

—  
Trinity College Dublin is an international university, steeped in history with a reputation for excellence in education, research and innovation.



# MSc in Digital Marketing Strategy

The MSc in Digital Marketing Strategy is designed to provide you with the knowledge and tools required to become a highly skilled digital marketing strategist. You will learn about digital design, the user experience and how to plan and implement digital strategies.

## About the Programme

We focus on how different companies do business in a digital world, coupled with a strong industry and partnership approach. 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. With the European headquarters of such companies situated nearby, you have the opportunity to visit them on company trips and learn how to master specific platforms such as Google Ads, Analytics, Facebook Insights and HubSpot tools.

## Career Prospects

A comprehensive overview of the digital eco-system, this programme is an excellent foundation for a career working across many industries including technology, retail, consulting, manufacturing and pharma biotech/health. Recent employers include Google, Accenture, Ebay and Glanbia.

## CONTACT US

PHONE +353 1 896 4163

EMAIL [business.masters@tcd.ie](mailto:business.masters@tcd.ie)

## Features & Benefits

- ✓ Ranked 1st in the world for E-Business and Digital Marketing Eduniversal 2019.
- ✓ Strong industry and partnership approach. Many of our visiting lecturers and guest speakers come from top tech firms nearby.
- ✓ Practical skills. Master platforms such as Google Ads, Facebook Insights and Hubspot tools.
- ✓ Present, pitch and create. A learning model designed to mirror the real world competencies needed for a career in Digital Marketing.

“Our graduates gain the cutting-edge technical skills, the business acumen and the strategic vision needed to become effective marketing strategists in the workplace. Our expert industry practitioners who teach on the programme often hire our graduates. If you have a passion for digital marketing, this programme will kick start your career.”

Laurent Muzellec, Programme Director of MSc in Digital Marketing Strategy.

## Curriculum

This one year programme offers a number of core modules and the option to customise your degree with a range of exciting electives and a dissertation. Modules may include:

### CORE

Digital Design & User Experience  
Digital Marketing Implementation  
Data Analytics & Market Research  
Digital Marketing Communication  
Emerging Trends in Digital Technologies  
Social Media Marketing  
Digital Marketing Strategy  
Ethical Business for Digital Marketing  
Consumer Value Management  
Research Methods  
Dissertation/Company Research Project

### ELECTIVE

Digital Business Models  
E-Commerce  
Digital Analytics  
Sales Management  
Science, Technologies & Markets  
Innovation & Digital Technology

Curriculum subject to change

## DISSERTATION

The dissertation allows you to showcase the knowledge you have gained and enhance your career potential by specialising in a particular area.



# Making an Application

Submit your application and supporting documentation online at [www.tcd.ie/business](http://www.tcd.ie/business). Due to the popularity of our programmes early application is advised.

## How to Apply

To apply for our programmes you must complete the online application form and attach your supporting evidence. You will need:

- Copies of your completed transcripts or transcripts to date
- Two supporting academic references or include contact details for two supporting academic references
- Proof of English (for non-native English applicants). For information on acceptable language tests, please visit our website.
- CV or resume
- Any other relevant evidence

Application fee €55

## Entry Requirements

- A first or upper-second class honours degree (or its international equivalent)
- English Language requirement: minimum IELTS score of 6.5 overall or TOEFL 88. **Note:** For the MSc in Marketing and the MSc in Digital Marketing, a higher IELTS score is required of 7.0 overall. For details on the minimum requirements for other tests, please visit our website.
- Two supporting academic references
- A GMAT may be requested in certain cases \*

## Top Tips

- ✓ If you have completed qualifications or exams beyond our minimum requirements, please include this evidence. These include accountancy exams or other professional qualifications, GMAT and GRE tests.
- ✓ Write a brief personal statement. Outline your motivation for applying for the programme and highlight your key achievements, academic or personal.
- ✓ For non-native English speakers. If you have completed the whole of your undergraduate studies in English you may be exempt from the IELTS requirement. Let us know in your application.

## Get in Touch

Please contact the admissions team for more information about our programmes, the application process or to schedule a one-to-one appointment.

PHONE: + 353 1 896 4163

EMAIL: [business.masters@tcd.ie](mailto:business.masters@tcd.ie)

\*For our quantitatively focused programmes, if the candidate has not proven these skills with their undergraduate studies, the admissions team may request a GMAT test score in lieu as supporting evidence.

How to apply in 5 easy steps

01



Choose your programme

02



Apply online at [tcd.ie/business](http://tcd.ie/business)

03



Upload your supporting documentation

04



Pay the application fee €55

05



Submit your application

## Programmes

<b>MSc in Finance</b>	EU: €17,600   Non-EU: €22,300
<b>MSc in Financial Risk Management</b>	EU: €17,600   Non-EU: €22,300
<b>MSc in Digital Marketing</b>	EU: €14,500   Non-EU: €19,500
<b>MSc in Marketing</b>	EU: €14,500   Non-EU: €19,500
<b>MSc in Entrepreneurship</b>	EU: €14,500   Non-EU: €19,500
<b>MSc in Human Resource Management</b>	EU: €14,500   Non-EU: €19,500
<b>MSc in International Management</b>	EU: €15,500   Non-EU: €19,500
<b>MSc in Management</b>	EU: €14,500   Non-EU: €19,500
<b>MSc in Supply Chain Management</b>	EU: €14,500   Non-EU: €19,500
<b>Postgraduate Diploma in Accounting</b>	EU: €10,500   Non-EU: €15,500
<b>MSc in Law and Finance</b>	EU: €15,500   Non-EU: €19,500

