

KENT BUSINESS SCHOOL

Director: Professor Martin Meyer
School Web Site: www.kent.ac.uk/kbs/

Please refer to the online Module Catalogue for full details of all modules:
www.kent.ac.uk/courses/modules/

Note: It is ultimately your responsibility to ensure that you are registered for the correct modules for your programme.

- [MSc Digital Marketing and Analytics](#)
- [MSc Management](#)

DIGITAL MARKETING AND ANALYTICS

DIGIMARKET:MSC-T

STAGE 1 - 150 Credits

You must take the following compulsory modules (150 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9137	Principles of Digital Marketing and Social Media Marketing	15	Autumn	Level 7	<i>BUSN</i>
CB9135	The Digital Consumer	15	Autumn	Level 7	<i>BUSN</i>
CB9141	Digital Marketing Research	15	Autumn	Level 7	<i>BUSN</i>
CB9139	Emerging IT Trends for Digital Marketing	15	Autumn	Level 7	<i>BUSN</i>
CB9123	Professional Skills and Employability Development	15	Autumn and Spring	Level 7	<i>BUSN</i>
CB9140	Digital Marketing Strategy and Planning	15	Spring	Level 7	<i>BUSN</i>
CB9132	Digital and Social Media Design	15	Spring	Level 7	
CB9138	Digital Marketing Data Mining and Analytics	15	Spring	Level 7	<i>BUSN</i>
CB9136	Social Media Analytics	15	Spring	Level 7	<i>BUSN</i>
CB9134	Web Marketing and Analytics	15	Spring	Level 7	<i>BUSN</i>

DIGITAL MARKETING AND ANALYTICS

DIGIMARKET:MSC-T

STAGE 2 - 30 Credits

You must take the following compulsory modules (30 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9133	Digital Marketing Report	30	Summer	Level 7	<i>BUSN</i>

STAGE 1 - 150 Credits

You must take the following compulsory modules (105 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9128	Corporate Strategy and Performance Measurement	15	Autumn	Level 7	BUSN
CB9124	Accounting and Financial Management	15	Autumn	Level 7	BUSN
CB9122	Leadership and Change Management	15	Autumn	Level 7	BUSN
CB9104	Marketing Management and Communications	15	Autumn	Level 7	BUSN
CB9123	Professional Skills and Employability Development	15	Autumn and Spring	Level 7	BUSN
CB9111	Global Business Analysis	15	Spring	Level 7	BUSN
CB9125	Consultancy Skills and Practice	15	Spring	Level 7	BUSN

Then choose 45 credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9103	Business Analytics	15	Spring	Level 7	BUSN
CB9113	Programme and Project Management	15	Spring	Level 7	BUSN
CB9130	Socially Responsible Management	15	Spring	Level 7	BUSN
CB9105	Strategic Operations and Supply Chain Excellence	15	Spring	Level 7	BUSN
CB9102	Digital Innovation and New Media Management	15	Spring	Level 7	BUSN

STAGE 2 - 30 Credits

You must take the following compulsory modules (30 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9112	Management Consultancy Report	30	Summer	Level 7	BUSN