

MSc in Digital Media and Marketing



Do you want to develop professional expertise in strategic Digital Media and Marketing? This full-time or part-time master's programme is designed to help you lead digital marketing enterprise strategy and design and develop marketing technology solutions.

Programme Title	NFQ Level	Campus	Duration	Intake
MSc in Digital Media and Marketing	9	Mayo	1 Year (Full-time) , 2 Years (Part-time)*	January

For Irish/EU students, duration can be 1 year full-time or 2 years part-time. **Note: international students can only study full-time.*



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Why Study this MSc in Digital Media and Marketing?

This programme will provide you with the expertise to develop a professional career in the fast-paced field of marketing strategy and marketing technology (MarTech). Unlike other more theoretical programmes in Digital Media and Marketing, this is an applied programme, you will practice digital technologies on industry focused, live digital marketing applications. Assessment is 100% project based with no exams.

The experienced cross-disciplinary team of academics on this programme are committed to facilitating specialised interactive discussions on the pressures facing marketing professionals in a digital age, and they are committed to supervising and progressing independent research investigations in the rapidly evolving field of digital marketing; customer engagement; ecommerce and the associated societal impact of digital media innovations.

During the programme you will be exposed to the latest technology and research presented by international consultants and digital technology and communications professors.

The collaborative team style and approach to teaching, learning and research on this programme is distinctive, as it facilitates professional peer network building and ensures that participants, lecturers and students advance the boundaries of original knowledge in this discipline.

Current issues in digital media and marketing professional practice and research are explored with a strong focus on social, ethical and corporate responsibility. This master's programme is for you, if you want to:

- Advance your digital media and marketing expertise to a master's level.
- Implement digital solutions and extend the digital reach of a small business or start-up.
- Respond effectively to the challenges of revolutionary digital technologies.
- Progress your career as a professional digital media and marketing consultant.
- Build personal resilience to harness disruptive technologies in your specialist field.
- Strategically drive innovation and MarTech, implementing these meaningfully for your organisation.

Entry Requirements

H2.2 or equivalent in Marketing, IT/Computing, Business or cognate area.

Candidates who do not meet this entry criterion will be considered for entry to the programme under a formalised process of recognition of prior learning (RPL).

English Language Requirements, for non-native speakers:

IELTS 6.0 with 6 in each component or Duolingo 105 with 100 in each component.

Fee

Fee for International Students: (Non-EU) = €12,000; (EU Fee) = €7,000

Delivery Mode

Delivery will include a range of on-campus class work, group projects, online tutorials, guest lecturers and lab based teaching activities.

Career Opportunities

The course has been designed to meet national and international skill shortages in the area of marketing and marketing technology (MarTech).

As a graduate of this programme, the following are examples of vacancies that may be suitable:

- Digital Marketing Manager
- Digital Marketing Strategist and Media Planner
- Digital Creative Director
- Digital Transformations Solution Specialist
- Digital Brand Manager

What to Expect

Using a blended learning format, students attend campus for lectures and labs. They will also attend interactive workshops and guest lectures online once a month.

You can expect an interactive experience and you will design, build, analyse, optimise and visualise live solutions for dynamic organisations.

Assessment is 100% project based.

Applied modules (30 ECTS):

- Digital Content and Marketing Technology (10 ECTS)
- Marketing Strategy Theory and Practice (10 ECTS)
- Search Engine Analytics (5 ECTS)
- Visualisation for Strategic decision-making (5 ECTS)

Students must choose 50 ECTS worth of electives as below:

Option 1:

- Dissertation (50 ECTS)

Option 2: Take the following 3 modules to achieve the 50 ECTS:

- Digital Media and Marketing Project (30 ECTS)
- Digital Transformation (10 ECTS)
- Omnichannel Content Creation and Communication (10 ECTS)

Programme USPs include:

- Database-driven website development and hosting
- Web Analytics Strategy development using cutting-edge web analytics tools and search engine optimisation
- Applying online data visualisation techniques
- Participation in implementing Digital West, the annual conference on digital technologies hosted by School of Business, ATU Galway-Mayo with ATU iHubs and Mayo Local Enterprise Office

**I want to know more.
Who can I talk to?**

Academic queries: Sharon Boyle,
sharon.boyle@atu.ie

To Apply or for further information, Non-EU Students should contact: **ATU Global**
international.galwaymayo@atu.ie

Irish/EU Students should contact **learn.galwaymayo@atu.ie**



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