

DEFINITIVE COURSE RECORD

Course Title	MSc Digital Marketing and Data Analytics
Awarding Bodies	University of Suffolk
Level of Award ¹	FHEQ Level 7
Professional, Statutory and Regulatory Bodies Recognition	Chartered Institute of Marketing (CIM) Data and Marketing Association (DMA)
Credit Structure ²	180 Credits at level 7
Mode of Attendance	Full-time
Standard Length of Course ³	1 year full-time
Intended Award	MSc Digital Marketing and Data Analytics
Named Exit Awards	Postgraduate Diploma Digital Marketing and Data Analytics Postgraduate Certificate Digital Marketing and Data Analytics
Entry Requirements ⁴	An Undergraduate degree with a minimum classification of 2:2. International students will need to meet the necessary English language requirements as listed on the University of Suffolk website.
Delivering Institution	University of Suffolk

This definitive record sets out the essential features and characteristics of the MSc Digital Marketing and Data Analytics course. The information provided is accurate for students entering level 7 in the 26/27 academic year.

Course Summary

The MSc in Digital Marketing & Data Analytics is designed for those who want to thrive in today’s fast-paced, technology-driven marketing environment. This programme combines digital strategy, content creation, responsible brand leadership, customer experience and advanced data analytics to prepare you for leadership roles in a global, AI-enhanced marketplace. You can expect practical, client-facing projects and industry collaboration

¹ For an explanation of the levels of higher education study, see the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2024\)](#)

² All academic credit awarded as a result of study at the University adheres to the [Higher education credit framework for England](#).

³ Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the [Framework and Regulations for Taught Postgraduate Awards](#).

⁴ Details of standard entry requirements can be found in the [Admissions Policy](#) and further details about Disclosure and Barring Checks (DBS) can be found on the [University’s DBS webpage](#).

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throughout the course with an emphasis on ethical, sustainable, and values-led marketing practices. The course has been co-designed with employers to ensure that the course content is relevant and that graduates are gaining the essential skills needed in the current climate.

The programme is accredited by the Chartered Institute of Marketing (CIM) giving you international recognition and access to professional development resources. The course is also accredited by the Data and Marketing Association which gives you the opportunity to gain the Certificate in Digital and Data-Driven Marketing, accredited by Institute of Data and Marketing. Graduates will be eligible to apply for CIM and DMA membership, enhancing your career prospects.

You can expect to undertake assessments which mirror the world of work including authentic tasks such as pitches, creative decks, strategic reports, and hands-on data analysis. You'll also have the opportunity to work on live projects with real clients, applying theory to practice.

Throughout the course you can expect guest speakers from industry, workshops, and opportunities for CPD certifications. The course fosters a collaborative learning environment with peer networking and creative workshops and marketing labs. You'll also benefit from a teaching style that acts as a professional coaching model, supporting your personal and career development.

Course Aims

1. Develop advanced knowledge of digital marketing theories, tools, and technologies including AI and analytics.
2. Equip students with practical, client-facing skills through live projects and industry collaboration.
3. Foster critical understanding of current digital marketing concepts in international contexts.
4. Enable students to apply data analytics and business intelligence to real-world marketing challenges in a responsible manner.
5. Prepare graduates for lifelong learning and adaptability in a rapidly evolving digital economy and support professional development through industry-recognised accreditations

Course Learning Outcomes

The following statements define what students graduating from the MSc Digital Marketing and Data Analytics course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 7 awards as set out by the UK Quality Assurance Agency (QAA)⁵.

