



University College Dublin  
Ireland's Global University

# MSc in Digital Marketing

Course Registration No.: 272631



## SEO

**KAPLAN** HIGHER  
EDUCATION



# Why University College Dublin?

- UCD is ranked among the best universities in the world. It is the most popular choice for international students studying in Ireland. Founded in 1854, UCD is one of the country's oldest universities. It is also its largest, offering a diverse range of degree programmes.
- UCD is Ireland's largest university. It is home to over 30,000 students. The population includes almost 8,500 international students from 136 countries.
- UCD is ranked 168<sup>th</sup> in the QS World University Rankings 2018. It is the first choice for international students in Ireland. Degrees at UCD are accredited by the world's leading professional organisations. Disciplines include business, medicine, architecture, engineering and more.

## Business at UCD

- The UCD College of Business is Ireland's leading Business School and research centre, and has been delivering business education in Ireland for over 110 years. It comprises of UCD Lochlann Quinn School of Business (undergraduate), UCD Michael Smurfit Graduate Business School, UCD Smurfit Executive Development and UCD Business International Campuses. The UCD College of Business is Ireland's top business school.
- It is one of only 90 schools in the world to hold triple accreditation from AACSB, EQUIS and AMBA.
- UCD College of Business is also the only Irish member of both CEMS (The Global Alliance in Management Education) and GNAM (The Global Network for Advanced Management), which are global alliances of leading business school.

## University Excellence:



History

- Over 160 years record of academic excellence
- Over 110 years of business school history
- Distinction of offering one of the first MBA's in Europe
- Over 25 years of collaboration with Kaplan Higher Education since 1995



Triple Crown



AACSB - The Association to Advance Collegiate Schools of Business International (US)



AMBA - The Association of MBAs (UK)



EQUIS - European Quality Improvement System (Europe)

One of only 90 Triple Crown Business Schools worldwide to hold accreditations from the US, UK and Europe accrediting bodies meeting the highest standards of quality assurance. (as at Jan 2020)



Ranking

- **Consistently ranked in the TOP 1% of the universities in the world**  
(QS World University Rankings 2020)  
(Times Higher Education World University Rankings 2020)
- **Ranked in the TOP 25 European Business Schools**  
(European Business School Rankings 2019 by Financial Times)



Global

## Strong alumni network

UCD Alumni has a global network of 279,000 graduates in over 169 countries with more than 3,000 alumni in Hong Kong. It helps graduates keep in touch with colleagues, classmates and the wider business community.



# Kaplan Higher Education in Hong Kong

Kaplan Higher Education (KHE) is a global provider of management education and quality lifelong learning programmes and services. We are a proud member of Kaplan, Inc. - a global leader specialising in lifelong education, with 1,000,000 students around the globe in more than 500 locations worldwide.

Established in Hong Kong in 1991, Kaplan Higher Education (KHE) is one of the largest providers of tertiary education programmes and services in Hong Kong. KHE's renowned university partners from across the globe represent a portfolio of programmes from diploma and bachelors to postgraduate and research-based doctoral level. KHE helps develop result-oriented managers and professionals with executive leadership qualities to meet the needs of the rapidly changing knowledge-based economy in Hong Kong and beyond.

In Hong Kong, Kaplan Higher Education is one of the few private institutions proudly operating with a partner university with triple accredited (AACSB, AMBA & EQUIS) business school.

## Our Mission:

We aim to become a leading higher education institute known for our range of innovative and high-quality programmes and for a service second to none. We passionately develop quality programmes with reputable international partners; thereby helping our customers build successful and rewarding careers. We also strive to deliver excellent customer service that exceeds expectation.



## Overview

The **MSc in Digital Marketing** from University College Dublin (UCD) is aimed at marketing professionals who wish to develop a deep understanding and high level of competence in the application of digital marketing tools and techniques. The combination of strategic, analytical and practical elements will provide graduates of this course with a distinct advantage in the marketplace.

Graduates are eligible to apply for the Certified Digital Marketer (CDM) of the **Hong Kong Association of Interactive Marketing (HKAIM)**.



