



MSc

# Digital Marketing and Analytics

## Study mode

Full-time

Part-time

## Duration

12 months

24 months

Apply by: **29 August 2025**

Starts on: **22 September 2025**

## 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.

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.

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## What you'll learn

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

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### 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.

## **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.

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^ [Back to top](#)

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# Course content

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

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## Semester one

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

### COMPULSORY MODULES

- **ULMS575 Marketing Management**

This module provides a comprehensive exploration of marketing management, encompassing both core concepts and contemporary service marketing principles. Students will engage with marketing as both a business function and a business philosophy, develop critical academic skills, and examine current trends that impact customer experiences and service quality. The syllabus combines theoretical knowledge with practical applications, preparing students for strategic roles in marketing.

- **ULMS576 Research Methods in Practice**

This module immerses students in the practical and theoretical aspects of marketing research, focusing on how data informs strategic decisions in marketing contexts. It is designed to provide students with robust skills in market research methodologies, data analysis, and data storytelling. Throughout the module, students will engage with real-world companies to gain hands-on experience and produce actionable insights, preparing them for professional roles across sectors such as digital marketing, tourism, retail, and data analytics.

- **ULMS579 Social Media Marketing**

This module provides an in-depth exploration of the dynamic world of social media, equipping students with the knowledge and skills needed to navigate and leverage these platforms effectively. Through a combination of theoretical frameworks and practical applications, students will engage with key concepts in social media strategy, content creation, influencer dynamics, online community building and data driven decisions.

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

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## Semester two

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

- **ULMS577 Critical Perspectives on Consumption**

A critical understanding of consumers is central to the business of marketing strategy. This module moves beyond the traditional focus and the act of buying (buyer behaviour), to focus on having and being as fundamental processes in value formation. Consumer behaviour in this regard is more than buying, it also embraces the study of how having (or not having) things affects our lives, and how our possessions influence the way we feel about ourselves and each other. We will provide students with the knowledge and skills to understand the consumer, their aspirations, their behaviours and their needs. Building on students' fundamental knowledge of marketing, this module will provoke critical thinking around consumption. As organisations are becoming increasingly engaged in addressing the global challenges of creating a more sustainable and just society for present and future generations, students will develop their critical understanding of ethical concerns in relation to responsible marketing, and the ethics of consumption. It provides an opportunity for students to consider alternative approaches to the study of marketing and consumption, preparing students to become responsible marketers and global citizens.

- **ULMS578 Marketing Strategy and Analytics**

In the modern business world, companies increasingly rely on marketing data to make decisions. According to a recent survey of CMOs (Chief Marketing Officers), customer insights rank among the most important knowledge assets of the firm. In this context, modern marketing strategy and analytics have assumed their well-deserved position as a critical business function. The objective of the course will be to show the benefits of using a systematic and analytical approach to marketing. This module is designed to educate students on the use of marketing strategy principles as well as social media analytics to analyse customer responses to firms' current marketing programmes and online activities and derive recommended actions. A particular focus will be on generating customer/consumer insights from social media and product reviews. Students will also use and execute data-analytic techniques and case studies to critically understand how to solve marketing strategy problems in a scientific and process-driven manner. In this module, students will work with real-life data sets and cases, e.g., Company data, online reviews about a brand, and develop an in-depth understanding of statistical software. Students will be introduced to statistical concepts and coding principles.

- **ULMS580 Digital Marketing**

This module offers a comprehensive exploration of key concepts, tools, and techniques in digital marketing and analytics, focusing on how organisations can strategically engage consumers in the digital space. It covers both foundational and advanced topics, including search engine optimisation (SEO), AI ethics, social

media marketing and influencer marketing. Students will critically evaluate digital marketing performance metrics, conduct media text analysis, and evaluate digital marketing communication, with a critical perspective on AI applications. A significant component of the module involves appraising influencer marketing strategies, where students will learn to select and assess optimal influencers, perform network analysis, and evaluate influencer performance to design and execute effective digital engagement strategies. By the end of the module, students will have developed a sophisticated toolkit for strategically contributing to and measuring the impact of digital marketing and influencer campaigns, demonstrating mastery in both the practical and theoretical aspects of digital engagement.

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

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## 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
- ULMS790 Dissertation.

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

## Modules

Compulsory modules	Credits
<u>ADVANCED MANAGEMENT RESEARCH (ULMS719)</u>	60
<u>DISSERTATION (ULMS790)</u>	60

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

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## 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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^ [Back to top](#)

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# Careers and employability

Graduates of MSc Digital Marketing and Analytics will be equipped with the knowledge, skills, awareness, and confidence to meet the dynamic demands of employers.

They will be well-rounded marketers, equipped with a broad understanding of the competitive business environment and cutting-edge marketing practices, the ability to make strategic marketing decisions, and analysis skills.

From day one, you will have access to a specialist, in-house [postgraduate careers team](#) and have access to one-to-one careers guidance, workshops, seminars, and employability initiatives.

Graduates will gain the necessary skills to integrate into professional life in a marketing-related career including:

- Digital Marketing
- Marketing Strategy
- Marketing Research
- Data Analyst roles
- Consultancy positions in private and public sector organisations.

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## Career support from day one to graduation and beyond

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### Career planning

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### From education to employment

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### Networking events

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[^ Back to top](#)

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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 - £14,000

Part-time place, per year - £7,000

### International fees

Full-time place, per year - £30,000

Part-time place, per year - £15,000

Fees stated are for the 2025-26 academic year.

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.

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^ [Back to top](#)

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# Entry requirements

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

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## 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.

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## 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.

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# 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.

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## **IELTS**

6.5 overall, with no component below 6.0

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## **TOEFL iBT**

88 overall, with minimum scores of listening 19, writing 19, reading 19 and speaking 20. TOEFL Home Edition not accepted.

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## **Duolingo English Test**

125 overall, with writing not less than 125, speaking and reading not less than 115, and listening not below 110

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## **Pearson PTE Academic**

61 overall, with no component below 59

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## **LanguageCert Academic**

70 overall, with no skill below 65

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## **PSI Skills for English**

B2 Pass with Merit in all bands

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## **INDIA Standard XII**

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

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## **WAEC**

C6 or above

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## **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 no component below 6.0	6 weeks	On campus
6.0 overall, with no component below 5.5	10 weeks	On campus and online options available
6.0 overall, with no more than one component below 5.5, and no component below 5.0	12 weeks	On campus and online options available
5.5 overall, with no more than one component below 5.5, and no component below 5.0	20 weeks	On campus
5.0 overall, with no more than one component below 5.0, and no component below 4.5	30 weeks	On campus
4.5 overall, with no more than one component below 4.5, and no	40 weeks	On campus

**Your most recent IELTS score**

**Pre-sessional  
English course  
length**

**On campus or  
online**

component below 4.0

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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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[^ Back to top](#)

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