# Hear from our Graduates



**Aimée Louise Carton**  
MSc in Entrepreneurship  
Graduate

Current employment: **Founder of KeepAppy, Dublin**

"The MSc in Entrepreneurship was so different from my two previous degrees as it emphasised practical learning and a real-world approach to entrepreneurship. For example, instead of learning the theory around setting up a business, we were given one week to do just that during the Business Model Innovation module. From day one, myself and my peers were challenged by successful entrepreneurs and investors who pushed us to be the best that we could be. The programme has allowed me to meet incredible friends, professionals and thought leaders as well as my co-founder! We've since launched our start-up KeepAppy, which we are pitching shortly on the global stage in Silicon Valley — this simply would not have been possible had I not undertaken this course."



**Andrew J. Chwalik**  
MSc in Marketing  
Graduate

Current employment: **Co-Owner and Operator for Topped Ice Cream & Adjunct Professor at Walsh University, Ohio**

"The best thing about being a student at Trinity Business School, besides the extraordinary students, is the high quality educational experience. Each professor has their own experience in a relevant field and utilises their knowledge to teach a specific subject. You get real world experience blended with a nice amount of theory. I couldn't be happier with the teaching style and diversity of the instructors. The highlight of the programme for me was being able to study a subject I love with so many other bright, young minds that shared in my passion. My classmates came from all over the world and it was amazing working together to develop solutions for current industry problems."



**Christopher Ewert**  
MSc in Finance Graduate

Current employment: **Investment/Corporate Credit Analyst at Guggenheim Partners, Dublin**

"Joining Trinity Business School was the best decision I could have taken, not only from an academic standpoint but most importantly for my personal development. The Masters in Finance helped me to build international relationships, expand my network and make new friends. The practical and business case-oriented lectures, tutorials and group projects provide all tools necessary to forge a career in Finance; I got a job in Leveraged Finance less than a month after I submitted my dissertation."



**Kevin Haugan**  
MSc in Management  
Graduate

Current employment: **Lead Product Analyst at Badoo/Bumble, London**

"The MSc Management was one of the most rewarding years of my education, thanks to the wide range of engaging classes and the diverse backgrounds of the students that the course attracts. The array of different perspectives among the class makes for extremely interesting team projects, and great friendships. Since finishing the course, I've been able to put all of my newly acquired academic knowledge straight into practical use through marketing campaigns, interviewing new hires, conducting financial analyses, managing logistics and leading teams."



**Varun Reddy**  
MSc in Human Resource  
Management Graduate

Current Employment: **Owner & Founder at All About Planning, Dublin**

"The MSc in Human Resource Management course is very well designed for students from diverse educational backgrounds. The overall quality of education is excellent and as a Trinity student, I was able to expand my professional network beyond my expectations. All the modules are tailored as per the current industry requirements and delivered by outstanding professors. Company trips organised as a part of this course were another great opportunity for me to acquire practical industry insights and reflect on my learnings. Trinity has been an experience of a lifetime and so were all the personal and professional relationships developed during this journey."



**Philippus von Nerée**  
MSc in International  
Management

Current employment: **Head of Operations at Semasio GmbH, Hamburg**

"I chose Trinity Business School's MSc in International Management programme based on my interest in the challenges of an increasingly globalised world. It added a great variety of managerial expertise to my economical knowledge that I accumulated in my undergraduate studies. Furthermore, the unique atmosphere of cultural diversity within the class combined with the international residency weeks vastly expanded my awareness of the challenges to internationally operating corporations."



**Sandhya Raghuvanshi**  
Postgraduate Diploma in  
Accounting Graduate

Current employment: **Audit Trainee at Deloitte, Dublin**

"I sought admission in the Postgraduate Diploma in Accounting coming from a non-accountancy background. The modules on offer gave us a deep insight into the subject with constant support and the best possible mix of practical and theoretical knowledge. Exposure to group project work, in-class interactions, and contact with other international students will all be significant for your academic and social life. As soon as I completed the course I got a job offer from one of the Big 4."



**Délia Ridoux**  
MSc in Financial Risk  
Management Graduate

Current employment: **Financial Risk Analyst at Citi, Dublin**

"Trinity was an experience I will never forget and I would highly recommend this programme. The relative small size of the class, coupled with the devotion our lecturers gave us throughout the year was an essential component to the success of my degree. The course offered the opportunity to work as part of a group as well as develop our own knowledge of the different elements of financial risk one can meet in a corporate environment. I am now working in one of the world's top banks in the Financial Risk Management sector, an opportunity I might never have had without studying the MSc Financial Risk Management programme at Trinity Business School."



**Jakob Zitzow**  
MSc in Digital Marketing  
Strategy Graduate

Current employment: **Key Account Manager at Google, Dublin**

"My time at Trinity and within the Digital Marketing masters was one of the most important and path-breaking times in my life. The combination of theoretical and academic knowledge combined with powerful, project-orientated hands on work with real life clients make this programme a unique experience. This combination of learned skills enabled me to qualify for one of the best rated and most-known employers in Dublin today. I would recommend this programme to everyone who wants to work in digital marketing, be it at the beginning of their career or somewhere in between!"

