MSc Digital Marketing and Analytics

Kent
Business School

Welcome to Kent Business School

Dr Yu-Lun Liu

Senior Lecturer in Digital Marketing
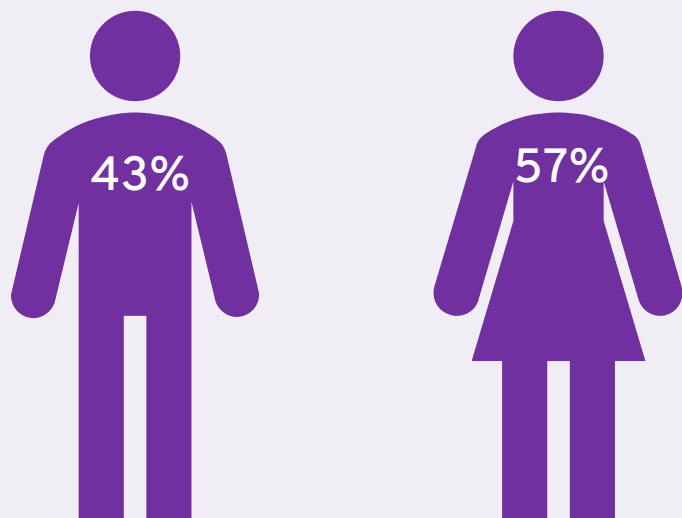
Director of Studies -MSc Digital Marketing and Analytics

Triple accredited by AACSB, AMBA and EQUIS placing us in the **top 1%** of Business Schools

AACSB ACCREDITED   ASSOCIATION OF MBAs ACCREDITED   EQUIS

MSc Digital Marketing and Analytics
Class profile 2022 - 23

Kent
Business School

43%   57%

Male and female students

10 Nationalities

27

Average age

Stand for ambition
Kent.ac.uk

MSc Digital Marketing and Analytics

Kent
Business School
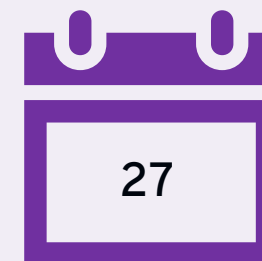
- Aimed at students **who have previously studied marketing,** business or management at undergraduate level with marketing focus and wish to develop a deeper understanding of the tools and techniques available to marketers today.

- Students learn how **digital marketing and analytics are changing the face of marketing** and develop key practical skills for running digital campaigns, including social media and analytical skills. Through **consultancy projects,** you gain further practical experience within these areas.

- Accredited by **Chartered Institute of Marketing** (CIM).

- Optional **pre-course quantitative skills** workshop.

CIM
Graduate Gateway

Stand for ambition
Kent.ac.uk

MSc Digital Marketing and Analytics
Key highlights

- **Academic excellence** – inspired by world-class experts in their subjects, some of which are in Stanford University's top 2% of influential scientists in the world
- **Location** – gateway to experience and understand Europe
- Opportunities to **engage** with business in the region and network with leaders of national reach
- **Lifelong connections** with current and alumni students

Stand for ambition
Kent.ac.uk

Career Path

- **Careers** in Digital Marketing, Mobile Marketing, SEO Account Management, Web Analytics, Marketing Communications, Search and Social Media in a range of consumer goods, business-to business, consultancies and not-for-profit organisations.

- KBS graduates have gone on to work for companies including Deloitte, Fujitsu Services Ltd, Pace Capital, City Sprint, J.P Morgan, Chase and BP.

- **Enhance your career** prospects further:
    - Optional In-company Scheme as part of your final Research project/Dissertation
    - Optional Industrial Placement

Kent
Business School

MSc Digital Marketing and Analytics – Learning Journey

Compulsory modules Stage 1:

- Principles of Digital Marketing and Social Media Marketing

- The Digital Consumer

- Digital Marketing Research & Intelligence

- Emerging IT Trends for Digital Marketing

- Digital Marketing Strategy and Planning

- Digital and Social Media Design & Branding

- Digital Marketing Data Mining and Analytics

- Social Media Analytics

- Web Marketing and Analytics

- Research Methods and Consulting Skills (Term 1 and 2)

Compulsory modules Stage 2:

- Digital Marketing Report

Stand for ambition
Kent.ac.uk

Graduate at Rochester Cathedral

Key dates

CAS deadline:
  • **Friday 8 September 2023**

Pre-Induction week:
  • Optional Bitesize workshops on academic and quants skills getting you ready for your MSC course

Welcome week:
  • Induction activities – from 18 September 2023

Term 1
  • Starts 25 September 2023

Student final registration deadline:
  • Monday 16 October 2023 – 10.00 am

View University of Kent Academic Year and Term Dates 2023-2024:
https://media.www.kent.ac.uk/se/20304/term-dates-2023-2024.pdf

Contact us

Director of Studies **– DoS:** Dr Yu-Lun Liu- Y.L.Liu@kent.ac.uk

Senior Lecturer in Digital Marketing and Analytics

For more information on our MSc Digital Marketing and Analytics visit:
https://www.kent.ac.uk/courses/postgraduate/1232/digital-marketing-and-analytics

For more information on MSc Digital Marketing and Analytics with Industrial Placement visit:
https://www.kent.ac.uk/courses/postgraduate/4373/digital-marketing-and-analytics-with-industrial-placement

Contact our Graduate Admissions Team at: KBSadmissions@kent.ac.uk

Chat to a KBS Admissions Expert: https://www.kent.ac.uk/kent-business-school/video-chat

Kent
Business School

Thank You.