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Online digital marketing masters

Programme duration: approximately 30 months for MSc (part-time and online) Entry awards: MSc/PGDip/PGCert Awarding body: University of Liverpool Download prospectus Apply now Digital marketing has revolutionised the global business landscape. Innovative digital techniques have allowed companies to reach global audiences instantaneously creating an exciting, fast-paced and competitive marketing environment. As the world gets more used to living life online, digital marketing is one of the most proficient and effective tools in a business' arsenal for engaging customers and securing sales of products or services. All of the biggest businesses in the world harness digital marketing to catch the attention of a target audience and to get their brand noticed by all the right people. Modern digital marketing encompasses a number of different areas such as SEO strategy, Pay-Per-Click (PPC) advertising, content marketing and PR campaigns – all of these disciplines form an overall digital marketing approach that connects businesses with their audiences in increasingly innovative ways. Obtaining a position at a digital marketing agency or as a digital marketer is more often than not a matter of combining experience and education to get started on a marketing career path. This programme will take advantage of the most current theory and practice to explore the key aspects of the digital marketing environment and how it has influenced marketing strategy. It will consider how digital marketing fits in with traditional marketing theories and practices and consider what future trends in digital marketing will look like. Developed by leading academics in the University of Liverpool's AACSB, AMBA and EQUIS accredited Management School, students will be equipped with the specialist knowledge and professional skills to become outstanding digital marketing managers, either in their current employment or when forging a new career in the field of marketing. The curriculum combines essential digital marketing elements such as consumer behaviour, digital communications, social media marketing, and brand creation and management with core business skills. These are tailored to the needs of marketing practice, including leadership, data and financial management, marketing and business ethics and corporate social responsibility. Download a prospectus for more details on this programme including module information. What will I study? This programme consists of the following modules. You are required to complete 180 credits to achieve a full Master of Science (MSc), 120 credits to achieve the postgraduate diploma (PG Dip) and 60 credits to achieve the postgraduate certificate (PG Cert). Modules MSc PGDip PGCert Digital Marketing Strategy and Practice (15 credits) Becoming a Leader (15 credits) Ethical and Sustainable Business Practice (15 credits) Finance and Data Analysis for Managers (15 credits) Consumer Behaviour (15 credits) Digital Communications and Social Media Marketing (15 credits) Brand Creation and Management (15 credits) Research Methods (15 credits) Dissertation (60 credits) For more information on the modules, including syllabus and learning outcomes, please download our programme booklet. All applications will be considered on a case-by-case basis. If you want to discuss your previous qualifications and experience before applying, please contact us now via LiveChat. Applications should possess either: A minimum of a 2:2 class degree in any subject, equivalent to a UK bachelor's degree; or Professional work experience in a related field and/or other prior qualifications will be considered on a case-by-case basis. All applicants must provide evidence that they have an English language ability equivalent to an IELTS (academic) score of 6.5. If you don't have an IELTS or equivalent certificate, you can take our free online English test to assess your proficiency. You don't need to prove your English ability if you are a national of, or have completed a qualification equivalent to a UK degree in, any of these countries. Fees for the academic year 2024/25 MSc: £16,868 PGDip: £11,246 PGCert: £5,623 If you want a fast-paced career in an evolving field, then yes, a master's in digital marketing is worth it. Digital marketers are in high demand across many industries, as companies large and small aim to cash in on the power of online marketing. In 2020, U.S. internet advertising reached \$139.8 billion in revenues – a 12.2% improvement. By 2025, revenue is projected to climb to over \$200 billion.2 And as new marketing technology continues to emerge, opportunities for savvy digital marketers will also grow. According to the U.S. Bureau of Labor Statistics (BLS), jobs for advertising, promotions and marketing managers are projected to grow 6% by 2032.1 Employment growth will vary by occupation, and the BLS predicts that workers who can navigate the digital world will have the best job prospects.1 Salaries for digital marketing professionals are also strong. The median salary for advertising and promotions managers was \$131,870 in 2023.1 Marketing managers earned a median salary of \$157,620 the same year.1 Pay can vary based on your industry and specific