the support of the lecturer and University Employability Service.

13d Future careers / progression

The achievement of these aims will provide MSc Digital Marketing graduates with the knowledge and skills required to pursue a career in marketing. Through this specialist program, students will gain specific skills that can be applied to the fields of:

- Marketing
- Digital analytics
- Digital marketing
- Entrepreneurship

This will allow students to pursue a career in a number of different areas:

- Starting your own business
- Joining a SME
- Wanting to set up your own consultancy
- Join a marketing department for a brand or an agency.

The program will allow them to acquire the general and specialized knowledge required to start building their careers as marketing managers, consultants, analysts, start-ups to family businesses, small to medium enterprises (SMEs) to large corporates, researchers or entrepreneurs.

The choice of dissertations provides students with an opportunity to develop additional specialist skills and knowledge in a field they are particularly interested in. For those students intending to further their education, the MSc in Digital Marketing will equip them with a range of skills required for doctoral-level study.

In the case of the Master's awards, these aims will be realized in full. For earlier exit awards, achievement of the aims will be as follows:

For the Diploma, all aims stated above, except for completion of dissertation outcomes.

For the Certificate exit award will be achieved at any four compulsory modules of 15 credits each

The program will be accredited by the Chartered Institute Marketing (CIM) upon the completion of the validation process.

14. Assessment methods

Students' knowledge and understanding is assessed by a range of methods such as reports, presentations, Videos, real-world growth plans, strategy design and a range of authentic practitioner focused assessments. Assessment is designed to develop comprehensive knowledge of relevant theories, frameworks and models.

Students' skills are assessed by a range of methods such as reports, presentations, design, and a range of authentic practitioner focused assessments. Assessment is designed to develop student skills in critical thinking and application. An integral feature of the programme is its emphasis on experiential learning and practically applied assessments, designed to improve student understanding of the 'real world' and develop transferrable and industry focused skills.

15. Programme Structure (level of study, modules, credits and progression requirements)

Get ready for the exciting future of digital marketing!

With the world going digital, businesses are adapting to stay ahead of the curve. As technology continues to evolve, so does our understanding of consumers and their behaviours. From e-commerce to social media, the possibilities are endless.

In our MSc Digital Marketing program, we equip our students with the latest industry-focused assessment and learning to prepare them for the dynamic world of digital marketing. Our curriculum emphasises the importance of being socially aware and responsible marketers who can adapt and innovate in different marketing environments, both locally and globally.

As digital disruption becomes the norm, we aim to create agile and empathetic professionals who can deliver compelling digital marketing strategies and management.

With the demand for digital marketing skills skyrocketing across all sectors, there has never been a better time to join the industry and shape the future of marketing.

Join us and become a marketing professional for today and the future!

Unlock your digital marketing potential with an MSc from Middlesex University! The programme is designed with a teaching philosophy which puts you the students at the heart of the learning experience; recognising that you are future-oriented and career-focused and looking to enhance your skills for employment in a range of marketing positions.

Structure is indicative for Part-time routes.

Students must take all of the compulsory modules and choose following programme requirements from the optional modules.

Non-compensatable modules are noted below.

Available Pathways

MSc Digital Marketing

MSc. Digital Marketing with Professional Experience (24 months)

MSc Digital Marketing

Year 1

Year 1 Level 7 FT and PT

Code	Type	Module Title	Credits at FHEQ Level
MKT4422	Compulsory	Practitioner Perspectives: Branding in Action 2025-26	15 at Level 7
MKT4411	Compulsory	Consumer Psychology and Decision Making 2025-26	15 at Level 7
MKT4433	Compulsory	Omnichannel Marketing Strategy 2025-26	15 at Level 7
MKT4455	Compulsory	Digital Campaigns and Analytics 2025-26	15 at Level 7
MKT4466	Compulsory	Customer Experience Strategy & UX Design 2025-26	15 at Level 7
MKT4477	Compulsory	ECommerce Growth Marketing and Automation 2025-26	15 at Level 7
MKT4488	Compulsory	Digital Creativity & Innovation Lab 2025-26	15 at Level 7

