

Digital Marketing
Bsc (Hons) & Foundation Year



Modules:

Foundation year:

- Preparing for University Success Exploring the Business Environment
- Advancing your Academic Skills
- Becoming an Effective Leader
- Planning for Your Future Success
- Investigation & Innovation Project

Level 4:

- Understanding Digital Marketing (20 credits)
- Content Production (20 credits)
- Audience Fundamentals (20 credits)
- Managing Social Media (20 credits)
- Building Digital Platforms (20 credits)
- Resource Management (20 credits)

Level 5:

- Digital Advertising (20 credits)
- Search Engine Optimisation and Copywriting (20 credits)
- User Experience Design (20 credits)
- Digital Marketing Campaigns (20 credits)
- Research for Digital Marketing (20 credits)
- Digital Internship (20 credits)

Level 6:

- Digital Marketing Analytics (20 credits)
- Global Brand Management (20 credits)
- Digital Marketing Strategy (20 credits)
- Strategic Customer Experience Design (20 credits)
- Digital Public Relations (20 credits)
- Digital Marketing Showcase (20 credits)

Course Fees:

- Foundation Year - £9,250
- Level 4 - £9,250
- Level 5 - £9,250
- Level 6 - £9,250

What is blended learning?

Blended learning is where you study 8 hours a week in class spread over 2 days that's 4 hours each day, and 25 hours a week of independent learning through ilearn.

Study centres:

The study centres where you can do blended learning are in London Ealing, London Tower Hill, London Holborn, Manchester and Birmingham.

Graduates with a BSc (Hons) in Digital Marketing have excellent career prospects, as digital marketing is a rapidly growing field driven by the increasing importance of online presence for businesses. Here are some potential career paths and opportunities for digital marketing graduates:

CAREER PROSPECTS

- Digital Marketing Manager
- Social Media Manager
- SEO Specialist/Manager
- PPC (Pay-Per-Click) Specialist
- Content Marketing Manager
- Email Marketing Specialist
- E-commerce Manager
- Influencer Marketing Manager
- Digital Analytics Specialist
- Brand Strategist (Digital Focus)
- Affiliate Marketing Manager
- UX/UI Designer (Digital Marketing Focus)

Salary Expectations:

Salaries can vary depending on the role, experience, and location:

- Entry-level positions typically start from £22,000 to £30,000 per year.
- Mid-career professionals can expect salaries between £35,000 and £50,000.
- Senior roles, such as Digital Marketing Manager or Head of Digital Marketing, can earn between £50,000 and £80,000+, depending on the company and location.

In summary, a BSc (Hons) in Digital Marketing provides graduates with a wide range of career options in a fast-paced, dynamic field. The demand for digital marketing professionals is high, and with the right skills and experience, there are significant opportunities for career growth and advancement in various industries.