

TEESSIDE UNIVERSITY

Name of course: Master of Science Digital Marketing

Module Description

[MAR4023-N] DIGITAL COMMUNICATIONS

This module will provide students with the understanding and knowledge of digital marketing communication techniques, platforms, and strategy. Digital Marketing Communications is concerned with the critical analysis of integrated marketing communications and associated consumer behavioural foundations. Students will explore issues that influence digital marketing communications and how these impact organisations, consumers, and policymakers.

[MAR4024-N] DIGITAL INNOVATION AND CHANGE MANAGEMENT

The focus of this module is to develop a critical understanding of leadership, innovation and change and will include analyses of the leadership of innovation and change related to digital marketing and market changes.

[MAR4022-N] DIGITAL OPTIMISATION, ANALYTICS AND METRICS

Digital marketing can take the guesswork out of what's really driving return on investment, but only if marketers understand the possibilities, are confident in the language and have the right questions to ask. In these most measurable of media channels every click, interaction, journey, and registration are tracked; and in the right hands the learnings from this can enhance marketing and business return on investment. In this module, students will be encouraged to consider and apply digital marketing metrics with the aim of increasing online customer/ user optimisation.

[MAR4025-N] PROFESSIONAL MARKETING PROJECT

The Professional Marketing Project module has been designed to articulate the relationship between the student, the University, and the workplace in a collaborative process of knowledge generation and use, bringing together specific key elements of learning to demonstrate accumulated knowledge and understanding of digital marketing, and its application in a work-based project context. The composition, content and context of each Professional Marketing Project will be unique to the individual student. Reflective practice, the paradigm of work-based learning, will demonstrate a commitment to continual learning and development.

[MAR4021-N] STRATEGIC DIGITAL MARKETING

This module will provide students with the skills and knowledge required to develop Strategic Digital Marketing Plans that relate to the participants' organisational contexts. Providing relevant theory and concepts of planning and control, finance and marketing planning, this module will challenge students to consider a wide range of marketing theory and critically evaluate how all aspects of digital marketing should link into the strategic marketing planning process.

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