MSc

Digital Marketing and Analytics

Study mode	**Duration**	
Full-time	12 months	Apply by: **11 September 2026**
Part-time	24 months	Starts on: **28 September 2026**

About this course

Become a data-driven marketing expert and learn how to harness the power of data analytics to drive business success.

Introduction

This course has been designed to boost your digital marketing skills and meet the increasing demand marketers who can effectively utilise digital technologies and make strategic data-driven decisions. This course offers a range of exemptions for the CIM professional qualification modules, which are highly sought by employers and will give you a significant advantage in the job market.

You will learn how to employ digital techniques and insights from marketing analytics to build stronger relations with consumers, improve business performance and identify new opportunities.

You will also gain practical problem-solving skills through an in-depth study of real-life case studies, alongside rigorous training in research methods, data analysis techniques, critical thinking and the use of analytics toolkits.

To pass the programme, you need to successfully complete six 20-credit modules and a final 60-credit applied research project or dissertation.

Who is this course for?

This course is an ideal option for aspiring digital marketers, marketing professionals, business analysts and entrepreneurs who want to gain expertise in using digital technologies and analytics tools to make data-driven decisions.

This course is open to those who already hold a degree in any discipline or have substantial and demonstrable experience in the field.

What you'll learn

- Social media marketing
- Marketing management
- Research methods in practice
- Integrated marketing technology
- Marketing strategy and analytics
- Critical perspectives and consumption.

Accreditation

The University of Liverpool Management School is one of an elite group of institutions worldwide to hold the gold standard 'triple-crown' accreditation from AACSB, AMBA and EQUIS.

Accreditation in detail

AACSB

AACSB Accreditation Standards require a high quality teaching environment, a commitment to continuous improvement, and curricula responsive to the needs of businesses. This achievement means that the Management School meets specific standards of

excellence. It also means it's committed to on-going improvement in delivering high quality education.

AMBA

AMBA is the highest standard of achievement in postgraduate business education. MBA students and graduates, business schools and employers all recognise it as a gold standard. AMBA's rigorous criteria and assessment process ensure that only programmes that demonstrate the highest standards in teaching, learning and curriculum design; career development and employability; and student, alumni and employer interaction achieve accreditation.

CIM

Chartered Institute of Marketing (CIM)

University of Liverpool has partnered with The Chartered Institute of Marketing (CIM) to map the content of our BA Marketing, against their unique Professional Employability Criteria – a framework of behaviours, knowledges, and skills required of today's graduates.

CIM is the world's leading professional marketing body and by recognising that our BA Marketing maps to the body's recommended criteria, it ensures our students are best equipped to progress their knowledge and career.

Our BA Marketing programmes have exemptions from modules on the Level 4 Certificate in Professional Marketing and the modules on the Level 6 Diploma in Professional Marketing.

Our MSc Marketing course has a Graduate Gateway exemption from the Strategic Marketing module on the Level 6 professional qualification.

EQUIS

The School is also accredited by EQUIS, which is the leading international system of quality assessment, improvement and accreditation of higher education institutions in management and business administration. Institutions that are accredited by EQUIS must demonstrate not only high general quality in all dimensions of their activities, but also a high degree of internationalisation and corporate connections.

Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

Semester one

During the first semester, you will undertake three compulsory modules of 20 credits each (60 credits in total).

Modules

Compulsory modules	Credits
MARKETING MANAGEMENT (ULMS575)	20
RESEARCH METHODS IN PRACTICE (ULMS576)	20
SOCIAL MEDIA MARKETING (ULMS579)	20

Programme details and modules listed are illustrative only and subject to change.

Semester two

During the second semester, you will undertake three compulsory modules of 20 credits each (60 credits in total).

Modules

Compulsory modules	Credits
CRITICAL PERSPECTIVES ON CONSUMPTION (ULMS577)	20

Compulsory modules	Credits
MARKETING STRATEGY AND ANALYTICS (ULMS578)	20
DIGITAL MARKETING (ULMS580)	20

Programme details and modules listed are illustrative only and subject to change.

Final project

You will complete your course with a final 60-credit applied research project **or** dissertation. You will choose from one of the following modules:

- ULMS719 Advanced Management Research

or

- ULMS790 Dissertation.

For your final project you will be supported by an academic supervisor.

Modules

Optional modules	Credits
ADVANCED MANAGEMENT RESEARCH (ULMS719)	60
DISSERTATION (ULMS790)	60

Programme details and modules listed are illustrative only and subject to change.

Teaching and assessment

How you'll learn

Our Digital Marketing and Analytics MSc is delivered via online material, lectures, tutorials, practical tasks, interactive activities, case studies and project work.

Lectures will provide you the main of concepts, principles and theories around data-driven marketing.

You will then apply what you have learned during the lectures in practical sessions focused on real-life case studies, involving group or individual work.

Following semester two, you will complete a dissertation with the support of an academic supervisor.

This final project will deepen your knowledge, understanding and capabilities by undertaking research in a distinct area of data-driven marketing.

Teaching time accounts for an average of 10 hours per week. However, you should anticipate an additional 24 hours of self-directed study and group work per week.

