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**ROBERT GORDON
UNIVERSITY ABERDEEN**

MSc DIGITAL MARKETING

Our new MSc has been designed to equip you with theoretical knowledge and practical skills in Digital Marketing. This Masters level course includes digital and social media tools and techniques, with an emphasis on implementation and practice that will prepare you to design, deliver and evaluate digital marketing strategy and campaigns.

Digital marketing strategy and social media are an essential, invaluable and unavoidable part of any modern communication or marketing strategy. In order to meet the needs of today's consumers, audiences and markets, it is essential that organisations embrace and utilise digital marketing techniques and technologies. This MSc aims to equip graduates with the skills and knowledge to do so.

The **first practice-based Digital Marketing postgraduate degree** in Scotland, this MSc will appeal to anyone looking to gain up-to-date skills and deep knowledge of current modern marketing approaches, directly applicable to the workplace.

The unique benefits of this course:

- The course has **professional practice at its core** having been developed in close consultation with industry
- The structure and content of the course will allow you to work on **real campaigns** in collaboration with relevant businesses
- This course is taught by **digital marketing academics and practitioners**

Graduates of the MSc Digital Marketing may find employment as:

- Digital Marketing Manager
- Social Media Manager / Community Manager
- Search Manager / SEO Manager
- Digital Strategist
- Online PR Manager
- Communications/Marketing Manager
- Digital Producer
- Public Relations Manager

COURSE LEADER

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