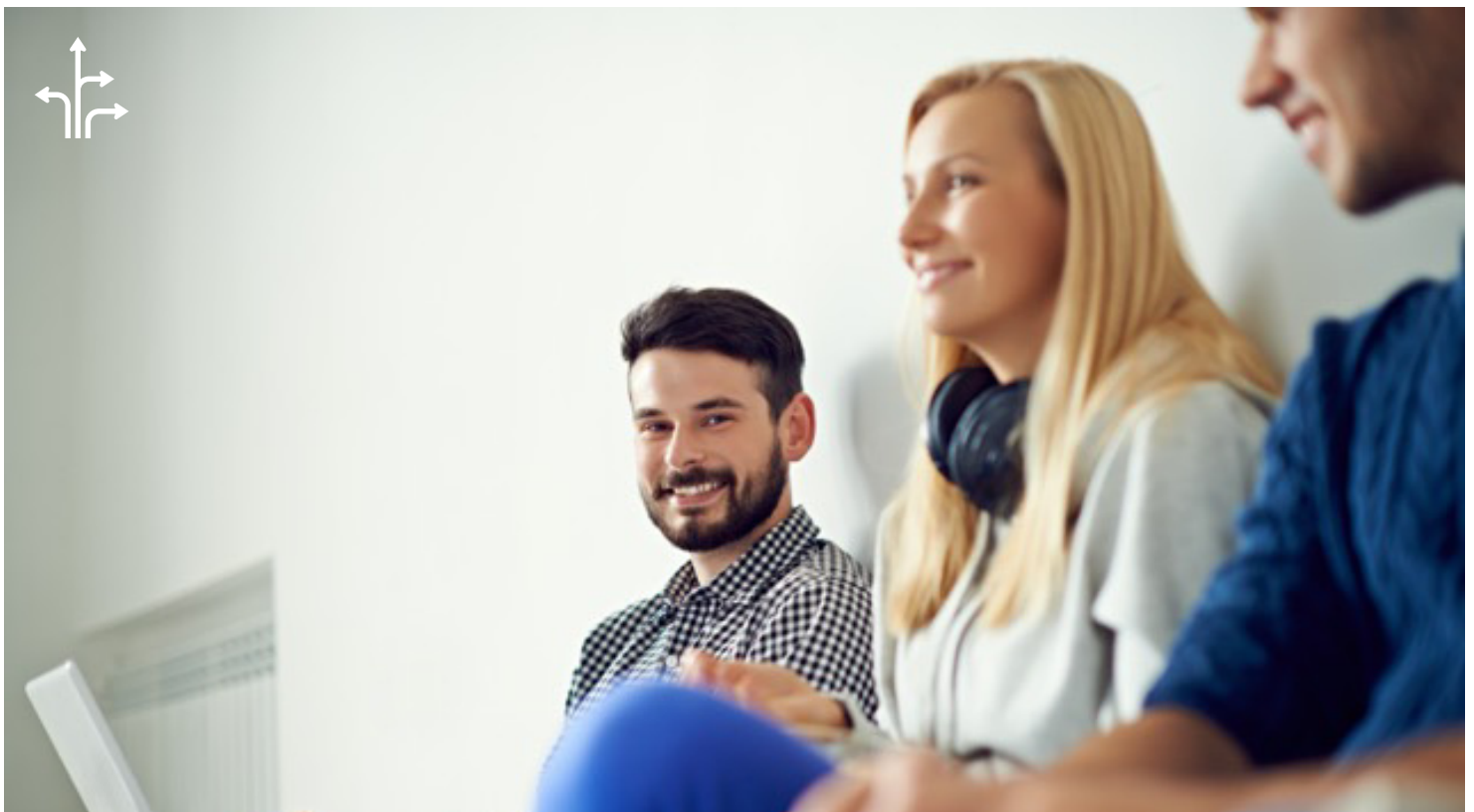


MSc IN DIGITAL MARKETING & ANALYTICS

THE MARKETING INSTITUTE AND
DUBLIN INSTITUTE OF TECHNOLOGY
SHAPING THE MARKETING LEADERS
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Take your marketing career to the next level with this 16-month distinctive Master's Degree programme developed by The Marketing Institute of Ireland and DIT's School of Marketing.

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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

Programme Code: DT9333 (PT)

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

Duration: Part-Time, 16 months

Start Date: September

Location: Dublin Institute of Technology, 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

DIT 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.

SYLLABUS

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

MODULES

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-Led Marketing & Research
- Digital 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, GDPR 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-Led Marketing & Research
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:
2.1 honours degree in a business discipline
AND minimum 2 years professional experience in a marketing-related role

OR

2.1 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

Dr. Etain Kidney
Consumer-Led Marketing

Dr. Tony Buckley

Consultancy & Research Methods

Robert Dunne

Regulation & Governance

Tara Grehan

Managing Director at Datalytics
Analytics

Barry Hand

Managing Director at
Handmade Marketing
Analytics

Dr. John McGrath

Project Planning

Niall Minto

Predictive Analytics

Dr. Tara Rooney

Value Driven Strategic Marketing

Dr. Olivier Van Parys

Head of Analytics at
Bank of Ireland
Predictive Analytics

Dr. Roisin Vize

Campaign Planning & Budgeting

GUEST TUTORS

Seamus Byrne

Graphic Mint, Co-Founder
User Experience design

Gary Fogarty

RTE Digital, Senior
Project Manager
Web Design & Content Marketing

Colin Lewis

Open jaw Technologies, CMO
Customer Acquisition

Fintan Lonergan

Deloitte, CMO
Mobile Marketing

Meabh Quoirin

Foresight Factory, MD
Consumer Behaviour Trends

Ross Shiel

Stipe
Mobile Marketing

Ger Smith

Dropbox, Value Manager EMEA
Campaign Planning

PR Smith

PR Smith Marketing, SOSTAC®
Digital Marketing Strategy

Vanessa Vallejo

LinkedIn, Senior Account
Executive
Search Marketing Specialist

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:

Dr Etain Kidney

T: 01-402 7151

E: etain.kidney@dit.ie

School of Marketing

College of Business

DIT Aungier Street, Dublin 2

AWARD

The MSc Digital Marketing and Analytics, a level 9 award on the National Framework of Qualifications, is awarded by Dublin Institute of Technology, 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