

BSc (Hons)

# Digital Marketing and Management

## Key Features

- Gain an insight into digital marketing management theories and practices
- Evaluate and apply emerging technologies, including AI, to enhance decision-making, performance, and communication
- Integrate strategic, sustainable, and ethical approaches to digital marketing resources and operations

UCAS codes	3 years - NN41 4 years foundation - NN40
Full course info	<a href="http://london.aru.ac.uk/courses">london.aru.ac.uk/courses</a>
Fees per annum:	Home: £9,535 International: £16,700
Location	London



## About this course

In 2024, the UK was ranked the third-largest digital advertising market in the world (Statista). The digital advertising industry contributed approximately £129 billion in gross value added (GVA) to the UK economy in 2022 alone (IAB UK Digital Dividend Report, 2023). With innovations in AI, big data, and automation, businesses are transforming how they connect with audiences through increasingly personalised and data-driven marketing strategies.

Globally, the digital marketing market is projected to reach USD 1.18 trillion by 2033—making it one of the most dynamic and in-demand career fields today. In the UK and beyond, the outlook for digital marketing professionals remains exceptionally strong, with diverse and evolving job opportunities across industries.

This degree prepares you to become a future-focused marketing leader, equipped to navigate the complexities of a fast-moving digital landscape. You'll gain hands-on experience with core digital marketing tools like SEO, analytics, campaign management, and customer relationship management (CRM) systems, as well as learn how AI is shaping smarter, faster, and ethically responsible marketing strategies. At the same time, you'll build solid foundations in management—developing essential skills in leadership, project coordination, and cross-cultural communication—to position yourself as a well-rounded, industry-ready professional.

## Modules

### Foundation Year

- Critical Thinking Skills
- Data Skills
- Professional Development Skills
- Research Skills

### Year 1

- Academic and Professional Skill
- Sustainable Business in the Contemporary Environment
- Marketing and the Digital Context
- Business Finance

### Year 2

- Managing Human Resources
- Sustainability in Career Development
- Digital Regulation and Compliance
- Digital Communications, Social Media and Content Marketing
- AI Marketing, Data Analytics and CRM

### Year 3

- Executing Business Strategy
- Understanding Digital Audiences and Consumer Behaviour
- Digital Campaigns
- Undergraduate Major Project (Leadership in

## Careers

In your final year, you'll execute real-world digital campaigns, allowing you to apply your learning to practical marketing challenges and boost your employability. This hands-on experience is invaluable for your CV and career progression.

You'll be taught by industry-experienced lecturers who bring real-world insights into the classroom, ensuring course content stays relevant to current digital trends and employer expectations.

## Career routes

- Digital Marketing Manager
- SEO Specialist
- Social Media Manager
- CRM Manager
- Content Marketing Manager
- Email Marketing Specialist
- Digital Analyst
- AI Marketing Specialist

