



CYPRUS INSTITUTE  
of MARKETING

THE CYPRUS  
BUSINESS SCHOOL



EUROPA DONNA CYPRUS  
STRATEGIC PARTNER

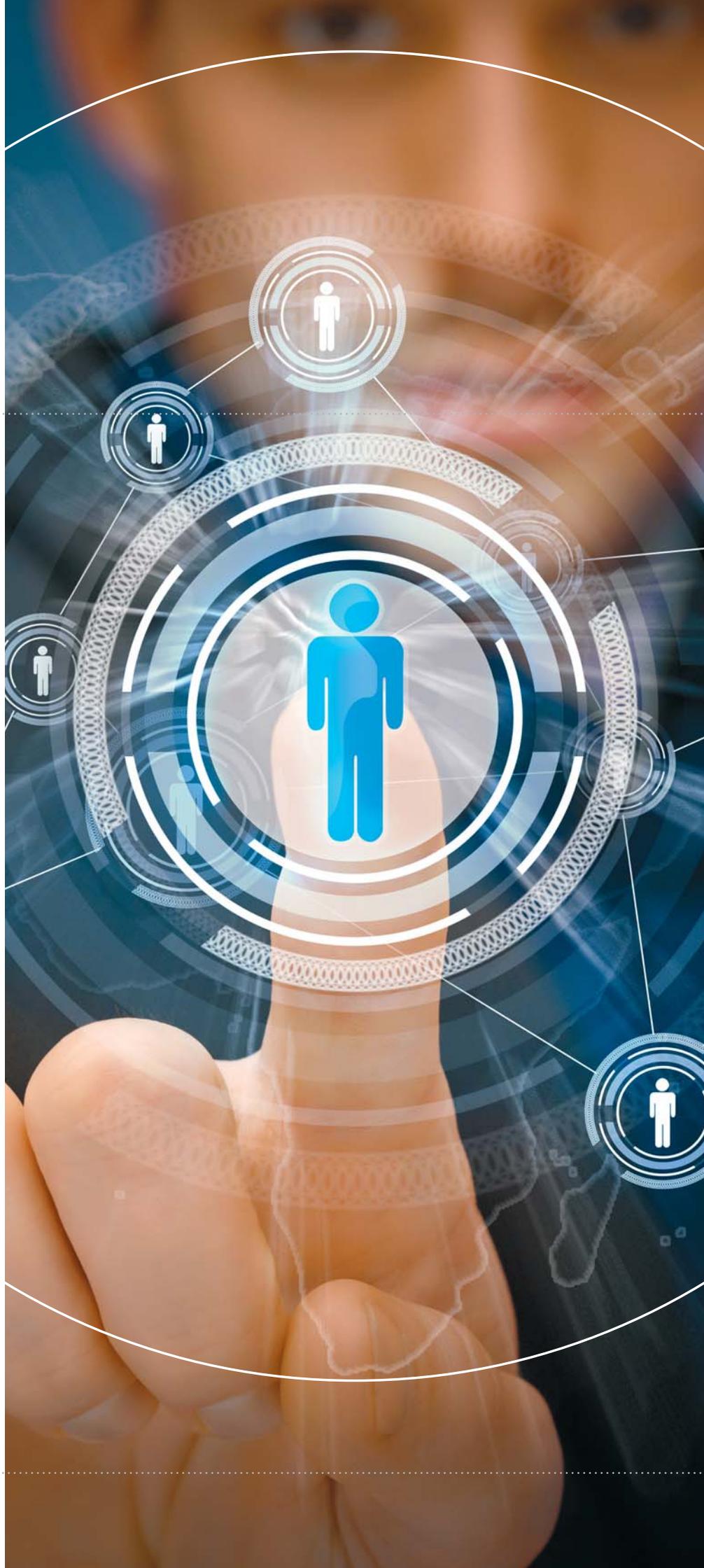
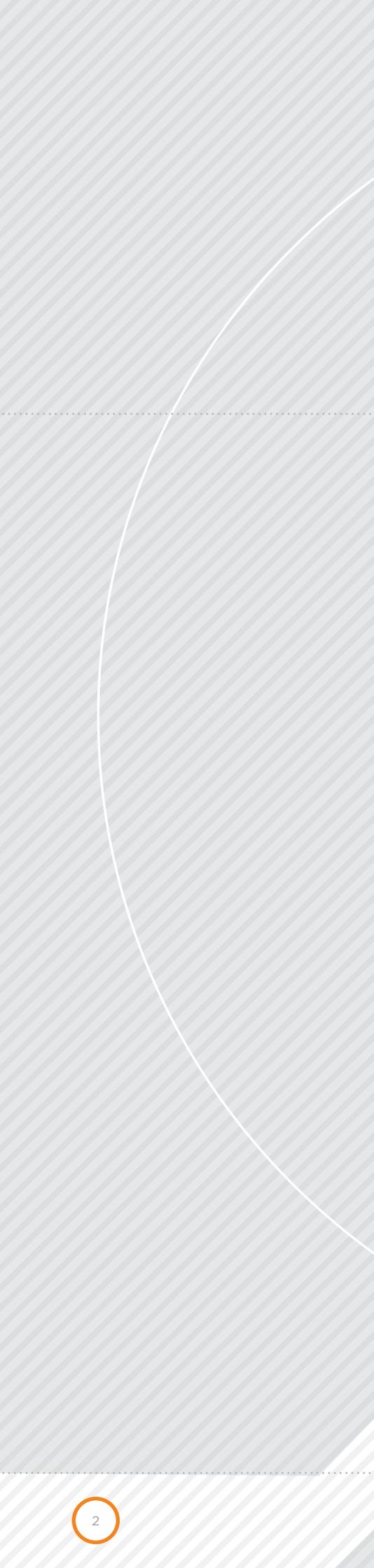
## Earn a British **MSc Digital Marketing** in Cyprus (Nicosia / Limassol)