MKT4018	Compulsory	Entrepreneurship in the Digital Sector 2025-26	15 at Level 7
MKT4747	Compulsory	Capstone Research Project 2025-26	60 at Level 7

Year 2

Year 2 Level 7 PT

Code	Type	Module Title	Credits at FHEQ Level
MKT4488	Compulsory	Digital Creativity & Innovation Lab 2026-27	15 at Level 7
MKT4018	Compulsory	Entrepreneurship in the Digital Sector 2026-27	15 at Level 7
MKT4466	Compulsory	Customer Experience Strategy & UX Design 2026-27	15 at Level 7
MKT4477	Compulsory	ECommerce Growth Marketing and Automation 2026-27	15 at Level 7
MKT4747	Compulsory	Capstone Research Project 2026-27	60 at Level 7
MKT4433	Compulsory	Omnichannel Marketing Strategy 2026-27	15 at Level 7
MKT4455	Compulsory	Digital Campaigns and Analytics 2026-27	15 at Level 7

MSc. Digital Marketing with Professional Experience (24 months)

Year 1

Year 1 Level 7 FT and PT

Code	Type	Module Title	Credits at FHEQ Level
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MKT4422	Compulsory	Practitioner Perspectives: Branding in Action 2025-26	15 at Level 7
MKT4411	Compulsory	Consumer Psychology and Decision Making 2025-26	15 at Level 7
MKT4433	Compulsory	Omnichannel Marketing Strategy 2025-26	15 at Level 7
MKT4455	Compulsory	Digital Campaigns and Analytics 2025-26	15 at Level 7
MKT4466	Compulsory	Customer Experience Strategy & UX Design 2025-26	15 at Level 7
MKT4477	Compulsory	ECommerce Growth Marketing and Automation 2025-26	15 at Level 7
MKT4488	Compulsory	Digital Creativity & Innovation Lab 2025-26	15 at Level 7
MKT4018	Compulsory	Entrepreneurship in the Digital Sector 2025-26	15 at Level 7
MKT4747	Compulsory	Capstone Research Project 2025-26	60 at Level 7

Year 1 Level 7 FT and PT MSc Digital Marketing with Professional Experience

Code	Type	Module Title	Credits at FHEQ Level
MGT4942	Compulsory	Preparing for the Professional Placement 2025-26	0 at Level 7

Year 2

Year 2 Level 7 PT

Code	Type	Module Title	Credits at FHEQ Level
MKT4488	Compulsory	Digital Creativity & Innovation Lab 2026-27	15 at Level 7
MKT4018	Compulsory	Entrepreneurship in the Digital Sector 2026-27	15 at Level 7
MKT4466	Compulsory	Customer Experience Strategy & UX Design 2026-27	15 at Level 7
MKT4477	Compulsory	ECommerce Growth Marketing and Automation 2026-27	15 at Level 7
MKT4747	Compulsory	Capstone Research Project 2026-27	60 at Level 7
MKT4433	Compulsory	Omnichannel Marketing Strategy 2026-27	15 at Level 7
MKT4455	Compulsory	Digital Campaigns and Analytics 2026-27	15 at Level 7

Year 2 MSc Digital Marketing with Professional Experience

MKT4182 (0C) Postgraduate Placement (for students with placement offer and 180 credits from taught modules) OR MKT4183 (0C) Business Transformation Project (for students without placement offer or with 30C deficit from taught modules).

Code	Type	Module Title	Credits at FHEQ Level
MKT4182	Optional	Postgraduate Placement - 12 months 2026-27	0 at Level 7
MKT4183	Optional	Business Transformation Project 2026-27	0 at Level 7

*Please refer to your programme page on the website re availability of option modules

