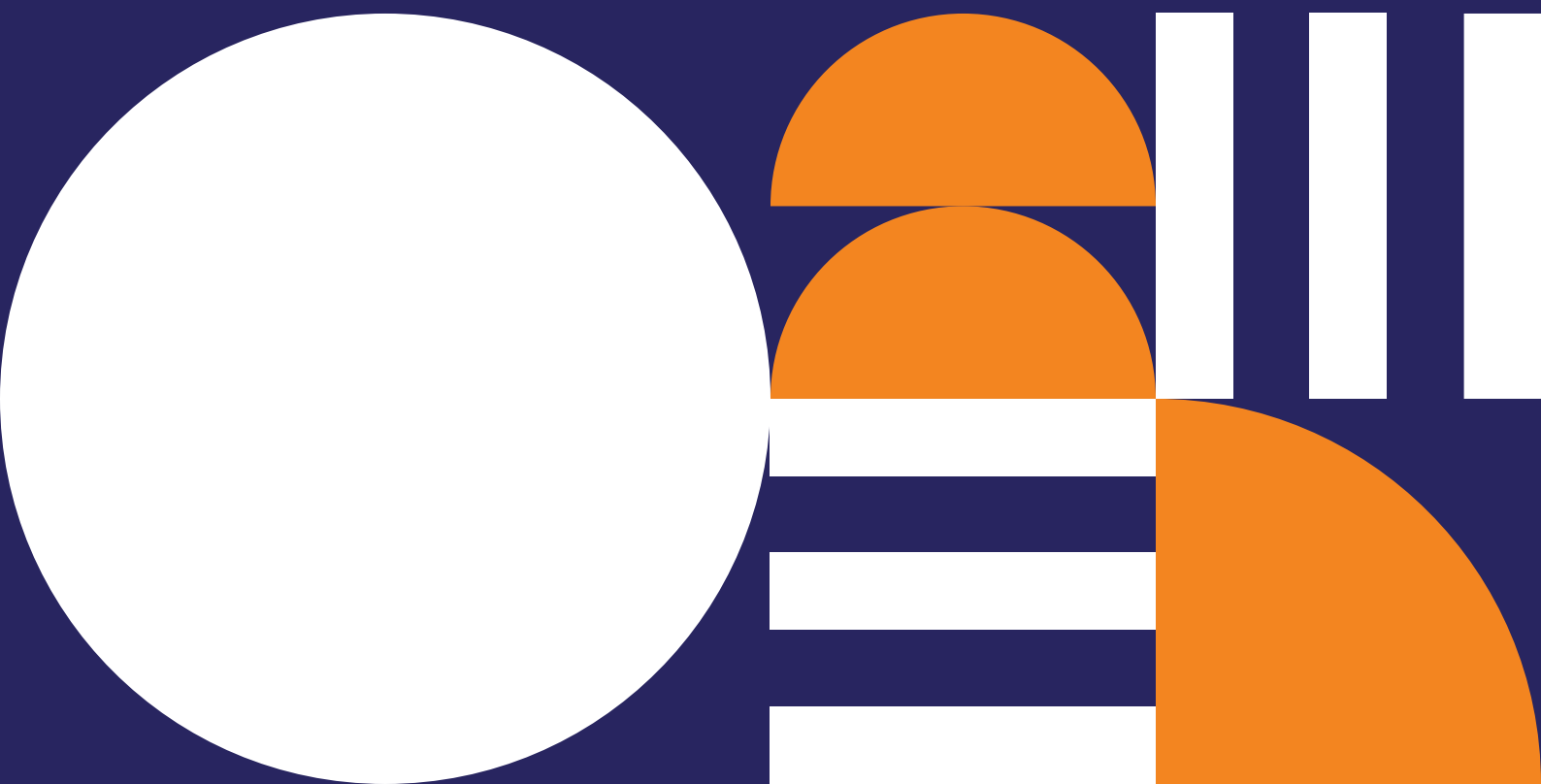


Earn a British
MSc. Digital Marketing
in Cyprus (Nicosia / Limassol)

12 MONTHS FT / 24 MONTHS PT



CIM - Cyprus Business School



CIM-Cyprus Business School was established in 1978 in Nicosia as The Cyprus Institute of Marketing and has been operating also in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus and abroad, during the last 45 year CIM-Cyprus Business School has evolved into an all-round Business School, offering an array of programmes at both Undergraduate as well as Postgraduate level – from Marketing, Business, to Accounting and Finance, Shipping, and Human Resource Management, Law, and other.

