



Maynooth University School of Business

Marketing

MSc Digital Marketing

Why study Digital Marketing?

It is clear that the way we do Marketing has been transformed by the increase in usage, by individuals and organisations, of digital tools and techniques. Understanding how organisations market online to both consumers and other businesses is a mix of art and science... the art of being creative in communicating with your customer coupled with the science of understanding how digital techniques can be deployed to deliver the message impactfully. To be effective in this space, a marketer needs to be able to manage a marketing campaign integrating traditional and digital tools to communicate with customers be they individuals or organisations. A digital marketer needs to comprehend the science behind the 'free' social media sites and apps that are now a large part of our lives but also to understand how consumers, and increasingly, organisations use them in their daily lives.

Defining digital marketing is challenging. It is more than just putting an ad on facebook or hiring an Instagram influencer or even creating a viral TikTok. Digital Marketing is now embedded in all the ways that customers interact with a business, and therefore it integrates online, offline and omnichannel experiences, and empowers organisations with a data-driven approach to identify and manage customers' journeys. Learning how to manage this complex world and understand the insights that analysing the large volume of data it generates is key to understanding digital marketing.

What is this programme about?

Being a digital marketer requires you to be able to communicate effectively and efficiently with current and prospective customers. The core of our programme is Campaign Management. In our first semester module, you will work with a live client to refine

their digital marketing strategy and in the process understand how digital complements, and sometimes replaces, traditional marketing tools and techniques. This is coupled with modules in Communications and Data-Driven Marketing to hone your communication and analytical skills. In semester 2, we work with a live client on their marketing strategy combining elements of both digital and traditional marketing in our Marketing Live module. We focus in depth on particular strategies such as social media, search marketing, search engine optimisation, marketing analytics using industry standard tools and techniques. You will have the opportunity to upskill on specific tools that are in use in digital marketing today and get an insight into the future of the area from our research active faculty and industry contacts. Our final semester permits you to work on placement with an industry partner, or design and implement a digital marketing strategy for an organisation, or undertake an academic dissertation.

How will this help my career?

At its essence, Digital Marketing is still Marketing. Marketing requires that marketers understand customer needs and wants. Ultimately, marketing needs to work across the entire organisation to mobilise efforts, in order to present the company and its products to current and potential customers. This applies across all organisations of all sizes in all sectors. While digital marketing has a strong place in the world of the consumer, usage is growing in the business-to-business environment, and there is significant adoption by government and governmental organisations. This opens a wide variety of careers for graduates of a Digital Marketing degree. Graduates can expect to work in such roles as marketing manager, digital marketing specialist, marketing analyst, social media manager, and many more.



What are the entry requirements?

The MSc in Digital Marketing is designed for two distinct types of candidates: firstly candidates with a minimum 2.2 grade, honours (level 8) in Business; and secondly, candidates with a minimum 2.2 grade, honours (level 8) degree in a non-business discipline that can provide evidence of experience in digital marketing.

In exceptional circumstances, consideration will be given to candidates who do not hold a primary degree, but who do have at least 10 years' relevant work experience, at least three of which must have been within a management position with digital marketing responsibilities. Consideration will be given on a case-by-case basis to students who have a minimum 2.2 honours degree in a business related discipline where the degree was completed at least five years previously. International applicants must have a recognised primary degree which is considered equivalent to Irish university primary degree level.

What will I study?

This challenging and demanding programme is fast-paced, developing a high level of competence in digital marketing across the programme, be that in full-time mode (12 months) or part-time model (24 months). We have two semesters of taught modules, during which each module is taught over four days. These four days will be time-tabled three to four weeks apart so that learning can occur between the individual teaching days and permits reflection on content and the completion of projects and tasks. The programme will generally be delivered through lectures, presentations, and intensive workshops. Part-time students attend their sessions over two years, completing the Business Consulting Project in their second year. Themes may include:

Module Themes

- > Digital Campaign Strategy & Management
- > Career Planning and Development
- > Marketing Analytics
- > Digital Marketing Communications
- > Managing Social Media
- > Evidence Based Management
- > Search Marketing, Analytics & Measurement
- > Marketing Live
- > Introduction to Sustainability in Business

Business Consulting Project / Dissertation / Placement.

Course Fees

See www.maynoothuniversity.ie/student-fees-grants

How to apply?

See www.maynoothuniversity.ie/study-maynooth/how-apply for more information.

Where can I find more information?

For more information on the MSc in Digital Marketing, please contact:

Dr Brendan Keegan – Programme Director

✉ brendan.keegan@mu.ie or business@mu.ie

🖱 www.maynoothuniversity.ie/school-business