12 MONTHS FT / 24 MONTHS PT



UNIVERSITY OF  
**WEST LONDON**  
The **Career** University







## The Cyprus Institute of Marketing (CIM)

The Cyprus Institute of Marketing has been operating in Nicosia since 1978 and in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus and abroad, during the last 40 years CIM has evolved into an all-round Business School, offering an array of programmes - from Marketing and Management to Finance & Accounting, Shipping, and International Business & Commercial Law.

Over the years, CIM has provided the opportunity to more than 5,000 students to acquire world-class qualifications and fulfil their aspirations. The majority of these 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 now serves students from all ages and all walks of life, it still offers exclusively evening classes - in order to cater for the needs of working individuals. And it still puts its emphasis on combining theory and practice.

We are proud to be Cyprus's finest Business School. And we are proud to offer the best education at the most affordable fees.

## University of West London

The University of West London is a British University with sites in Ealing and Brentford and an educational hub in Berkshire. It traces its roots back to 1860, when teaching began on its Ealing site and until 1st May 2011 it was named Thames Valley University.

The University of West London is one of the UK's most diverse and exciting universities. It was named No. 1 modern university in London by The Guardian in 2019 and is London's best performing multi-faculty university for employability (98% within 6 months of graduating). Also, it was named No. 50 in the UK according to the Guardian University Guide 2018.

## The Claude Littner Business School

The Claude Littner Business School is based in the heart of west London, at the centre of a highly lucrative business district. Fifty percent of the UK's top 30 companies and over 30,000 SMEs are based there.

The school has strong links with national and international employers and some of the most innovative companies in the area. It provides individuals with life-long learning and training, giving them the knowledge and skills to flourish and to get their ideas off the ground- whether they are graduates, senior executives or entrepreneurs.

No. 1 Modern  
University in London

No. 8 Modern  
University in UK

# MSc Digital Marketing

## Course objectives

Our Masters in Digital Marketing course has been designed with an industry focus. We aim to provide you with a highly competitive qualification for the modern job market, in a vibrant commercial sector with a significant skills gap.