Over the years, CIM-Cyprus Business School has provided the opportunity to more than 10,000 students to acquire acclaimed qualifications and fulfil their aspirations. A lot of our students are individuals who had missed out, for one reason or another, on the opportunity to study after graduating from secondary school, yet who always had the desire to pursue learning, gain further knowledge and qualifications, and advance their careers. Though CIM serves students of all ages and all walks of life, we still offer evening classes exclusively – in order to cater for the needs of working individuals. We still put emphasis on combining theory and practice and remain committed to offering the best and most accessible education at the most affordable fees.

**10,000
students**

from over 30 countries, who
are leading multinational
companies across the globe

University of West London

In top 5 universities in the UK for teaching quality

The Times and Sunday Times Good University Guide 2024

The University of West London (UWL) is a British University with a heritage of over 150 years in teaching and professional education.

In 2021, UWL was announced as 'University of the Year for Student Experience' by The Times and Sunday Times Good University Guide 2021. It was also named top university in London for student satisfaction by the Complete University Guide 2021.

In June 2017, UWL was awarded Silver in the first Teaching Excellence Framework (TEF), recognising its strategic and innovative approach to curriculum and teaching expertise, and its focus on a positive student experience. The success of UWL has been underpinned by dynamic growth following major investment of up to £150m across its three campus sites.



Top modern* university in London

The Guardian University Guide 2024

*Modern universities are defined as higher education institutions that were granted university status in, and subsequent to, 1992



MSc. Digital Marketing

Our MSc Digital Marketing is a multi-dimensional and dynamic course designed to deliver a challenging learning experience which will equip you with the knowledge and skills required to become future strategic decision-makers and creative problem-solvers in digital marketing.

The course provides a great balance of practical and theory work across the whole course, and will also embed an understanding of the latest digital trends and techniques.

OVERVIEW

Throughout this course, you will learn how to effectively analyse, communicate and operate in competitive local and global contexts, preparing you to be a highly successful digital marketing professional within a rapidly evolving industry.

Through a series of specifically designed, practical hands-on workshops, expert guest speakers, simulations, and industry “live briefs”, we provide:

- a modern approach to the teaching of digital concepts, from a broad range of avenues including strategic marketing, leadership, e-commerce, consumer behaviour, social media marketing and designing new paths to purchase on innovative digital platforms
- a thorough curriculum aimed at the optimal utilisation of digital tools, to enhance data analysing and research skills, along with providing insights to improve marketing performance
- hands-on practical learning through modern assessments and industry-inspired projects
- the opportunity to develop and further enhance skills like creative problem solving, innovative thinking, and the ability to work independently and as a team to formulate ideas and opinions that drive effective marketing proposals and add value to any global organisation or marketing team
- knowledge of how the digital customer experience is integral to marketing
- well-structured and carefully curated course content to enhance different levels of understanding and learning styles.

CIM Accreditation

The Chartered Institute of Marketing (CIM) has approved this degree for exemptions on CIM qualifications. UWL has developed strong links with CIM and our teaching content has been developed alongside CIM's learning outcomes to ensure that course content is aligned to industry requirements.