job description, as well as your level of education. Earning a master's degree in digital marketing could boost your career and salary potential. In 2022, all workers with master's degrees earned a median weekly salary about 16% higher than workers with a bachelor's degree and 65% higher than workers with an associate degree. In general, master's degree holders also faced lower unemployment rates in 2022, just 1.9%, compared to 2.2% for bachelor's degree holders and 2.7% for associate degree holders.1 Kathryn Gladis '16 '20G believed her MS in digital marketing was worth it. "Education is important," she said. "In my experience especially, this degree allowed me to fall into a role that I was more interested in and directly related to the digital marketing concentration." Jennifer Monzón '21 agreed that it was the right move to advance her education. "It makes you a better marketing professional and gives you the research and strategy tools you need to plan and execute a campaign or launch a product," she said. Skills For Your Résumé As part of this program, you will develop a range of valuable skills that employers are looking for. Digital Marketing: Actively participated in the development and implementation of a successful digital marketing strategy. Product Management: Created detailed personas representing the target customers at each phase of the product life cycle, including innovators, early adopters, early majority, late majority, and laggards, allowing for more targeted and effective marketing campaigns. Marketing Management: Demonstrated adaptability and agility by updating marketing strategies in response to competition, acquisitions, pricing changes, new products, and features." } } id=3286b40019 class=cmp-text> Digital Marketing: Actively participated in the development and implementation of a successful digital marketing strategy. Product Management: Created detailed personas representing the target customers at each phase of the product life cycle, including innovators, early adopters, early majority, late majority, and laggards, allowing for more targeted and effective marketing campaigns. Marketing Management: Demonstrated adaptability and agility by updating marketing strategies in response to competition, acquisitions, pricing changes, new products, and features. Communications: Delivered compelling messages in an engaging and reliable manner. Sales: Successfully developed advertising strategies that cater to various buyer profiles, leading to an increase in the number of prospective clients who convert into loyal customers. Customer Experience: Designed a comprehensive customer experience plan, reflecting the company's values and branding, resulting in enhanced customer satisfaction and loyalty. Looking to advance your career in digital marketing? Check out our guide on the best online digital marketing master's programs. Reviewed by Angélica S. Gutiérrez, Ph.D. If you're looking to advance your career or break into advertising, marketing, or promotions, a master's degree in digital marketing can be a great option to get you there. This degree can teach you a wide range of in-demand skills needed to succeed in the field, including digital marketing strategy, social media marketing, search engine optimization (SEO), email marketing, and web analytics. Additionally, graduates with a master's degree can qualify for more competitive roles and higher-paying jobs. According to the National Association of Colleges and Employers (NACE), 86% of the class of 2023 marketing master's program graduates are employed, with an average starting salary of \$67,555. In this guide, we'll examine the best online digital marketing master's programs, including their cost, program length, and application requirements. Learn More About Our Partners We use trusted sources like Peterson's Data and the National Center for Education Statistics to inform the data for these schools. From our partners appear among these rankings and are indicated as such. To create this ranking, BestColleges sourced the most recent data available from the National Center for Education Statistics and the U.S. Department of Education College Scorecard. We then ranked each school according to the top variables college students selected in our College Choice and Admissions Survey. To learn more, check out our full rankings methodology or read the summary below. To qualify for our rankings lists, each school must be an accredited public or private, nonprofit institution. Each eligible school was then ranked based on a formula measuring: 2022 Affordability (30%) Student outcomes (30%) Reputation (20%) Diversity & social mobility (20%) In addition, we only included colleges with graduation rates in the top third of all online colleges. Manchester, NH 4 year Campus + Online \$18,810 Avg. Grad Tuition, In-State \$18,810 Avg. Grad Tuition, Out-of-state \$94 Online Enrollment 100% Online | Self-Paced Classes Avg. Cost per Credit In State | \$627 Out of State | \$627 Credits to Graduate 36 Program Information Program Accreditation | ACBSP One of the country's largest distance education providers. SNHU offers a fully online master's in digital marketing. The program builds skills in audience engagement, brand management, and marketing plans. Candidates