

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

63N5JSB1/63N5JSVX/63N5JSVZ

The last intake to this programme was in January 2021

Duration: 24 months part-time

Content: Candidates take the following programme of designated courses:

Stage 1

BU5585 Digital Marketplace and Strategy (30 credit points)
BU5986 Digital Strategy and Digital Assets (30 credit points)

Stage 2

BU5087 Executing a Digital Strategy (30 credit points)
BU5588 Effective Consultancy and Project Management (30 credit points)

Stage 3

BU5989 Digital Futures (30 credit points)
BU5090 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.