MSc. Digital Marketing

MODULES & ASSESSMENT

Full Time (Start October)

	MODULES	CREDITS	ASSESSMENT
TERM 1	Global Brand Management and Leadership	20	Written Assignment 40%, Artefact 20%, Oral Assignment 40%
	Strategic Marketing and Psychology in a Digital Era	20	Oral Assignment 20%, Artefact 30%, Written Assignment 50%
	Digital Tools	20	Oral Assignment 50%, Written Assignment 50%
TERM 2	Digital Retail Environments – New Paths to Purchase	20	Written Assignment 50%, Written Assignment 50%
	Content Marketing and Campaign Management	20	Written Assignment 20%, Artefact 50%, Oral Assignment 30%
	Innovation, Creativity and Digital Futures	20	Written Assignment 50%, Oral Assignment 50%
TERM 3 Optional (1 out of 2)	Digital Marketing Consultancy Project**	60	Written Assignment 10%, Written Assignment 50%, Oral Assignment 40%
	Digital Marketing Dissertation**	60	Written Assignment 10%, Written Assignment 90%

Part Time (Start October)

	MODULES	CREDITS	ASSESSMENT
TERM 1	Global Brand Management and Leadership	20	Written Assignment 40%, Artefact 20%, Oral Assignment 40%
	Strategic Marketing and Psychology in a Digital Era	20	Oral Assignment 20%, Written Assignment 30%, Artefact 50%
TERM 2	Content Marketing and Campaign Management	20	Written Assignment 20%, Artefact 50%, Oral Assignment 30%
	Digital Tools	20	Oral Assignment 50%, Written Assignment 50%
TERM 3	Innovation, Creativity and Digital Futures	20	Written Assignment 50%, Oral Assignment 50%
	Digital Retail Environments – New Paths to Purchase	20	Written Assignment 50%, Written Assignment 50%
TERM 4 Optional (1 out of 2)	Digital Marketing Consultancy Project**	60	Written Assignment 10%, Written Assignment 50%, Oral Assignment 40%
	Digital Marketing Dissertation**	60	Written Assignment 10%, Written Assignment 90%

* The rationale for the timing of the consultancy project is to match the seasonal nature of the demand of consultancy work.

** Pre-requisites for progression to the Digital Marketing Consultancy Project or Digital Marketing Dissertation: Successful completion or RPL (or a combination thereof) for atleast 5 modules (100 credits).

* The School reserves the right to change its form of assessment.



**Recognised
by KYSATS
and UK NARIC**

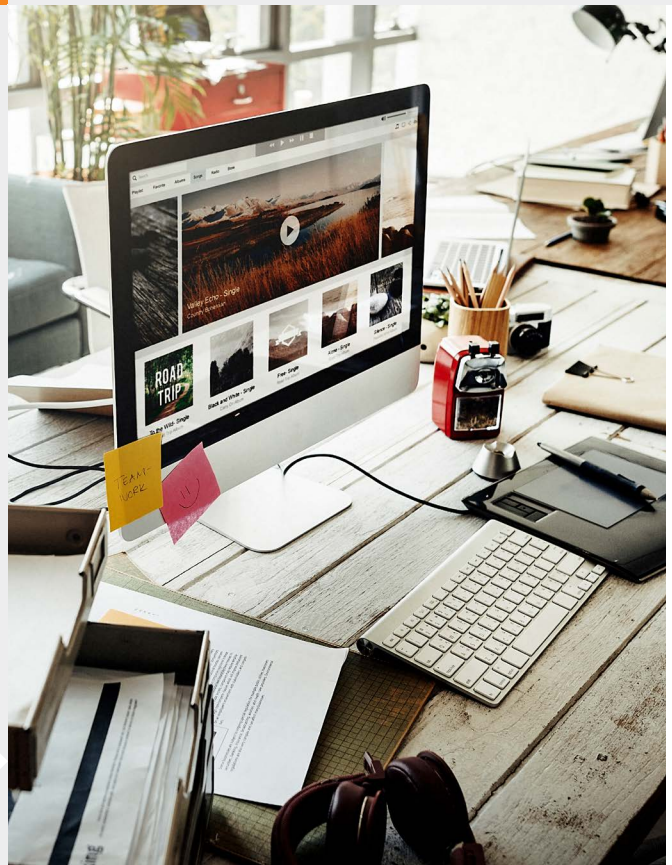
Nicosia / Limassol

Course delivered by professionals
and designed for professionals

**Tuition Fees:
€8000**

Government subsidy up to €3420
(for Cypriot students)

**Registration Fee:
€500**



MSc. Digital Marketing

As you would expect, throughout your course there will be a healthy amount of coursework for you to complete and exams, group work and presentations so that we, and you, can see just how far you are progressing.

