ACCELERATE YOUR CAREER IN DIGITAL MARKETING WITH A PROGRAMME DESIGNED TO FIT YOUR BUSY SCHEDULE

This 2 year part time programme is designed to provide the knowledge and tools required to become a highly skilled digital marketing strategist. Taught via weekly evening classes, it enables students to combine their study and professional life. This course is also offered as a one year full time option.

The strong industry focus and partnership approach means that a variety of leading digital companies are represented by expert guest speakers and faculty, including multinational companies such as Google, Facebook, Twitter, HubSpot and Microsoft.

PROGRAMME OVERVIEW

FACT FILE

PROGRAMME FEATURES

The programme includes a wide range of core and elective modules as well as a research project. Students can tailor their degree through their choice of electives and company project.

DURATION: 2 YEARS PART TIME

START DATE: SEPTEMBER

SCHEDULE: CLASSES HELD EVERY TUESDAY AND THURSDAY, 6PM - 9PM

SAMPLE TIMETABLE

Year One | Year Two
Marketing in the Digital Context | Dissertation/ In-company project
Digital Marketing Implementation | Social Media Marketing
Digital Marketing Strategy | Business Ethics
Data Analytics and Marketing Research | Choice of one elective
Digital Design and User Experience | Choice of one elective
Digital Business Models | Choice of one elective
Choice of one elective | Choice of one elective

Important Note: Timetable and modules are subject to change

ELECTIVES

- Digital Analytics
- Budgeting for Marketing
- Science Tech and Markets
- E-commerce
- Research Methods
- Emerging Trends in Digital
- Entrepreneurship
- Advertising Management
WHAT OUR GRADUATES SAY

ESRA KOCAK
Class of 2017, full time programme

This programme allowed me to develop practical competencies via hands-on real life projects whilst learning the latest trends and practices in the digital market. Everyone at Trinity Business School - the programme director, professors and staff - were very welcoming. Trinity’s unique location at the heart of the city along with its exceptional facilities and unlimited extracurricular activities make it ideal for any student.

ANCHIT PRAKASH
Class of 2017, full time programme

Coming from a background in engineering, I chose this programme to help me enter the ever-growing digital marketing industry. The highly diverse class meant that I met people from many different backgrounds and countries.

I strongly recommend this programme to anyone who wants to challenge themselves and kickstart their digital marketing career.

CAREER SERVICES & DEVELOPMENT

Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

Digital Marketing strategists gain employment across a number of industries including social media, retail, tourism, pharmaceutical, healthcare, education, government and social enterprise.

CONTACT US

Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.

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