



MSc DIGITAL MARKETING COMMUNICATIONS*

Experience cutting-edge education with UCLan and UOM Enterprise academics leading the way!

Part-time 1.5 Years
Hybrid course in Mauritius
Start Date: September



The MSc Digital Marketing Communications will provide you with cutting-edge knowledge in Digital and Social Media Marketing which can enhance your future career prospects. You will understand current issues and techniques applicable to research in marketing. You will have both theoretical and applied perspectives and will be able to apply a range of specialist digital marketing skills to the organisation in which you, as a marketing specialist, may operate.

Course Outline

- Critical Thinking Skills for Postgraduate Study
- Contemporary Digital Communications
- Digital Marketing and Applied Social Media Marketing Strategies
- Consumer Psychology in the Digital Era
- Research Project

Entry Requirements

- Applicants must possess an honours degree with 2:2 classification or higher.
- International applicants are also required to provide evidence of English Language competence and an IELTS score of 6.5 (or equivalent)

***HEC accreditation in progress**

For more information please contact UCLan-UOM Enterprise on:

Tel: (230) 467 8925 / 26 | Email: contactus@uomenterprise.ac.mu

Website: www.uomenterprise.mu | www.uclan.ac.uk | Facebook: UCLan in Mauritius