## Why an MSc in Digital Marketing? ►►

**An all-round programme that delivers digital marketing knowledge of:**

- Online advertising
- Social media marketing
- Digital marketing communications
- Brand management
- CRM systems



**Developed by UCD in Dublin, Ireland**

**The Silicon Valley of Europe**



The leading technology companies, including Microsoft, Google, Facebook, Twitter and LinkedIn established their European headquarters in Dublin, Ireland.

## Digital Marketing Trends in Hong Kong ►►

**6.69 million\***

**active Internet users,**  
as 89% of total HK population in 2019.

**Penetration: 89%**



Advertisers spent **49%**  
of their **advertising budget**  
in online advertising  
in 2018#



## Transform your career with an MSc in Digital Marketing ►►

**Digital Marketing Manager**

**1 of the TOP 10 hottest jobs**  
in HK in 2019+



The **average salary increment**  
of Digital Marketing Manager:

**15% UP+**



Sources:

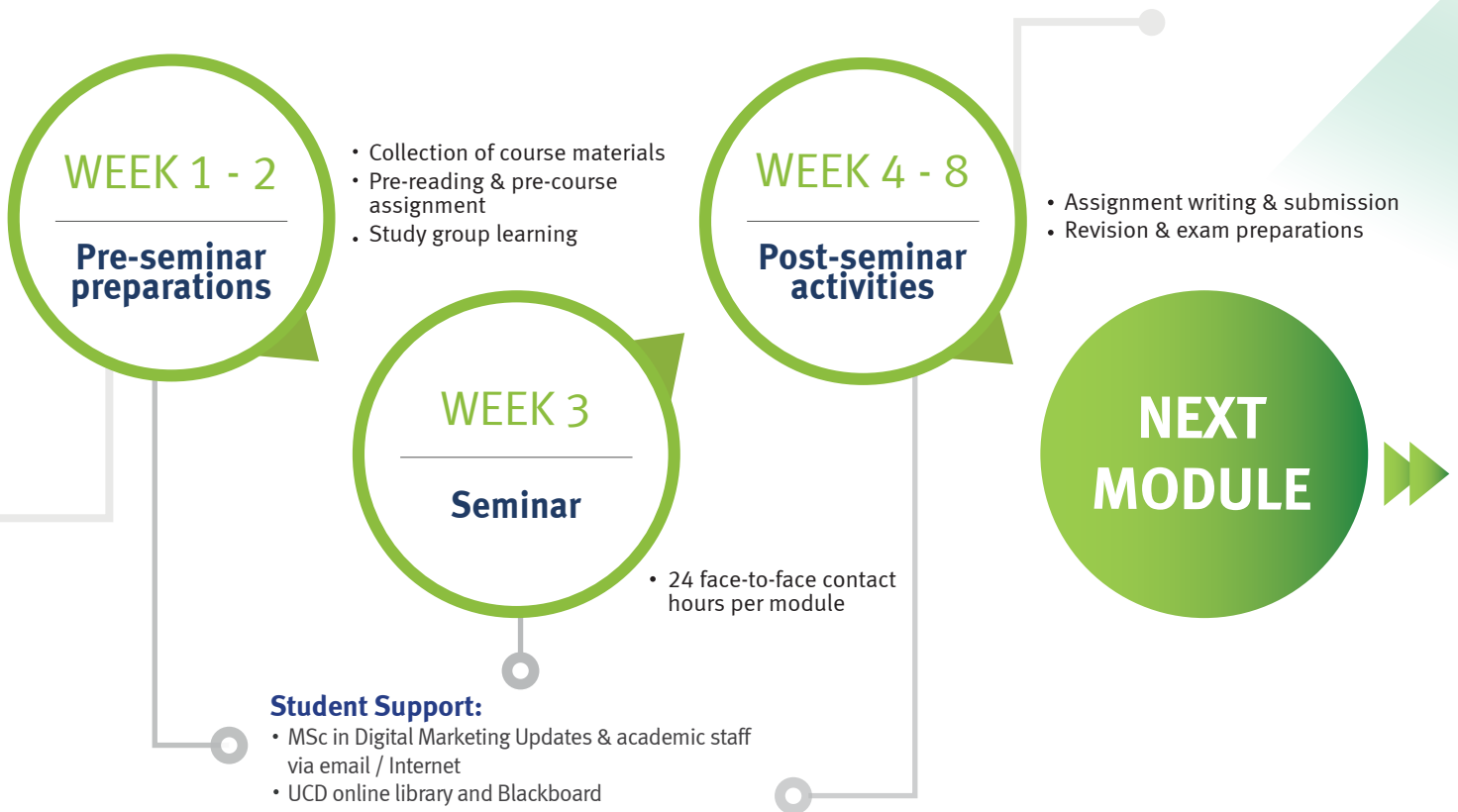
\*Asia Internet Use, Population Data and Facebook Statistics – June 30, 2019 (Internet World Stats)

