

# GLOBAL DIGITAL MARKETING



**More digital platforms are constantly entering the marketing sector; learn how to optimise your use of them and reach your target audience on an international scale. You'll also gain an understanding of how to collect, analyse and deploy customer data in order to meet your strategic marketing objectives.**

## OUR GLOBAL DIGITAL MARKETING COURSES

Qualification	Duration	2022/23 Fees*
MSc Global Digital Marketing	2 years	£11,836
PG Dip Global Digital Marketing	16 months	£7,891
PG Cert Global Digital Marketing	8 months	£3,945

**Study mode:** online and part-time

## WHAT WILL I STUDY?

Module	MSc	PGDip	PGCert
International Business Environment (10 credits)	*	*	*
Marketing in a Global Economy (10 credits)	*	*	*
Services Marketing (10 credits)	*	*	*
Consumer Behaviour in the Digital Age (20 credits)	*	*	*
Strategic Online Marketing Management (10 credits)	*	*	*
Corporate Communication (20 credits)	*	*	
Marketing Strategy and Management (20 credits)	*	*	
Data Analytics for Managers (20 credits)	*	*	
Research Methods (20 credits)	▲		
Business and Management Research Report (40 credits)	▲		

## ENTRY REQUIREMENTS

For the academic entry route, you must have an undergraduate degree from an approved institution, equivalent to a UK Honours degree, or a relevant professional qualification. For the work experience entry route, you must have at least five years' relevant work experience in marketing.

## WHY ESSEX ONLINE?

- As one of the longest-running providers of online business degrees, we put over a decade of experience to good use in designing our courses
- Our certificates are awarded by Essex Business School, part of the University of Essex, a world-renowned business school ranked in the UK's top 25 for research quality (The Times and The Sunday Times Good University Guide 2019)
- Connect with other students worldwide via discussion forums to build a successful global career

## CAREER PROSPECTS

After completing this course, you will be well-suited to roles such as Marketing Executive, Digital Brand Manager, Content Marketing Specialist, Community Manager, Marketing Strategist, SEO Specialist, Marketing Manager, Creative Director or Content Creator.

## Contact us

 : [kaplan.com.hk/khe](http://kaplan.com.hk/khe)

 : 2836 0332

 : 9545 5878

 : [info@kaplan.edu.hk](mailto:info@kaplan.edu.hk)

\* Compulsory module ▲ Core module (must be passed in order to achieve the award)

Ready to start? **Apply now!**