

Digital Marketing

MSc (September entry)

	SEMESTER 1	SEMESTER 2	SUMMER
YEAR 1	Introduction to the Principles of Marketing	Digital and Social Media Marketing Strategy	
	Understanding Consumer Behaviour	Global Marketing Strategy	
	Customer Insight and Engagement	Digital Marketing Analytics	
	Research Methods for Events and Marketing	Professional and Academic Development for Marketers	
		Dissertation or Client Project	
YEAR 2	Marketing Practice (Sandwich Mode 1 Year)		

For further information on any of our Postgraduate Programmes
 telephone: +44 (0) 01865 485858
 or email helloobbs@brookes.ac.uk
www.brookes.ac.uk/business



Digital Marketing

MSc (January entry)

	SEMESTER 2	SUMMER	SEMESTER 1
YEAR 1	Introduction to the Principles of Marketing	Professional and Academic Development for Marketers	
	Understanding Consumer Behaviour	Dissertation or Client Project	
	Research Methods for Events and Marketing	Global Marketing Strategy	Customer Insight and Engagement
	Digital Marketing Analytics	Digital and Social Media Marketing Strategy	

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