16. Programme-specific support for learning

- Program induction workshop for all students within the first induction week.
- All academics in the department, including program leaders, provide up to four hours of office hours on a weekly basis which students can make use of without making an appointment.
- Academic Study Skills can provide support to students in literacy and numeracy areas.
- Availability of guidance from library staff, including a dedicated Marketing subject Librarian.
- E-mail access to academics and support services.
- Comprehensive information in program and module handbooks.
- Facilities and equipment available to assist students with disabilities.
- Access to careers information and an Employability Service staffed with careers advisers with extensive knowledge of career options in business and marketing.
- Middlesex University Library and subject librarian will provide access to specialist learning resources i.e., journals, textbooks, reports etc. For ease of access for students based at Hendon, the library has facilities for inter-library loans and photocopying of any articles required. The library can also provide texts/articles or chapters where possible in electronic format for students. Other articles may be obtained from the British Library in London where a similar provision is provided.
- MyLearning/Moodle provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided.
- Students may undertake a research project at their workplace where relevant and possible.
- UniHelp: the University's central service through which students can access a range of support for any concerns that might arise throughout their study.
- Counselling and Mental Health Team – provides mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study.
- Disability and Dyslexia Service – supporting an inclusive teaching and learning environment which caters for all students.
- Student Welfare Advice Team – providing information and advice on funding matters and housing.
- International Student Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students.
- Business and Management Progression and Support Team – providing ongoing student support to ensure students' progress on their program.

17. HECos code(s)	100075: Marketing
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18. Relevant QAA subject benchmark(s)	
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19. University Regulations

This programme will run in line with general University Regulations: [Policies | Middlesex University](#)

The program will adhere to the University Regulations, which outline the academic standards, policies, and procedures governing all postgraduate programs. These regulations ensure consistency and quality across all aspects of program delivery, assessment, and student progression. The relevant regulations can be accessed at Middlesex University Regulations. There are no agreed exemptions for this program, and all components will fully comply with the established university guidelines.

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20. Reference points
QAA Subject Benchmark Statement for Master's Degrees in Business and Management
QAA Subject Benchmark for Master's Degrees in Business and Management
QAA Framework for Higher Education Qualifications (FHEQ)
QAA and Middlesex Guidelines for Program Specification
QAA Codes of Practice
Middlesex University Teaching, Learning and Assessment Strategy
Middlesex University Regulations

21. Other information (if applicable)
<p>The current version of the MSc Digital Marketing program has been highly successful in equipping students with the knowledge and skills required to excel in an industry that is constantly evolving. Graduates have demonstrated strong capabilities in areas such as digital strategy, content creation, data analytics, and campaign management, enabling them to secure roles in marketing agencies, corporate organizations, and entrepreneurial ventures. The program's integration of theoretical foundations with practical applications has provided students with a strong understanding of digital marketing principles and the ability to apply them effectively in real-world scenarios. However, with the rapid advancement of digital technologies, particularly artificial intelligence, automation, and data-driven marketing strategies, it has become essential to refine the program to ensure continued relevance and competitiveness.</p> <p>The proposed changes in the new version of the program reflect the increasing significance of AI and emerging digital technologies in marketing strategy and decision-making. A stronger emphasis on industry-driven skills will ensure that students are proficient in the latest marketing tools and platforms, making them highly adaptable to the evolving demands of the field. Additionally, with the continued rise of digital businesses and the expansion of e-commerce, the program will place greater focus on entrepreneurial capabilities, preparing students not only to work in established organizations but also to build and grow their own businesses through digital marketing. The new program structure aims to attract a broader range of candidates, including those looking to transition into digital marketing from other fields, business owners seeking to enhance their growth through digital strategies, and professionals aiming to future-proof their careers in an increasingly digital economy.</p>

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if they take full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Module Title													
Core Modules	Module Code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5
Consumer Psychology & Decision Making	MKT441 1		X		X			X				X	
Practitioner Perspectives: Branding in Action	MKT442 2								X		X		X
Omnichannel Marketing Strategy	MKT443 3	X	X		X	X			X	X		X	X
Digital Campaigns and Analytics	MKT445 5		X			X			X	X	X		
Customer Experience Strategy and UX Design	MKT446 6			X		X			X				X
e-Commerce Growth Marketing and Automation	MKT447 7				X						X		
Digital Creativity & Innovation Lab	MKT448 8			X		X			X	X	X		
Entrepreneurship in the Digital Sector	MKT449 9	X					X					X	X
Capstone Research Project	MKT474 7	X	X	X				X				X	
Postgraduate Placement	MKT418 2								X	X	X	X	X
Business Transformation Project	MKT418 3								X	X	X	X	X
Preparing for the Professional Placement	MGT494 2								X	X	X	X	X