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. We will take an in-depth look at:

- / social media marketing
- / e-marketing
- / online marketing trends
- / digital marketing strategy

## Course detail

Students will develop their understanding across a broad range of modules.

## Modules

- / Digital Marketing Communications
- / Online Consumer Behaviour and Multi-Cultural Brand Management
- / Contemporary Marketing Challenges
- / Digital Marketing Tools
- / Corporate Global Marketing and Responsibility
- / New Venture Development and Project Management
- / Digital Marketing Project (including research methods)

## Module summaries

This module presents the theoretical underpinnings of digital marketing communications practice and its significance in today's marketing strategies. It takes a digital approach to the traditional marketing approaches. It also introduces the role of 'digital context' in digital marketing, internet of things, and the way in which digital marketing serves market segmentation and on-line user behaviour. Case studies and interactive project work to illustrate the themes.

### Online Consumer Behaviour and Multi-Cultural Brand Management

This module comprehensively presents concepts and theories of consumer behaviour and the way in which marketing strategy can use this information to improve organisational effectiveness. It also considers questions about consumption in a world of finite resources, the different approaches to brand management. The module also teaches the diverse insights of the brand, the nature of the brand-consumer exchange, and the way in which brand equity is generated

### Student support arrangements

Throughout their programme of study, students will have access to a variety of sources of support depending on individual circumstances and needs. Apart from the University-wide support framework, which encompasses the programme leaders, the module leaders, the personal tutors, in-course Learning Skills Development and Personal Development Planning, all students will have at their disposal a variety of different support roles which depend on the nature of the course.

and managed. This inclusive understanding aids to design customised brand strategies in the context of barriers to digital conversion, leadership, and culture.

## Contemporary Marketing Challenges

This module covers specific areas of marketing such as:

- / critical marketing
- / new marketing
- / post-modern marketing
- / experiential and guerrilla marketing
- / empowered consumers and emerging themes
- / new media - emerging themes
- / online and digital marketing
- / social marketing - emerging themes
- / sustainable marketing
- / contemporary marketing in practice

## Digital Marketing Tools

This module provides an in depth understanding of the digital tools and their utilisation to implement Digital Marketing campaigns. It will include Web and analytics as well as social media platforms and reviews management. The module will have a practical approach with case studies and appropriate illustrations:

## Corporate Global Marketing and Responsibility

This module introduces the dynamics of global marketing such as globalisation, environment, culture, branding, positioning, segmentation and the increasing competitive threat. This module adopts a strategic approach to the study of marketing and communication in a global context. The module develops skills in the ethical analysis of business conduct. Contemporary concerns relating to the need for effective corporate citizenship and governance structures are also addressed and discussed, together with the causes of emerging calls for improved corporate accountability and social responsibility.



# MSc Digital Marketing

## New Venture Development and Project Management

This module teaches the underpinnings in setting-up, sustaining and growing entrepreneurial enterprise. It includes new venture conception, developing, business planning and financing. This module also teaches project management including selection, initiation, definition, planning, quality and human resource management, communications and supply management, risk management, and monitoring progress of projects and enterprise activity.

## Digital Marketing Project (including research methods)

This module consists of regular weekly seminars or research methods, applied digital marketing project including strategy and implementation using both theoretical and empirical approaches. The associated substantive documentation will, in addition to describing the theoretical and practical aspects of the project, demonstrate the effective and efficient application of the research methods taught in the particular topic of the project undertaken.

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## Assessment strategies

### Module pass mark

On all postgraduate modules the pass mark is 50 percent. The assessment processes employed in the programme are designed to follow the programme assessment strategy as set out in 'The university guidelines on assessment practice'.

The key principles that inform the programme assessment strategy are:

- / While maintaining consistency, assessments are designed to evaluate the attainment of learning outcomes of individual modules.
- / A balance between the types of assessment and the overall workload of assessments;
- / The equitable nature of assessments across the programme;
- / A balance between formative and summative work;
- / The integration of theory and practice;
- / The use of experience and reflection to develop critical awareness;
- / The relationship of the assessment to the learning outcomes and the form of learning and teaching that takes place within the module. The marking will tend to use predetermined grids and assessment forms to aim to clearly identify the features that are assessed for all students in all assessment and to meet the Level 7 HE descriptors.
- / The assignments will be marked anonymously according to University regulations.
- / The programme assessment strategy is underpinned by the Programme Learning Outcomes which has informed the rich and varied design of the assessment strategy. The design of the programme assessment and feedback strategy is linked to the nature of the discipline and is aimed at ensuring variety, consistency and fairness of assessments across the Programme.