can choose from concentrations including new media and social media marketing. Applicants must hold a bachelor's degree. The program admits students with or without a marketing background. Applicants do not need to submit GRE or GMAT scores. Avg. Undergrad Tuition, In-State \$30,756 Avg. Undergrad Tuition, Out-of-state \$30,756 Accreditation Yes 100% Online | Self-Paced Classes Avg. Cost per Credit In State | \$627 Out of State | \$627 Credits to Graduate 36 Program Information Program Accreditation | ACBSP One of the country's largest distance education providers. SNHU offers a fully online master's in digital marketing. The program builds skills in audience engagement, brand management, and marketing plans. Candidates can choose from concentrations including new media and social media marketing. Applicants must hold a bachelor's degree. The program admits students with or without a marketing background. Applicants do not need to submit GRE or GMAT scores. Teaneck, NJ 4 year Campus + Online \$22,186 Avg. Grad Tuition, In-State \$22,186 Avg. Grad Tuition, Out-of-state \$19 Online Enrollment View Details 100% Online | Self-Paced Classes Avg. Cost per Credit In State | \$925 Out of State | \$925 Credits to Graduate 30 Program Information Program Accreditation | AACSB A private college in Teaneck, New Jersey, FDU hosts one of the state's top master's in digital marketing programs. Candidates study topics like web analytics, consumer behavior, and social media marketing. As part of the curriculum, students can also pursue certifications in Hootsuite and Google Analytics. Applicants need a bachelor's degree in any field. Candidates must submit official undergraduate transcripts and a current resume. The digital marketing program does not require the GRE or GMAT. Avg. Undergrad Tuition, In-State \$41,154 Avg. Undergrad Tuition, Out-of-state \$41,154 Accreditation Yes Avg. Grad Tuition, In-State \$22,186 Avg. Grad Tuition, Out-of-state \$22,186 Avg. Grad Tuition, Out-of-state \$22,186 Online Enrollment 19% Avg. Undergrad Tuition, In-State \$41,154 Avg. Undergrad Tuition, Out-of-state \$41,154 Accreditation Yes 100% Online | Self-Paced Classes Avg. Cost per Credit In State | \$925 Out of State | \$925 Credits to Graduate 30 Program Information Program Accreditation | AACSB A private college in Teaneck, New Jersey, FDU hosts one of the state's top master's in digital marketing programs. Candidates study topics like web analytics, consumer behavior, and social media marketing. As part of the curriculum, students can also pursue certifications in Hootsuite and Google Analytics. Applicants need a bachelor's degree in any field. Candidates must submit official undergraduate transcripts and a current resume. The digital marketing program does not require the GRE or GMAT. \$8,922 Avg. Grad Tuition, In-State \$8,922 Avg. Grad Tuition, Out-of-state \$8,922 Online Enrollment 8% Avg. Undergrad Tuition, In-State \$9,466 Avg. Undergrad Tuition, Out-of-state \$9,466 Accreditation Yes 100% Online Avg. Cost per Credit In State | \$897 Out of State | \$897 Credits to Graduate 30 Program Information Program Accreditation | AACSB A public school based in DeKalb, NIU offers a fully online master's in digital marketing for working professionals. The program builds broad business knowledge along with specialized digital marketing skills. Students explore topics including data visualization, email marketing, and marketing analytics. Applicants must hold a bachelor's degree with a GPA that demonstrates strong academic achievement. Candidates with lower GPAs can also submit GMAT scores to show their preparation for graduate study. Avg. Undergrad Tuition, In-State \$9,466 Avg. Undergrad Tuition, Out-of-state \$9,466 Accreditation Yes Avg. Grad Tuition, In-State \$8,922 Avg. Grad Tuition, Out-of-state \$8,922 DeKalb, IL 4 year Campus Avg. Grad Tuition, In-State \$8,922 Avg. Grad Tuition, Out-of-state \$8,922 Online Enrollment 8% Avg. Undergrad Tuition, In-State \$9,466 Avg. Undergrad Tuition, Out-of-state \$9,466 Accreditation Yes 100% Online Avg. Cost per Credit In State | \$897 Out of State | \$897 Credits to Graduate 30 Program Information Program Accreditation | AACSB A public school based in DeKalb, NIU offers a fully online master's in digital marketing for working professionals. The program builds broad business knowledge along with specialized digital marketing skills. Students explore topics including data visualization, email marketing, and marketing analytics. Applicants must hold a bachelor's degree with a GPA that demonstrates strong academic achievement. Candidates with lower GPAs can also submit GMAT scores to show their preparation for graduate study. Increase Your Earning Potential: A master's degree can make you eligible for higher-paying jobs and salary increases, helping you earn more over time. Advance Your Career: Having a master's degree can make you a more competitive candidate in the job market, helping you advance your career. Gain Expertise: This degree can help you gain specialized knowledge and experience in the digital marketing field, keeping your repertoire up to date. 97% said they would recommend online education to others. 97% said they think earning an online degree has had or will have a positive return on investment. 