#Advertising Spending Projections 2019, by Nielsen and HK2A, 5 March 2019

+2019 Hong Kong Salary Guide by Kelly Services Inc

## Learning Cycle

Each module will be delivered independently over an 8-week period. This is how it works:



### Sample Seminar Schedule For Week 3\*

DAY	TIME	NO. OF CONTACT HOURS
Thursday	6:30pm - 10:30pm	4
Friday	6:30pm - 10:30pm	4
Saturday	1:30pm - 5:30pm	4
Sunday	9:00am - 6:00pm	4 + 4
Monday	6:30pm - 10:30pm	4

\*The timing of the seminars may vary depending on the nature of the module.



## Programme Management

The programme is managed by a professional team that provides students with full administrative support. A dedicated programme manager will provide assistance via email, telephone and in person, with a wide range of services including seminar arrangement, study materials management, study notes collection, study group formation, Kaplan library membership application, assignment and exam management, to name a few.

## Assessment Methods

Students are formally assessed by a combination of continuous assessments and examinations.



## Programme Structure and Content

The MSc in Digital Marketing can be completed in 18 months through face-to-face teaching in Hong Kong. It consists of 8 modules.<sup>1</sup>

### Digital Business Model & eCommerce

The business model is the way we make money; yet most of what we consume digitally (information, applications, social interactions, games) is available to the end users free of charge. In this context, how do digital companies make money while providing free services? This question as well as many other questions relating to the digital business model will be answered in this course where several web business models will be presented, discussed and analysed. The second part of the module concentrates on e-commerce business model such as marketplace and also presents emerging practices such as flash sales, subscription, mobile e-commerce and collaborative commerce.

### Omnichannel Marketing Communications

Marketers have more opportunities to connect and engage with consumers than ever before. Marketers need to recognise that consumers engage with firms and brands at various touch points and across multiple platforms and channels. Keeping brand-customer interactions consistent across multiple channels and ensuring a seamless experience for consumers is the new challenge. Omnichannel marketing puts the customer at the centre of any marketing communications strategy, and then determines the right messages and channels to engage with them. During this module, students will learn about the scope of omnichannel marketing communications, particularly emphasising the integration of offline and online channels. The course will cover the core terms, definitions and concepts, as well as latest theories in marketing communications. It will highlight how communication has fundamentally changed in a digital age, and how marketers can most effectively respond to these changes.

### Consumers in a Digital Age

An understanding of the consumer, both online and offline, is an essential prerequisite for effective marketing strategy. This course seeks to provide students with a thorough knowledge of the key tools and frameworks for understanding the consumer, with a focus on consumer behaviour and its role in the development of marketing solutions. The course focuses both on theory and application, with an emphasis on its use, both the real and digital realms, in the development and deployment of marketing strategy. The course will focus on the enhanced digital influence of on the consumer as well how this feeds into core consumer marketing concepts. The course involves both the extensive use of applied cases, discussion, and also the use of guest speakers from industry.

### Consumer Insights & Analytics

Marketers can now utilise an increasing number of digital research methodologies to collect a fast-growing volume of customer data. Yet, data is not information, and information is not insight. Data is only of value when it is collected rigorously, analysed correctly, and more importantly, when it is translated into insights that help marketers to make better decisions. This course aims to highlight latest advances in digital research methods and to understand their benefits and limitations. You'll learn how to translate business problems into research questions, and how to evaluate and implement appropriate research designs, and how to generate marketing insights from online and offline data.



