

Coventry University

Digital Marketing MSc

Fully online | MSc, PGDip and PGCert routes

PROGRAMME OVERVIEW

Develop strategic and analytical capabilities in digital marketing through Coventry University Online. The award is conferred by Coventry University.

STUDY AREAS

- Digital channels and marketing strategy
- Customer journeys, consumer behaviour and data insights
- Content and social media
- Marketing performance and practical planning

ENTRY & STUDY ARRANGEMENTS

The official online course lists separate MSc, PGDip and PGCert routes. Confirm the intended award, entry requirements, study arrangements and current fees for that route.

This guide covers the official online programme. Fees and entry conditions for London-campus or other Digital Marketing Management courses do not automatically apply.

FEES & NEXT STEPS

Ask UKEC to confirm current tuition, currency, payment stages, additional costs and intake dates in writing. Admission is decided by the university.