1. Critically evaluate digital marketing theories, frameworks, concepts, and emerging trends, and apply these in global, ethical, and professional contexts.
2. Demonstrate advanced knowledge of relevant theories and practical competence in AI tools, data analytics, and industry-standard digital marketing technologies to support strategic decision-making.
3. Analyse and interpret complex data sets and business intelligence using theoretical and analytical models, to develop evidence-based marketing strategies.
4. Design, implement, and critically evaluate integrated digital marketing campaigns using contemporary tools and platforms, demonstrating creativity, strategic alignment, and application of theoretical principles.
5. Communicate complex marketing and analytical insights effectively and collaborate with clients and stakeholders in live project environments, demonstrating influence, initiative, problem-solving, and adaptability informed by theoretical frameworks.
6. Using theory and best-practice models, demonstrate critical awareness of professional responsibility, integrity, legal and ethical considerations in the application of digital marketing and data analytics.
7. Reflect critically on personal development and professional practice, identifying learning needs and planning for ongoing professional development and lifelong learning in a dynamic digital economy, informed by theoretical models of reflective practice.

⁵ As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2024\)](#)

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Course Design

The design of this course has been guided by the following QAA Benchmarks / Professional Standards / Competency Frameworks:

Chartered Institute of Marketing (CIM) 2026
Data and Marketing Association 2026

Course Structure

The MSc Digital Marketing and Data Analytics course comprises modules at level 7.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

	Module	Credits	Module Type ⁶
Level 7			
	Content, Social Media and Influencers	30	M
	Digital Brand Leadership	30	M
	Customer Experience and Analytics	30	M
	Digital Marketing & Data Analytics	30	M
	Consultancy Project	60	M

Awards

On successful completion of the course, students will be awarded a MSc Digital Marketing and Data Analytics. Students who leave the course early may be eligible for a PgD Digital Marketing and Data Analytics on successful completion of 120 credits or a PgC Digital Marketing and Data Analytics on successful completion of 60 credits.

Course Delivery

The course is delivered at University of Suffolk. Students studying full-time on MSc Digital Marketing and Data Analytics are likely to have approximately 36 on campus contact hours and 84 asynchronous tutor set hours per module.

The contact hours will be a mix of seminars, workshops and practical sessions. Students will normally be expected to undertake 1,195 hours of independent study across the duration of the course but should be prepared for this to vary based on assignment deadlines and class exercises. For the consultancy project; in addition to some taught elements; students will be assigned a supervisor who will support them to undertake.

⁶ Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the [Framework and Regulations for Taught Postgraduate Awards](#)

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Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course will mainly be coursework including reports, presentations, group work, reflective learning journals and research projects with some practical assessments which will take the form of simulations.

Special Features

On successful completion of the MSc Digital Marketing and Data Analytics students are eligible to apply for membership with the Chartered Institute of Marketing (CIM) and the Data and Marketing Association (DMA) at a cost to the student. If you leave the course with an exit award you may not be eligible for membership.

Data and Marketing Association (DMA):

After successful completion of the course, you will be eligible to complete an exam with DMA to offer you the IDM Certificate in Digital and Data Driven Marketing. There will be a fee of £125 to take the exam.

Chartered Institute of Marketing:

After successful completion of the course you will be eligible for some exemptions and discounts on the CIM L4 certificate and L6 diploma awards.

The fee to complete the Professional Qualification modules at the Level 4 certificate level is £130 (per module, with 2 to complete) alongside a student membership fee of £10. The fee at the Diploma level is £165 per module (there are three to complete). Students can also complete **The Pitch Competition** and the **Marketing In Action Module** which would only cost £150 should they wish to submit their work for CIM Assessment purposes.

Students can also take the exemptions when they leave university as they are valid for 5 years after graduating and negotiate with a future employer to sponsor them.

Course Team

The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

Course Costs

Students undertaking MSc Digital Marketing and Data Analytics will be charged tuition fees as detailed below.

Student Group	Tuition Fees
Full-time UK	£9,990 per year
Part-time UK	£1,665 per 30 credits

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Full-time EU/International	£16,020 per year
Part-time EU/International	£2,670 per 30 credits

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Academic Framework and Regulations

This course is delivered according to the Framework and Regulations for Taught Postgraduate Awards and other academic policies and procedures of the University and published on the [website](#).