

**DIGITAL MARKETING LEADERSHIP (DISTANCE LEARNING – JUNE START)  
(MSc/PgDip/PgCert)**

**63N5JUB1/63N5JUVX/63N5JUVZ**

*Duration:* 24 months part-time

*Content:* Candidates take the following programme of designated courses:

Stage 1

BU5992 Digital Marketplace and Strategy (30 credit points)  
BU5086 Digital Strategy and Digital Assets (30 credit points)

Stage 2

BU5587 Executing a Digital Strategy (30 credit points)  
BU5988 Effective Consultancy and Project Management (30 credit points)

Stage 3

BU5089 Digital Futures (30 credit points)  
BU5590 Consultancy-Based Project (30 credit points)

*Assessment:* By course work, by written examination or by a combination of those, as prescribed for each course. The degree of MSc shall not be awarded to a candidate who fails to achieve a CGS D3 in the relevant dissertation course, irrespective of their performance in other courses.