# MSc Digital Marketing

## Assessment Matrix

Module Title	Level	Credit
Level 7:		
Digital Marketing Communications	7	20
Online Consumer Behaviour and Multi-Cultural Brand Management	7	20
Contemporary Marketing Challenges	7	20
Digital Marketing Tools	7	20
Corporate Global Marketing and Responsibility	7	20
New Venture Development and Project Management	7	20
Digital Marketing Project	7	60

Assessment Type (see definitions below)	Weighting (%)	Overall pass mark
Individual Project: Part 1: Marketing Plan Part 2: Marketing Campaign	50 50	50
Report	100	50
Group Presentation Individual Essay	40 60	50 50
Project-Website/Digital Campaign Presentation and Report	100	50
Group case presentation-report	100	50
Project presentation and report	100	50
Digital Marketing Project Report (Dissertation)	100	50

# MSc Digital Marketing

## Teaching and Learning strategies

The teaching and learning strategy has been formulated as a result of contemporary research and professional practice and reflects the learning outcomes of the Programme.

The strategy seeks to reflect the University and programme learning outcomes by providing students with a learning environment that will use a variety of learning and teaching methods.

The methods used to guide and facilitate the learning will include:

- / **Dissemination of information via lectures and internet (primarily West London Online).**
- / **Seminars and plenary sessions to promote discussion and debate.**
- / **Simulated learning environments that gives students the opportunity to develop skills by exposing them to complex environments encountered by professionals in the 'real-world' (but in the safety of their classroom).**
- / **Use of case studies/live cases to provide students with experience of particular issues and problems.**
- / **Directed reading through the use of essential texts and articles/handouts.**
- / **Development of a research proposal resulting in the completion of a dissertation.**
- / **Access to industry and academic forums through association of tutors with relevant networks.**
- / **Experience in participating and organising in-house seminars/symposiums through their involvement with the intellectual activities of tutors.**

The varied range of activities and exposures will appropriately support students as independent learners working towards achieving high standards of performance. It also accommodates the differing learning styles of students by providing opportunities for learning which match individual styles. Each module applies a selection of methods and activities appropriate to its learning outcomes.

Evening  
classes

**98%**

of our graduates  
are in employment  
within 6 months  
of graduating

## Reasons to study at The University of West London

- / UWL was voted the number one modern university in London by The Guardian University league table in 2017.
- / It is the best performing multi-faculty university in London for employability (98% within 6 months of graduating).
- / The University of West London provides a full spectrum of support services for its students.
- / The University of West London students win many awards and prizes for endeavours within their academic fields.
- / The University of West London is a well-established international University, with renowned alumni.

## Entrance Requirements

- / an honours degree 2.2 or equivalent in any subject / discipline, or
- / a Chartered Institute of Marketing (CIM) Professional Diploma.
- / If you do not hold the above qualifications but have extensive work experience, you are invited to apply. Your application will be assessed through an interview and written tasks. International students need to meet our English language requirement at either IELTS at 6.5 or above, and a minimum of 5.5 for each of the 4 individual components (Reading, Writing, Speaking and Listening). In some countries where teaching is in English, we may accept local qualifications. Please visit <http://www.uwl.ac.uk/international/> your-country to check for local equivalencies.



# MSc Digital Marketing

## Career and study progression

The MSc Digital Marketing course is very closely aligned to the Chartered Institute of Marketing's Diploma in Professional Marketing qualification.

This will prepare you for employment as a marketing professional starting at junior or middle management positions, depending on your prior experience. Graduates from this course will also be well equipped to run their own digital marketing companies providing services to clients such as devising and implementing digital marketing strategies and campaigns for their clients.

