MSc in Digital Marketing Strategy

Gain the technical and strategic skills to launch your digital marketing career

Designed to help students become skilled digital marketing strategists, this programme focuses on how companies do business in a digital world. Students will also learn about digital design, the user experience and how to plan and implement digital strategies.

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.

“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

#1 in the World for E-Business and Digital Marketing
Eduniversal, 2018

Google
Gain Google Ads and Advanced Analytics Certifications

22 Nationalities
Represented in Class of 2017/18
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. I have no doubt that this qualification helped me secure my current job with Google in Dublin.”

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**Sample Timetable**

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<th>MICHAELMAS TERM</th>
<th>HILARY TERM</th>
<th>TRINITY TERM</th>
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<td>Sept – Dec</td>
<td>Jan – April</td>
<td>April – July</td>
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- Data Analytics and Market Research
- Digital Marketing Strategy
- Social Media Marketing
- Ethical Business for Digital Marketing
- E-Commerce
- Digital Marketing Communication
- Digital Design and User Experience
- Digital Marketing Implementation
- Digital Business Models
- Emerging Trends in Digital Technology
- Research Methods
- Choice of one elective
- Dissertation or company project - this project allows students to showcase the knowledge they have gained and enhance their career potential by specialising in a particular area.

**ELECTIVES**
- Sales Management
- Advertising Management
- Consumer Value Management
- Innovation & Digital Technology

**DURATION:** 1 Year Full Time

**START DATE:** September

**IMPORTANT:** Timetables and modules are subject to change.

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**Where Are Our Graduates?**

The top employment sectors for graduates of this course are Technology, Retail, Consulting, Manufacturing and PharmaBiotech/Health.

Our graduates are working with many employers of choice including Google, Accenture, Ebay and Glanbia.

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**Your Career**

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.

Your journey will include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

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**ENTRY REQUIREMENTS**

- Bachelor degree with a minimum 2.1 result or international equivalent
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form.

**TUITION FEE**

EU €13,900.

Non-EU €18,400.

A variety of scholarships are available, please visit the website for further details.

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**How to Apply**

Submit your application and supporting documentation online at www.tcd.ie/business. Due to the popularity of our programmes, early application is advised.

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**Contact Us**

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

Email: business.masters@tcd.ie
Phone: +353 1 896 2731
Web: www.tcd.ie/business

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