



Master of Science in Digital and Social Media Marketing

Features

- **Course Type** : Part Time Study (Sat & Sun)
- **Intake** : Jan & Sep
- **Duration** : 16 - 18 months
- **Location** : The Ship Campus, Penang, Malaysia
- 4 Taught Modules & 1 Capstone Project
- No Examination. 100% Coursework.

Modules

- Marketing and Strategy
- Digital Marketing
- Digital Analytics and Marketing Research
- Social Media Theory and Practice
- Capstone Project

Why do you need it?



With companies spending more budget than ever before on digital marketing, and brands like Google, Instagram, Tik Tok, Facebook, YouTube, Wechat, Telegram and so on are expanding their user base. Digital and social-media marketing is changing the rules of competition, giving customers ways to directly influence modern businesses. With this MSc, you will learn how to succeed in this new reality of marketing, which includes planning, development, deployment of real digital and social media marketing campaigns.



Digital marketing employees are highly sought after. Opportunities exist within multinationals, SME, the public sector and not-for profit organisations/charities.



This programme is designed to keep you at the forefront of modern marketing practices. It equips you with advanced knowledge of digital marketing strategy and builds core competency towards specialisation.



Bridge the gap between theoretical knowledge and practical application. Gain hands-on experience through practical workshops and real-world projects by working alongside industry professionals on genuine digital marketing campaigns.



Work with real projects, real firms, real challenges, real skills and competencies and build your skills ready to succeed in this increasingly competitive sector.



This programme is accredited by the Institute of Data and Marketing (IDM).

For more info, contact us:

Peninsula Postgrad Sdn Bhd, No. 1 (Deck 8), Education Boulevard, The Ship Campus,
One Auto Hub, Batu Kawan Industrial Park, 14110 Bandar Cassia, SPS, Penang, Malaysia

