



CYPRUS INSTITUTE
of MARKETING

THE CYPRUS
BUSINESS SCHOOL



GLOBAL PARTNERS
2011 - 2021



UNIVERSITY OF
WEST LONDON
The Career University

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

12 MONTHS FT / 24 MONTHS PT

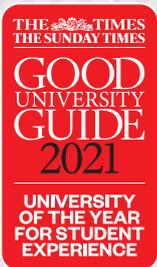


UNIVERSITY OF
WEST LONDON
The Career University



No. 1 Modern
University in London*

University of the
Year for Student
Experience**



* The Guardian University Guide 2021. A modern university is a university created in or after 1992.

** The Times/The Sunday Times Good University Guide 2021.



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 43 years CIM has evolved into an all-round Business School, offering an array of programmes - from Marketing and Management to Finance & Accounting, Shipping, and Human Resource Management and Corporate Strategy.

Over the years, CIM has provided the opportunity to more than 10,000 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 West London and Berkshire.

This year 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 our strategic and innovative approach to curriculum and teaching expertise, and our focus on a positive student experience.

Our success has been underpinned by dynamic growth following major investment of up to £150m across our three campus sites.

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.

The University of West London won 'Business School of the Year' at the THE Awards 2019 (Times Higher Education Awards).



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)

Digital Marketing Communications

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

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.

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 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
2500-Word Individual Situation Analysis Framework	60	50
20-minute video pitch	40	
4000-Word Report	100	50
Individual 2000-Word Long-form blog post	100	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

Reasons to study at The University of West London

- / UWL was voted the number one modern* university in London by The Guardian University Guide 2021.
- / UWL has been awarded the 'University of the Year for Student Experience' by The Times/The Sunday Times Good University Guide 2021.
- / 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.



* A modern university is a university created in, or after 1992.

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

Our Strategic Partners are global leaders in their respective fields. Our collaboration with them covers various areas, including the following:

- / 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





uwl.ac.uk

- / Fees: €8000
- / Recognisable by KYSATS and eligible for government subsidy up to €3420



**#1 British University
in Cyprus**



The Cyprus Institute of Marketing

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www.uwl.ac.uk/course/postgraduate/digital-marketing



The Association
of Commonwealth
Universities

