

MSc Digital Marketing Leadership

What Will My Study Programme Look Like?



Module 1



The Digital Marketplace

Module 2



Digital Strategy and Developing Digital Assets

Optional Exit: PgCertificate.....



Module 4



Effective Consultancy and Leadership

Module 3



Executing a Digital Strategy

Optional Exit: PgDiploma



Module 5



Digital Futures

Module 6



Final Project



Intake Information

New Intakes begin every January, June and September

Each module takes 13 to 15 weeks to complete

All modules are completed fully online, including assessment submissions

Assessments for each module may include (but are not limited to): Reflective reviews, video presentations, written reports, quizzes, case studies, and practical exercises/reviews

The full MSc can be completed in 2 years but you may take up to 3 years to complete

Awards are received at your chosen point of exit (i.e. Certificate, Diploma or Masters)

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Frequently Asked Questions

Q. Do I need to go to Aberdeen to complete any of the modules or the programme?

A. No! All study and assessment is undertaken online.

Q. How will I graduate?

A. You can graduate in person at one of the ceremonies at the University of Aberdeen campus or you can graduate in absentia.

Q. Do I have to study the Modules in a particular order?

A. Yes and no! You have to do Modules 1, 2 and 3 in chronological order. However, Modules 4 and 5 can be taken concurrently and Module 6 is the final (capstone) module.

Q. What if something comes up and I can't finish a module. Can I take a break?

A. We understand that these things happen and for a valid reason we can allow you an extension, or, if needs be, for you to re-start with the next cohort. In this event you would liaise with the programme leader.

Interested in Learning More?

Visit our Programme Website

Email Us: gbs@abdn.ac.uk



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