58% said online classes included assignments they could use to explore future career options. 56% said online classes included assignments they could relate to their future jobs. As you research and compare digital marketing master's programs, consider how much they cost and how long they take to graduate. Also, consider their application requirements and the careers the program can prepare you for. Cost and Financial Aid Program Length Application Requirements Careers Source: NCES PowerStats The average total cost for a master's program is roughly \$36,760 per year, according to 2019-2020 National Center for Education Statistics (NCES) data. However, the price of a master's program can vary significantly depending on factors such as institution and area of study. According to 2019-2020 NCES data, the average tuition and fees for a master's in business, management, and marketing program is \$10,995 per year for online programs and \$21,974 per year for in-person programs. Financial aid can lower that price to \$8,534 and \$15,428 per year, respectively, so make sure to research and apply for institutional, state, and federal financial aid. A master's degree in digital marketing often requires between 30 and 60 credits, which usually takes students 2-3 years to complete. You can also consider taking additional classes in the summer or evenings to meet the required credit count faster. To apply for master's in digital marketing programs, you'll often need: With a master's in digital marketing degree and hands-on experience, you can get a job as a chief marketing officer, marketing manager, advertising manager, or marketing research analyst. Out of these, chief marketing officers and marketing managers have the highest earning potential. According to the BLS, chief executives — a category that includes chief marketing officers — and marketing managers earned median annual salaries of \$206,420 and \$161,030, respectively, as of May 2024. Additionally, employment for chief executives and marketing managers is projected to grow by 5% and 8%, respectively, from 2023 to 2033, which is higher than the projected national average rate of 4% for the same time period, according to the BLS. Source: Bureau of Labor Statistics Getting a master's degree in digital marketing can be worth it if you want a career in the field, as it can help you qualify for higher-paying, more competitive jobs. According to the NACE, class of 2023 graduates with a master's degree in marketing earned a higher average starting salary (\$67,555) than those with a bachelor's degree (\$56,571). Additionally, a higher percentage of master's in marketing graduates (76%) secured standard, full-time employment compared to bachelor's in marketing graduates (64%). When you compare the average cost of a master's program in marketing — \$10,995 per year for online programs, according to the NCES — to the NACE salary data, you can see earning a master's degree can be worth it as it may lead to a positive return on investment. Also, according to those surveyed in BestColleges's 2024 Online Education Trends Report, students and graduates of online master's programs have generally found their classes and programs to be valuable to their careers. Online programs can have more flexible schedules than in-person classes and will likely cut down students' commutes, which can make them a good fit for working adult learners. After you've earned your master's degree in digital marketing, you can consider pursuing a doctorate in marketing. This can help prepare you to teach or conduct research at the university level. However, according to the BLS, a bachelor's degree in marketing is enough to qualify for many marketing jobs. You can get into digital marketing by pursuing a bachelor's degree in marketing and gaining work experience through entry-level jobs. Digital marketing can be considered a good career because of its strong projected growth rate and higher-than-average median annual pay across various roles within the field. However, what you consider a good career should depend on your interests and personal goals. Consider networking with digital marketing professionals to explore if this career is right for you. For most digital marketing careers, you typically need a bachelor's degree in marketing or a related field. With a master's degree in digital marketing, you can qualify for higher-paying jobs, such as marketing manager. Mobile devices, social media platforms, and emerging technologies have dramatically changed the way people gather, use, and share information. Successful businesses know that customer purchase behavior is heavily influenced by digital channels, and marketing budgets follow. As a result, most employers require more extensive knowledge of digital marketing from their employees – even from staff with traditional marketing roles. Rutgers Business School's Master of Science in Digital Marketing is a fully online, AACSB accredited program intentionally created to address the need for a larger talent pool of digital marketing experts. This in-depth, dynamic, 30-credit program provides marketing professionals with relevant and current content delivered by industry practitioners and scholars with years of experience in the digital marketing field.