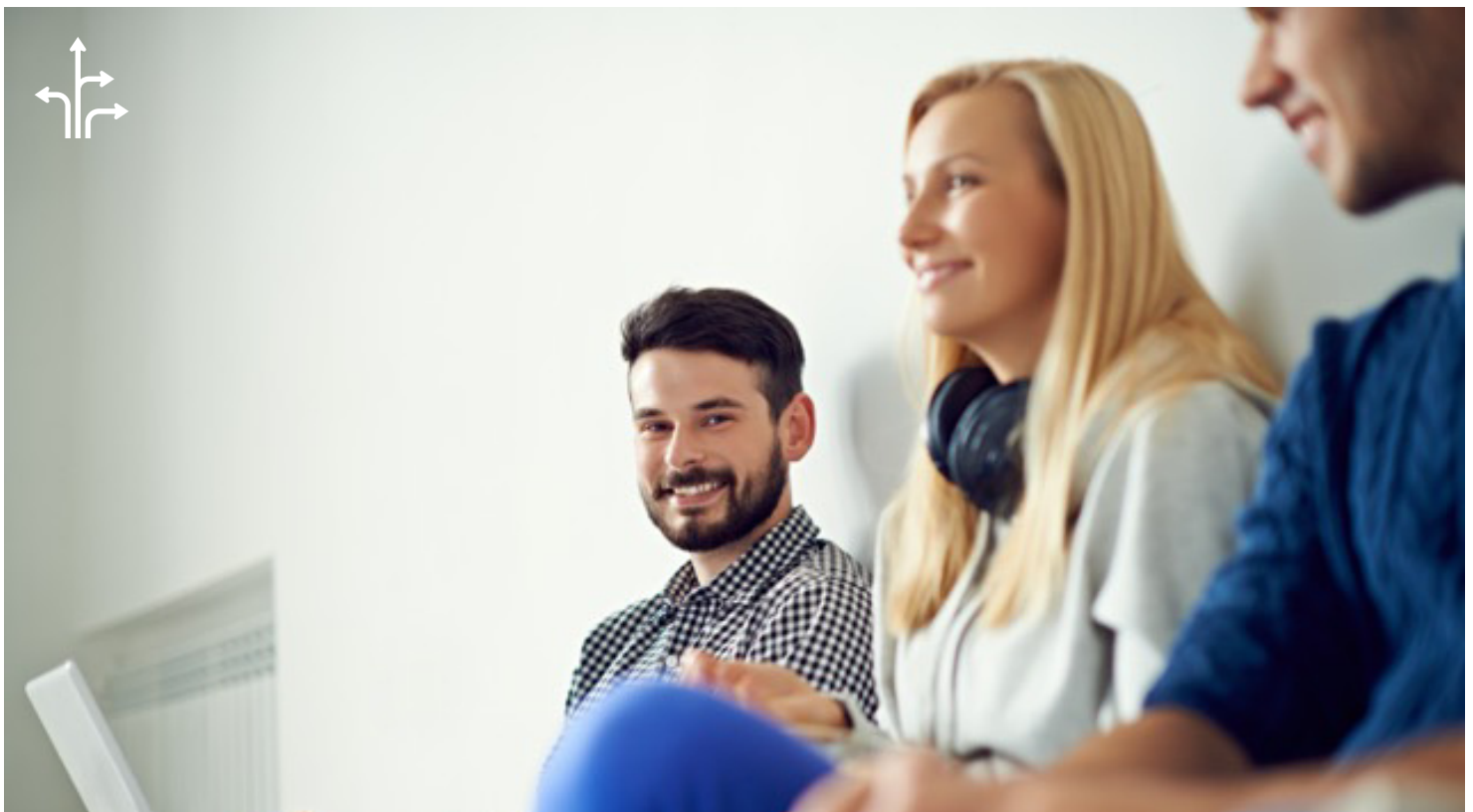


# MSc IN DIGITAL MARKETING & ANALYTICS

THE MARKETING INSTITUTE  
AND TU DUBLIN SHAPING  
THE MARKETING LEADERS  
OF TOMORROW



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# MSC IN DIGITAL MARKETING & ANALYTICS



The MSc Digital Marketing and Analytics is the standard-setter in bringing analytical understanding to digital marketing. It is designed for marketing professionals who are seeking to develop in-depth knowledge of the disciplines of digital marketing and data analytics, and to future-proof their careers through mastery of the techniques of developing marketing strategies that place digital at their core.

This masters programme is delivered by leading marketing academics and digital marketing practitioners, working closely together to ensure an effective blend of theory and practice. A combination of interactive lectures, webinars and skills-based workshops will expose participants to proven strategic frameworks and readily applicable toolkits. While participants will apply their learning throughout the programme, a company-based group project in the final semester provides an opportunity to develop and execute an end-to-end Digital Marketing Strategy.

Delivered over 16 months, it is designed for busy marketing professionals.

