

**DIGITAL MARKETING LEADERSHIP (DISTANCE LEARNING – SEPTEMBER START)
(MSc/PgDip/PgCert)
63N5SSB1/63N5SSVX/63N5SSVZ**

Duration: 24 months part-time

Content: Candidates take the following programme of designated courses:

Stage 1

BU5085 Digital Marketplace and Strategy (30 credit points)
BU5586 Digital Strategy and Digital Assets (30 credit points)

Stage 2

BU5987 Executing a Digital Strategy (30 credit points)
BU5088 Effective Consultancy and Project Management (30 credit points)

Stage 3

BU5589 Digital Futures (30 credit points)
BU5990 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.