<sup>1</sup> The sequence of the modules may vary.





## Brand Management in Digital Age

Brands, merely a label for some people, are one of the most essential parts of firms' success. Brands such as Apple (\$246 B), Google (\$173 B), and Facebook (\$71 B) are not only valued at astronomic rates but also provide strong meaning to consumers. In this module, we will discover what makes a brand successful especially in the current digital age. Throughout this course we will adopt both firm and consumer perspectives to learn about the fundamentals of brand management and how it can be leveraged through digital assets and channels.

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## Corporate Marketing Strategy

This module seeks to provide participants with an advanced understanding of the role of marketing in corporate strategy. It builds upon a foundation in Marketing Management (which it is assumed all students will have already studied) by taking a higher-level focus on corporate strategy, viewed through a marketing lens. This module combines an exposure to latest concepts and research on corporate and marketing strategy with extensive experience in application to a range of companies and industry situations, from traditional to digital, and from domestic to global. The focus is on building stakeholder value by growing businesses both organically and through acquisition. Topics cover all stages of company development from start-up, to market entry, new product launches, public flotations (IPOs), mergers and acquisitions, divestiture and turnaround. The course is highly interactive and problem-based, with an emphasis on real life cases currently making news in the business world.

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## Social Media Marketing


Social media enabled significant changes in consumer media behavior, resulting in fundamental shifts in the way marketers communicate and interact with consumers. This course aims to provide the theoretical knowledge and practical insights for integrating social media into the marketing mix, understanding and engaging social media consumers, and monitor and measure the results of these efforts.

This course is designed as a hands-on experience where students will actively create content, manage a social media presence and measure the effect of their social media efforts.

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## Digital Marketing Project

This module offers students the opportunity to apply their learning from other modules in a practical applied digital project on behalf of a client. This module is closely tied to MKT41020 Marketing Research & Analytics, during which students will undertake primary and secondary research on behalf of their client. Working in teams, students will use the findings from their research as the basis for devising a digital marketing strategy for this client. Teams will present their digital marketing strategy to the client at the end of the trimester, in competition with other teams in the class. Two winning teams will be chosen who will present their strategy to the whole class.



## Entry Criteria

### The minimum formal entry requirement is:

- A minimum second-class honours degree (or equivalent) in Business / Commerce, Marketing, Psychology, Computer Science or a related area or
- A primary degree with a minimum of two years' work experience in a Marketing role

### English Language Proficiency Requirements:

If English is not your first language an English language qualification is required for admission to all of our courses. The exception to this rule is if you have completed your primary degree or an entire third level qualification through English, in an English speaking country.

As the programme involves regular use of Internet, email, etc., students must possess or have convenient access to a personal computer with at least Windows and an Internet connection to enable them to access materials electronically from the University and to participate in appropriate pedagogic interaction.

The application needs to be completed by the applicant listing their qualifications, employment experience and major work achievements. Proof of the applicant's qualifications (a certified copy of the official transcript and certificate is acceptable) and the application fee must also be included.

## Closing Date

The MSc in Digital Marketing programme is offered in 2 intakes per year. Please check with our course consultant for deadline of application.

Commonly, the University takes about 3 weeks to process each application. It is advisable for potential students to apply for admission at least 8 weeks prior to the start of each intake.

Finalised start date and timetable are dependent on the University's approval.

### WHO TO CONTACT

For further information about the MSc in Digital Marketing, please contact our course consultant to make an appointment for consultation and application.

### Campus Address

G/F - 3/F, E-Tech Centre, 402 - 406 Hennessy Road, Wanchai, Hong Kong (Causeway Bay MTR Exit A)

### Campus Opening Hours

Monday to Friday: 9:00am - 8:00pm  
Saturday and Sunday: 9:00am - 6:00pm  
Closed on Public Holidays.

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The information contained in this brochure is correct at the time of printing (Mar 2020)

