MSc Digital Marketing Leadership

What Will My Study Programme Look Like?

2016 START DATES

June Intake
Module 1: June 2016
Module 2: October 2016
Module 3: February 2017
Module 4: June 2017
Module 5: October 2017
Module 6: February 2018

September Intake
Module 1: September 2016
Module 2: January 2017
Module 3: May 2017
Module 4: September 2017
Module 5: January 2018
Module 6: May 2018

Postgraduate Certificate

Module 1
The Digital Marketplace

Module 2
Digital Strategy and Developing Digital Assets

Module 3
Executing a Digital Strategy

Module 4
Effective Consultancy and Leadership

Module 5
Digital Futures

Module 6
Final Project

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Frequently Asked Questions

Q. Do I need to go to Aberdeen to complete any of the modules or the programme?
A. Not all study and assessment is undertaken online.

Q. How will I graduate?
A. You can graduate in person at one of the ceremonies at The University of Aberdeen campus or you can graduate in absentia.

Q. Do I have to study the modules in a particular order?
A. Yes and no. You have to do Modules 1, 2 and 3 in chronological order. Modules 4 and 5 can be taken in any order, although we prefer you complete Module 4 before 5 to stay on track. Module 6 is the final (Capstone) module.

Q. What if something comes up and I can’t finish a module. Can I take a break?
A. We understand that these things happen, and for a valid reason we can allow you an extension, or, if it needs be, for you to re-start with the next cohort. In this event you would liaise with the Programme Leader.

Interested in Learning More?

Visit our Programme Website:
http://waworld.me/msc-dml

Email Us: gbs@abdn.ac.uk