



UNIVERSITY OF
WEST LONDON

The Career University



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

12 MONTHS FT / 24 MONTHS PT

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 4 decades CIM has evolved into an all-round Business School, offering an array of programmes – from Marketing and Management to Finance and 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 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 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.

The Cyprus Business School

**10,000
students**

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

University of West London

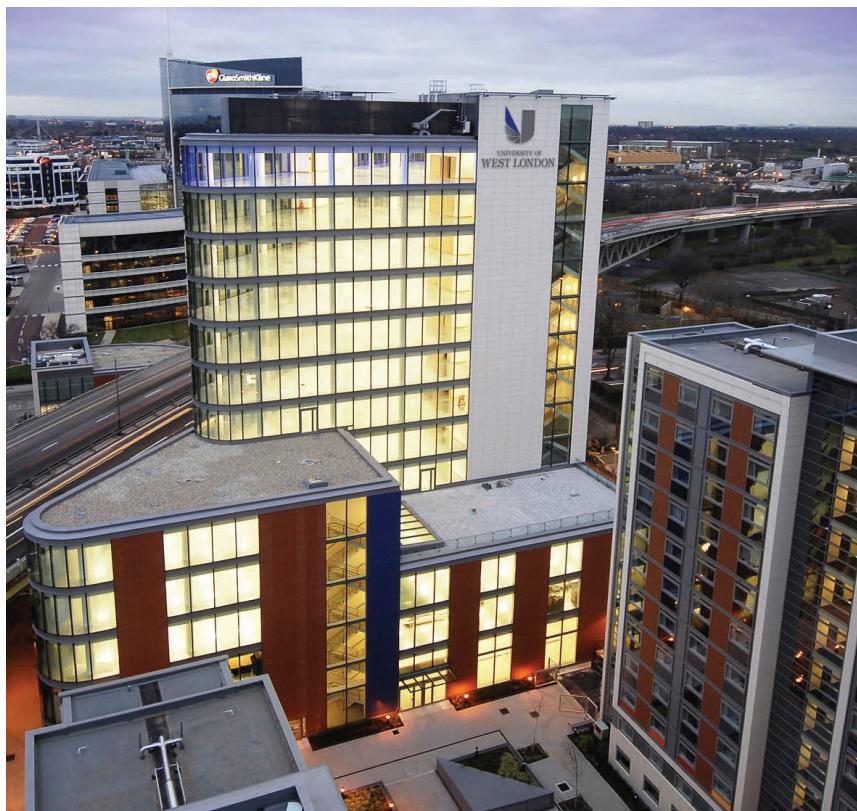
**In top 10
universities
in the UK for
teaching quality**

The Times and Sunday Times
Good University Guide 2022

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 2022

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



MSc. Digital Marketing

This course will enable students 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.

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.

COURSE AIMS

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.

The main aims of the course are to enable students to:

- Gain a comprehensive understanding of a range of theories, concepts, and policies relevant to digital marketing, and develop a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of the rapidly evolving digital marketing discipline.
- Identify and critically apply appropriate digital tools and technologies to provide creative digital marketing solutions at a strategic level.
- Demonstrate originality in developing creative assets for digital marketing content and designing effective digital marketing strategies.
- Systematically and creatively deal with complex issues and make strategic decisions in complex and unpredictable situations.
- Undertake academically rigorous independent research, work on digital marketing projects and campaigns, and enhance their capacity to communicate research findings, ideas, and arguments effectively in both written and visual forms.
- Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks as a digital marketing practitioner.
- Engage in continuing professional development and advance their knowledge, understanding and skills in digital marketing.





MSc. Digital Marketing

MODULES & ASSESSMENT

Full Time (Start September or February)

	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%
	Digital Retail Environments – New Paths to Purchase	20	Written Assignment 50%, Written Assignment 50%
TERM 2	Digital Tools	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	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 September or February)

	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	Digital Retail Environments – New Paths to Purchase	20	Written Assignment 50%, Written Assignment 50%
	Digital Tools	20	Written Assignment 50%, Written Assignment 50%
TERM 3	Innovation, Creativity and Digital Futures	20	Written Assignment 50%, Oral Assignment 50%
	Content Marketing and Campaign Management	20	Written Assignment 20%, Artefact 50%, Oral Assignment 30%
TERM 4	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).



**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.

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.

ASSESSMENT STRATEGY

The University and the course adopt the 'assessment for learning' approach to assessment. This approach also emphasises links to real life business situations in assessments, offering real-time solutions whenever possible, and supporting students in classes throughout the module to develop the pieces of assessments that they are required to submit for both formative and summative assessments.

Students' progress in each individual module will be examined by at least one and a maximum of three summative assessments. A range of different types of assessments will be used throughout the course to reflect the learning outcomes in each module and to assist in developing a range of skills – subject-based, cognitive, transferrable and lifelong skills. The information relating to the assessments for each module will be identified in the module study guide at the beginning of each term. Some assessments may require students to work individually or in groups and can include types of assessments such as reports, case study analysis, simulations, presentations, strategic digital marketing plans, digital audits etc. Students will be provided with formative feedback for the summative assessments.

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.

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

IBM

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

#1 British University in Cyprus

The
Guardian
University Guide 2021

NSS
National Student Survey

Global Partners / 2011 - 2022



The collaboration between The Cyprus Institute of Marketing (CIM) 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.

Membership Associations:



PARTNER IN
LEARNING

The Association
of Commonwealth
Universities

CABS
CHARTERED ASSOCIATION
OF BUSINESS SCHOOLS

EURASHE
European Association of Institutions in Higher Education

nibs network of international
business schools

MSc. Digital
Marketing

uwl.ac.uk



UNIVERSITY OF WEST LOND



Engaging Objective



cima.ac.cy

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