## KEY INFORMATION

**Award:** This MSc is a level 9 award on the National Framework of Qualifications, and is accredited by Technological University Dublin

**Duration:** Part-Time, 16 months

**Start Date:** September

**Location:** TU Dublin, Aungier Street campus, Dublin 2

**Fees:** Marketing Institute Members: €11,750  
Non-Members: €12,750

## WHY CHOOSE THE MSC IN DIGITAL MARKETING & ANALYTICS?

### Academic rigour combined with professional expertise

TU Dublin and the Marketing Institute's close ties with the profession, together with the programme team's years of experience mean that we have been able to adapt the course to meet the ever-changing needs of the marketing profession. It also means that our students will emerge with the capabilities that are in demand in the profession. The mix of academic lecturers and professional practitioners ensures that the learning reflects the reality of what is happening at the forefront of practice.

### Analytical focus

The marketer of the future has to know how to use analytics to effectively influence decisions. This MSc is the standard-setter in bringing analytical understanding to marketing. Students will gain a deep understanding of how data informs marketing strategy, as well as practical ability in this area.

### 16 Months part-time course

Geared towards business professionals, this accelerated programme is delivered in a compacted timeframe. With a dual focus on theory and application, our unique Masters is designed to get busy professionals through in 16 intensive months, two evenings per week plus a summer school.



# SCHEDULE

**Semester 1:** September - January

**Semester 2:** February - May

Classes take place on Tuesday and Thursday evenings, with 3 full-day Saturday workshops in semesters 1, 2 & 4.

**Semester 3:** June

This semester takes the form of a summer school with full-day classes running on Fridays and Saturdays.

**Semester 4:** September - December

Digital Campaign Group Project

# SYLLABUS

## Marketing Metrics & Analytics:

- Digital Metrics & Analytics
- Predictive Analytics

## Digital Marketing Strategy:

- Value-Driven Strategic Marketing
- Campaign Planning

## Communications:

- Online & Offline Integrated Marketing Communications
- Consultancy & Research Methods

## Consumer Behaviour & Research:

- Customer Insights
- Regulation & Governance

**Practical Workshops:** please find a sample list below, these workshops respond to professional requirements' SEO, PPC & Display Advertising, User Experience Design, Mobile Marketing Web Design, Content Creation, Data Protection and Project Management.

	Digital Marketing Metrics & Analytics	Digital Marketing Strategy	Communications	Consumer Behaviour & Research
1 Semester Sept - Jan	Digital Metrics & Analytics (1)	Value Driven Strategic Marketing		Customer Insights
2 Semester Feb - May	Digital Metrics & Analytics (2)	Campaign Planning & Budgeting	Online & Offline Integrated Marketing Communications	
3 Semester June	Predictive Analytics		Consultancy & Research Methods	Regulation & Governance
4 Semester Sept - Jan	>>>>>>> COMPANY-BASED DIGITAL MARKETING PROJECT >>>>>>>>>>			

# ENTRY REQUIREMENTS

Applicants for this MSc programme should hold:  
2.2 honours degree in a business discipline  
AND minimum 2 years professional experience in a marketing-related role

OR

2.2 honours degree in a non-business discipline  
AND minimum 4 years

professional experience in a marketing-related role.

Other applicants may be considered based on exceptional background and aptitude. Students who are highly experienced but do not fully meet the academic criteria should contact our Programme Manager to get advice on their specific situation.



## THE PROGRAMME LEADERS

Combining academic lecturers and guest professional practitioners, our lecturing team includes:

### PROGRAMME MANAGER

**Jade Kim**

**Dr. Olivia Freeman**

*Consumer Insights*

**Dr. Tony Buckley**

*Consultancy & Research Methods*

**Robert Dunne BL**

*Regulation & Governance*

**Dr John McGrath**

*Project Planning*

**Luke Bastin**

Vodafone

*Head of SEO Analytics*

**Martin Graham**

*Predictive Analytics*

**Dr. Tara Rooney**

*Value Driven Strategic Driven Marketing*

**Jennie McGinn**

*Sisters, The Agency*

*Campaign Planning & Budgeting*

### GUEST TUTORS

**Seamus Byrne**

*Graphic Mint, Co-Founder*

*User Experience Design*

**Diane Tangney**

*Insight Out*

*Customer Insights*

**Colin Lewis**

*Open jaw Technologies, CMO*

*Customer Acquisition*

**Fintan Lonergan**

*Deloitte, CMO*

*Mobile Marketing*

**Meabh Quoirin**

*Foresight Factory, MD*

*Consumer Behaviour Trends*

**Ger Smith**

*Dropbox,*

*Campaign Planning*

**PR Smith**

*PR Smith Marketing, SOSTAC®*

*Digital Marketing Strategy*

## ASSESSMENT AND FEEDBACK

This programme is assessed by a combination of course work, presentations, and projects in order to allow learners to demonstrate a range of academic skills, to reflect the programme level learning outcomes, and to develop and embed other transferable skills. The group-based project in semester four is designed to reflect the realities of professional practice in digital marketing and analytics. Lectures, use of computer labs, guest lecturers, case studies and class discussion will feature in the delivery of the course.

For further information please contact:

Jade Kim

E: [Jade.Kim@TUDublin.ie](mailto:Jade.Kim@TUDublin.ie)

School of Marketing

College of Business

TU Dublin, Aungier Street

Dublin 2

## AWARD

The MSc Digital Marketing and Analytics, a level 9 award on the National Framework of Qualifications, is awarded by Technological University Dublin, a member of the European University Association. This means international recognition of your MSc.

**The Marketing Institute of Ireland**

South County Business Park, Leopardstown, Dublin 18, Ireland