COURSE OBJECTIVES

This course will enable you to master the critical analysis of data and the application of appropriate digital tools and technologies to provide creative and strategic digital marketing solutions and strategies.

Each module contains the latest content relevant to present-day practice within the digital marketing industry and embeds key skills required for digital marketing practitioners, such as management skills for marketing professionals and research methods in marketing.

This dynamic course has a very strong focus on integrated learning, where the teaching and assessments will simulate real-life marketing situations with industry client-inspired digital marketing projects, to prepare students to pursue a successful career in digital marketing.

LEARNING AND TEACHING STRATEGY

The teaching, learning and assessment strategy for this course incorporates diverse thinking into the curriculum by bringing in case studies of local and global companies, as well as live client projects, and ensuring that the examples used are relatable by students from different cultural backgrounds. The teaching and learning aspects are designed to be student-centric and encourage students' active engagement in form of class attendance, class discussion and participation. The rationale is to enhance students' learning and understanding of the subjects as well as encourage them to become independent learners and critical thinkers. Each student will be allocated an academic personal tutor, who will provide support or guidance.

Students will experience a variety of teaching and learning activities relevant to the digital marketing modules studied. The learning and teaching activities will take place in workshops which allow students to participate fully in discussions. Students may be asked to work in small groups or pairs and will be required to research and present findings to the rest of the class. Students will be provided reading list and/or exercises to read and practice in their own time.

REASONS TO STUDY AT THE UNIVERSITY OF WEST LONDON

- 1** Ranked **30th university in the UK**
The Guardian University Guide 2025
- 2** Top **modern* university** in London
The Guardian University Guide 2024
- 3** **Number 1 London** university for overall **student satisfaction**
*National Student Survey 2024***
- 4** Best university for **Student Experience and Teaching Quality** in the UK
The Times and Sunday Times Good University Guide 2024

* Modern universities - defined as higher education institutions that were granted university status in, and subsequent to, 1992.

** The National Student Survey 2023 and 2024 - Average of answers to all questions by registered student population. Excludes specialist institutions.

ADMISSION REQUIREMENTS

- / An honours degree (2:2 or above) from a UK university or equivalent, or a Chartered Institute of Marketing (CIM) Professional Diploma.
- / UWL also considers applications from those who do not have a formal qualification but have extensive marketing experience. In this case, the applicant would be invited to interview and maybe required to undertake a short-written paper in order to assess their suitability for the academic demands of the course. All applications are considered on an individual basis.
- / IELTS 6.5 or equivalent

STRATEGIC PARTNERS

The Strategic Partners represent companies which are global leaders in their respective fields and they shall offer as strategic partners among others:

- Guest Lecturing
- Material to students/lecturers
- Awards for Top-Performing students
- Internship and Work Opportunities
- Consulting Projects

Bank of Cyprus 

 cablenet


FXTM



**#1 British University
in Cyprus**

**The
Guardian**
University Guide 2021

NSS
National Student Survey

THE SUNDAY TIMES
GOOD
UNIVERSITY
GUIDE
2024
TOP 5
FOR STUDENT
EXPERIENCE

THE SUNDAY TIMES
GOOD
UNIVERSITY
GUIDE
2024
TOP 5
FOR TEACHING
QUALITY

Global Partners / 2011 - 2025



The collaboration between CIM-Cyprus Business School and The University of West London (UWL) is the longest surviving and most successful collaboration between any UK university and any Cypriot Higher Education institution. Based on the most recent UK university rankings, UWL is now the top UK university operating in Cyprus.



Partner in Learnig



Member



Member



network of international
business schools

Member

MSc. Digital
Marketing

uwl.ac.uk



UNIVERSITY OF WEST LONDON



Engaging Objective



cim.ac.cy

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MSc. Digital
Marketing

