Master of Science in Digital Marketing Communications

MK063A

Inspiring Your Future
Business Education@HKUSPACE
Dating back to 1824, Manchester Metropolitan University is one of the largest and most popular universities in the UK. The University has over 38,000 students, including a diverse community of 3,000 international students from 120 countries.

More than £350 million has been invested to create a world-class learning environment with some of the best teaching and learning facilities in the UK. The University is now placed amongst the global top 3% of institutions and is ranked in the world’s top 200 universities under 50 years old (Times Higher Education 2017). The University delivers outstanding research that addresses the biggest challenges facing contemporary society. 85% of research impact at the University is graded as world-leading or internationally excellent and students will be taught by academics who are leading experts in their disciplines.

Manchester Met has earned a strong reputation for developing work-ready global graduates. There are over 1,000 courses with a focus on industry experience and employability, links to over 70 professional associations and strong working relationships with global industry leaders.

The Master of Science Digital Marketing Communications will deliver an exceptional mix of new and best practice in contemporary digital and social media communications, along with significant communications insight and strategic insight into the digital sector. This will be gained from access to experienced researchers and practitioners in the area.

This ground-breaking course combines best practice in digital and social media marketing with cutting edge academic thinking and contemporary professional development. The Digital Marketing Communications award is designed for:

- Graduates from non-business awards, such as the humanities and sciences, who need to develop as digital channel specialists.

Networking, contemporary industry experience and practice are key features of the programme as students come into contact with professionals from across their sectors and leading academics from the Business School. Consequently, students are able to develop links and contacts that extend well beyond the course and build their awareness and insight of digital marketing communications in different organizations and marketplaces.

- Graduates in business and marketing who want to move into a more digital role
Programme Structure

The Master of Science in Digital Marketing Communications in the UK comprises 8 modules with 180 credits. Holders of the HKU SPACE Postgraduate Diploma in Digital and Social Media Marketing will gain entry onto the programme with advanced standing of 60 credits. Hence, in Hong Kong, only 5 modules with 120 credits will be offered which are:

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Credit</th>
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<tbody>
<tr>
<td>1. Digital Masters Level Learning</td>
<td>15</td>
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<tr>
<td>2. Content Strategy</td>
<td>15</td>
</tr>
<tr>
<td>3. Digital Measurement and Evaluation</td>
<td>15</td>
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<tr>
<td>4. Digital Masters Level Methodology Design and Practice</td>
<td>15</td>
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<tr>
<td>5. Digital Marketing Dissertation</td>
<td>60</td>
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Assessment

Assessments for all units are based in the workplace, whether at an employer or at a client, or within a case study organization (such as a potential employer or client) chosen by the student. Skills of analysis, report writing, presentation and the production of digital media artefacts are all explored, along with field research skills, gist creation, leadership and critical thinking.

Tuition Fee

$90,000 payable by instalments*

*All fees are subject to change without prior notice

MODE OF DELIVERY

The programme is taught by MMU staff. The normal duration to finish the programme is 18 months.

Programme Mode: Part-time
Contact Hours: 100 hours lecture, 30 hours computer laboratory, 15 hours on virtual mode. Totally 145 hours
Medium of Instruction: English
Duration of Programme: 18 months
ENTRY REQUIREMENTS

Applicants shall hold:

A Postgraduate Diploma in Digital and Social Media Marketing awarded within the HKU system through HKU SPACE or other equivalent qualifications; Graduates of the HKU SPACE Postgraduate Diploma are considered to have met the English requirement. In other cases, applicants should have proof of English proficiency by having:

(i) an overall band of 6.5 or above with no subtests lower than 5.5 in the IELTS; or
(ii) a score of 230 or above in the computer-based TOEFL, or a score of 89 or above in the internet-based TOEFL; or
(iii) HKDSE Examination English Language at Level 3 or above; or
(iv) HKALE Use of English at Grade C or above; or
(v) equivalent qualifications.

Applicants not meeting the standard set of criteria for admission will be assessed on individual merit.

APPLICATION

All applicants are required to complete the application form and submit it with ONE set of the following supporting documents together with application fee of HK$200 to any of the HKUSPACE enrolment centres:

- Certified true copies* of full educational certificates and transcripts;
- Original / Certified true copies* of testimonials or other documentary proof of the applicant’s working experience;
- Photocopy of Hong Kong Identity Card*;

* Certified true copies: Original certificates and transcripts together with the copies are required to be presented to any HKUSPACE enrolment centres for verification.

ENQUIRIES

Email: msc.dmc@hkuspace.hku.hk
Tel: 2867 8313 / 2910 7622
Fax: 2861 0278

This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

Every effort has been made to ensure the contents of this brochure are correct at the time of printing. HKU SPACE reserves the right to update the contents of the brochure at any time without notice and this brochure does not form part of contract between the students and the School. Information in the HKUSPACE website is the most up-to-date version and supersedes the printed brochure, wherever applicable.

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