



Fairfield School of Business

MSc Strategic Marketing and Analytics

Enhance your digital marketing knowledge and work side-by-side with industry and research-led staff.

You will work on the latest research developments, while industry speakers provide development opportunities to enrich your creative and digital business practice. This will significantly contribute to your university experience and preparation for professional practice.

The curriculum revolves around contemporary digital marketing practice and emerging trends in the digital world. Students on the course will delve into the likes of data analytics, strategic marketing, social media trends and innovative research practice and exploring the dynamics of marketing on a global scale.



Scan for more information



fsb.ac.uk

0114 4810 341

admissions@fairfield.ac

Croydon,

Digbeth

IN PROUD PARTNERSHIP WITH



Ravensbourne
University London

How will I be assessed? ---

The programme uses a wide range of assessment methods. Formative assessments will be used to monitor your progress on the course and enable your tutors to identify any support needs you may have prior to undertaking your summative assessments.

The assessment portfolio includes case study analysis, formal examinations, individual and group business reports, oral and poster presentations, multiple choice questions, individual research projects and so on. Clear assessment criteria enable you to evaluate your progress and identify areas for further improvement and development.

Course Modules

Level 7

- Contemporary Marketing Strategy
- Evidence Based Management Decisions
- Brand Management and Communication
- Marketing Analytics and Digital Channels
- Global Marketing and Sustainable Strategies
- Consumer Journey
- Final Project

▪ Awarding Body: **Ravensbourne University London**

- Course Duration: **1 year**
- Course Type: **Full-time**
- Fees: **please scan QR Code to further details**

Entry Requirements

Prospective students must have a good undergraduate honours degree in any academic subject awarded at 2.2 or above.

Prospective students may also be considered if they have been awarded a third-class honours degree. Such cases will be reviewed on an individual basis.