This degree will also enable you to pursue a career in:

- / **marketing**
- / **consultancy**
- / **digital marketing project management**
- / **digital marketing management**
- / **market and business research**
- / **e-commerce**
- / **international digital brand management**

This may be in a variety of organisations such as civil service or intergovernmental organisation or in the private and public sectors.

This MSc course is also designed to produce graduates with advanced expertise and skills in dealing with contemporary marketing challenges in order to pave the way for students to progress to leadership roles in a range of public and private sector organisations (including multinational and global companies).

On completing the course, students will be capable of benefiting from doctoral and further professional study including the ability to participate in individual research.

## Study progression

Whilst studying, you may have discovered an area you want to learn more about. Doctorate study enables you to develop research and generic skills to equip you to operate successfully as a professional researcher.

See our Research degrees page to view the research courses on offer by our Claude Littner Business School.

## Careers support

Our degrees are designed to help you find the career that's right for you. 98% of our graduates are in work within 6 months of graduating. With our desirable West London location, we have strong links with many national and multinational organisations such as the BBC, Hewlett-Packard (HP) Ltd, Middlesex Law society and the Savoy Education Trust. We have a strong track record of providing valuable work placements and we also provide hands-on experience at the University through our Student Ambassadors' scheme.

## 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 Opportunities
- / MBA Consulting Projects

PARTNER



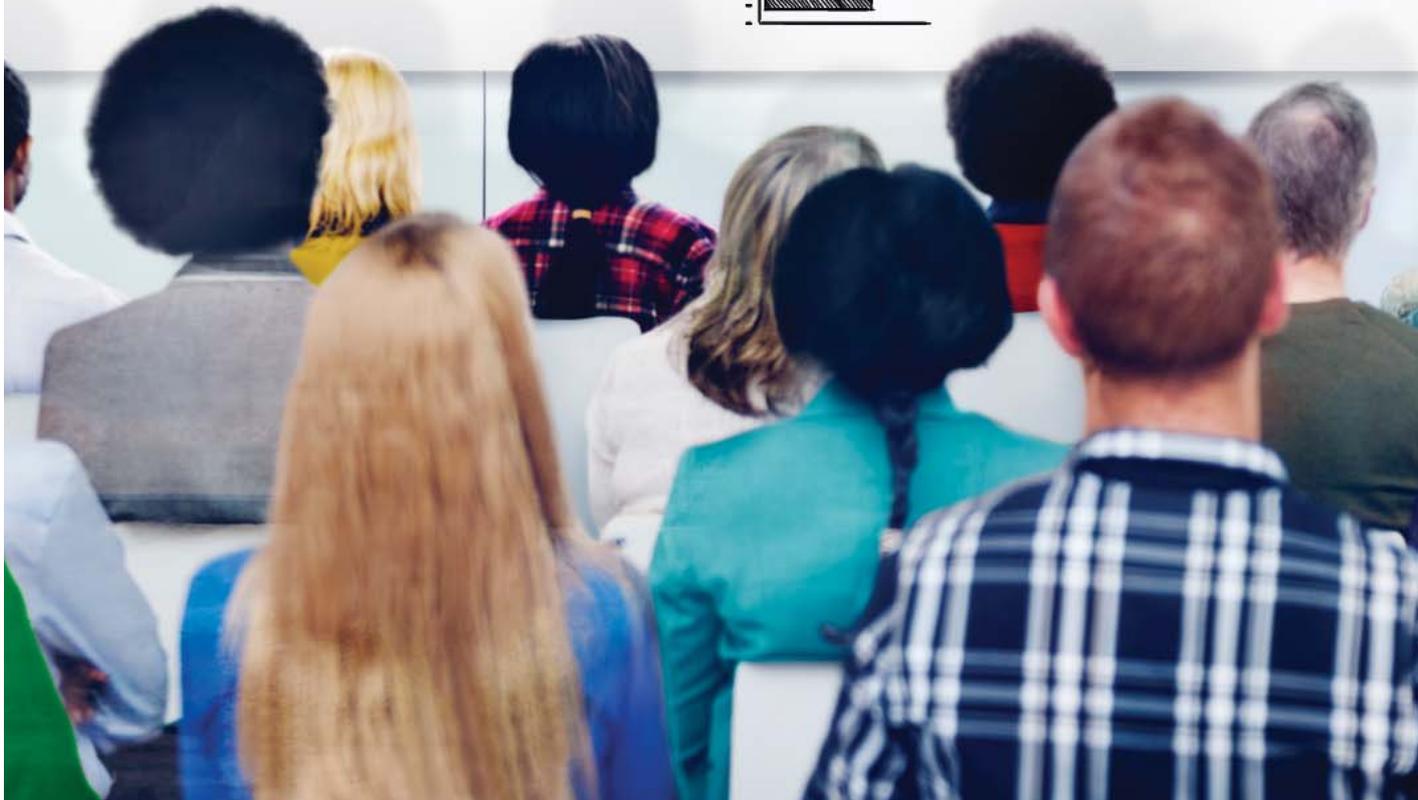
## Attendance of Individual Modules

The University can accept professionals who wish to study for individual module(s) instead of the whole course.

Such participants shall receive a Credit-Bearing Certificate upon successful completion of the Module(s) Requirements.

The cost in such occasion is deemed at €1000 per module.

# DIGITAL MARKETING

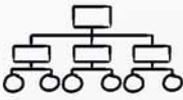
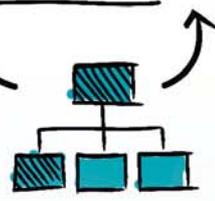
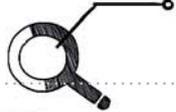
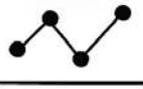




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DOCS



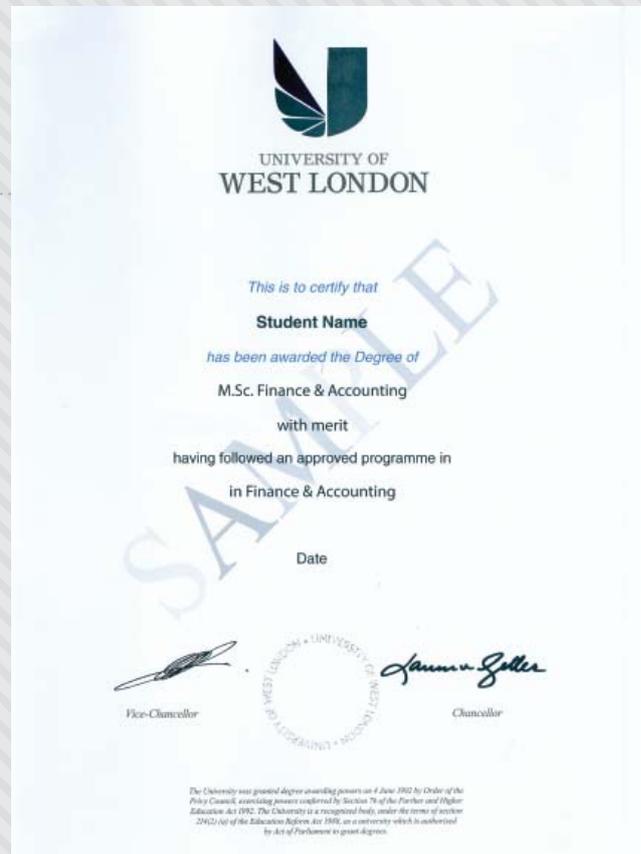
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$$a^2 + b^2 = ab^2$$
$$a(a+b) = (a-a) + (a+b)$$



[www.uwl.ac.uk](http://www.uwl.ac.uk)

- / Fees: €7500
- / Recognisable by KYSATS and eligible for government subsidy up to €3420



## The Cyprus Institute of Marketing

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PARTNER IN  
LEARNING

The Association  
of Commonwealth  
Universities

Member



Member



Member



MEMBER



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