

# MSc DIGITAL MARKETING

September entry

## YOUR PROGRAMME IN FOCUS

SEMESTER 1	Professional and Academic Development	Introduction to the Principles of Marketing	Understanding Customer Behaviour	Customer Insight and Engagement	Research Methods for Events and Marketing
SEMESTER 2		Digital and Social Media Marketing Strategy	Global Marketing Strategy	Digital Marketing Analytics	Dissertation or Client Project (The deadline is at the end of September, one year after the start of the programme)
SUMMER					
YEAR 2	Marketing Practice (Sandwich Mode 1 Year)				

For further information on any of our Postgraduate Programmes  
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