The MSc Data Analytics and Marketing programme is designed and awarded by Arden University, a UK university monitored by the Quality Assurance Agency for England (QAA) and the UK government. This course is accredited by the Chartered Institute of Marketing (CIM), a leading international organisation for professionals in the marketing sector. Arden University have aligned their master’s in Data Analytics and Marketing with the CIM ‘Diploma in Professional Marketing’. This means that on graduation, you will be able to add even more value to your master’s qualification by submitting your assessments to the CIM to gain this qualification for relatively little extra time and cost.

Career progression
This course will give you the skills for a range of marketing and management roles, such as:

- Marketing Director
- Head of Sales and Marketing
- Senior Marketing Analyst
- Senior Product Development Manager
- Senior Brand Manager

Who is the programme for?
If you want to gain an advanced understanding of marketing management and build a successful career in this sector you will benefit from this course.

Key facts
Campus Berlin
Study mode Part-time / Full-time
Next intake October 2018*
Duration 24 months (part-time) / 12 months (full-time)
Qualifications
- A minimum 2:2 UK honours degree or equivalent
- For non-standard entry requirements, please contact us

* Correct at time of printing.
Core modules:

**Strategic Marketing**
- Business decision making
- Understanding the importance of sustainable growth

**International Marketing**
- International marketing strategies to achieve competitive advantage
- Developing strategic plans for an organisation
- International marketing theories

**Mastering Metrics**
- Marketing measurement techniques within an organisation

**Digital Strategy**
- Understanding how organisations use digital media to market their products or services
- Tools for assessing the impact of the digital environment

**Data Handling and Decision Making**
- Understanding the importance of how to handle and use data
- Analysing the data environment in an organisation
- Case study driven task

**Data Visualisation and Interpretation**
- Interpretation and analysis of changing marketing trends

**Research Project**
- Investigation and critical evaluation of a business issue of your choice

What do our alumni say?

“For a year’s tuition fee at university, I could pay for the whole course with Arden University. Studying part time has made me into a reputable candidate, as I have been able to gain valuable experience in different work places. The fact that I have chosen to study at home allows me to demonstrate that I am a determined worker who will work hard.”

Jamie Henderson, Arden alumnus

How to apply
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