How you're assessed

To achieve your MSc qualification, you need to complete 180 credits:

- Semester One: three 20-credit modules (60 credits in total)
- Semester Two: three 20-credit modules (60 credits in total)
- Final project: 60 credits.

You must pass all the modules with a minimum grade of 50%. Subject to meeting specific criteria outlined by the University, you will graduate with a Pass, Merit or Distinction.

Assessment tasks are varied, and some may be explicitly designed to meet the learning outcomes of a particular programme of study.

You can expect to be assessed via coursework, essay, group work, (video) presentations, case studies, infographics, reports and examinations.

The weighting of individual assessment components varies across modules. You will find detailed information of this in the module specification.

Liverpool Hallmarks

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic knowledge, skills, and understanding alongside our **graduate attributes**:

- Digital fluency

- Confidence

- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching

- Active learning

- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

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Careers and employability

Graduates acquire the essential skills to thrive in marketing-related careers across digital marketing, marketing strategy, marketing research, data analyst roles, and consultancy positions in both private and public sector organisations.

Employment outcomes are strong, with 90% of graduates securing employment within six months of graduation. Popular job titles include:

- Management Associate (Brand Management)
- Digital Marketing Manager
- Social Media Manager.

Recent alumni have gone on to work for notable employers such as:

- Marriott International
- WatchNation
- Central Marketing Group.

These opportunities span locations including London, Liverpool, the wider UK, as well as India and Dubai.

Career support from day one to graduation and beyond

Career planning

From education to employment

Networking events

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Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

Tuition fees

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)

Full-time place, per year - £15,000
Part-time place, per year - £7,500

International fees

Full-time place, per year - £32,000
Part-time place, per year - £16,000

Tuition fees are for the academic year 2026/27.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support.

- You can pay your tuition fees in instalments.
- All or part of your tuition fees can be funded by external sponsorship.
- International applicants who accept an offer of a place will need to pay a tuition fee deposit.

If you're a UK national, or have settled status in the UK, you may be eligible to apply for a Postgraduate Loan worth up to £12,167 to help with course fees and living costs. **Learn more about paying for your studies**.

Additional costs

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the additional study costs that may apply to this course.

Entry requirements

The qualifications and exam results you'll need to apply for this course.

Postgraduate entry requirements

We accept a 2:2 honours degree from a UK university, or an equivalent academic qualification from a similar non-UK institution. The MSc Marketing is suitable for graduates of any discipline and assumes no prior knowledge of marketing, and is, therefore, not suitable for applicants with a first degree in Marketing.

Non-graduates with very extensive professional experience and/or other prior qualifications may also be considered.

International qualifications

Select your country or region to view specific entry requirements.

Many countries have a different education system to that of the UK, meaning your qualifications may not meet our entry requirements. Completing your Foundation Certificate, such as that offered by the University of Liverpool International College, means you're guaranteed a place on your chosen course.

English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a majority English speaking country.

We accept a variety of international language tests and country-specific qualifications.

International applicants who do not meet the minimum required standard of English language can complete one of our Pre-Sessional English courses to achieve the required level.

IELTS

6.5 overall, with no component below 6.0

TOEFL iBT

If you took a TOEFL test on or before 20 January 2026, you'll need 88 overall, with minimum scores of listening 19, writing 19, reading 19 and speaking 20. If you took a TOEFL test from 21 January 2026 onwards, when a new scoring system was introduced, you'll need 4.5 overall, with 4 or above in all components. TOEFL Home Edition not accepted.

Duolingo English Test

125 overall, with writing not less than 125, speaking and reading not less than 115, and listening not below 110. For academic year 2025/26 only, we will also accept the production, literacy, comprehension and conversation score set: 120 overall, with no component below 105.

Pearson PTE Academic

61 overall, with no component below 59

LanguageCert Academic

70 overall, with no skill below 65

PSI Skills for English

B2 Pass with Merit in all bands

INDIA Standard XII

National Curriculum (CBSE/ISC) - 75% and above in English. Accepted State Boards - 80% and above in English.

WAEC

C6 or above

Pre-sessional English

Do you need to complete a Pre-sessional English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

Pre-sessional English in detail

If you don't meet our English language requirements, we can use your most recent IELTS score, or the equivalent score in selected other English language tests, to determine the length of Pre-sessional English course you require.

Use the table below to check the course length you're likely to require for your current English language ability and see whether the course is available on campus or online.

Your most recent IELTS score	Pre-sessional English course length	On campus or online
6.0 overall, with writing at 6.0 and no component below 5.5	6 weeks	On campus or online
5.5 overall, with writing at 5.5 and no component below 5.0	10 weeks	On campus or online
5.5 overall, with no more than one component at 5.0	12 weeks	Online
5.5 overall, with no component below 5.0	20 weeks	On campus
5.0 overall, with no more than one component at 4.5	30 weeks	On campus
4.5 overall, with no more than one component at 4.0	40 weeks	On campus

If you've completed an alternative English language test to IELTS, we may be able to use this to assess your English language ability and determine the Pre-sessional English course length you require.

Please see our guide to [Pre-sessional English entry requirements](#) for IELTS 6.5 overall, with no component below 6.0, for further details.

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