

MSc Strategic Digital Marketing

Awarded by Arden University, United Kingdom · Delivered in Bangkok by ADVEX Management School

Digital strategy, analytics and customer acquisition at a senior commercial level.

Written for marketers who can already run the channels and now want the seat where the budget is decided. Brand building, communications planning, martech, analytics and user experience are treated as one strategic discipline.

Assessment is entirely coursework built to mirror professional practice — campaign plans, customer journey maps, live client briefs — finishing with a 60-credit Digital Transformation Project.

Key facts

Award title	MSc Strategic Digital Marketing
Awarding university	Arden University, United Kingdom
Level	Full master's — 180 credits
Entry requirement	A bachelor's degree, or an equivalent qualification together with relevant professional experience.
Length	One year full-time equivalent
Delivery	HyFlex — live online, self-directed study, on-site workshops in Bangkok
Assessment	Coursework, case studies and projects. No written examinations.
Intakes	February, April, June, August, October, December
Language	English

What you study

- Digital Marketing Environment — 20 credits
- Building and Managing Digital Brands — 20 credits
- Contemporary Marketing Communications Planning — 20 credits
- Big Data, Analytics and Martech — 20 credits
- Managing Customer and User Experience — 20 credits
- Social Media Marketing — 20 credits
- Digital Transformation Project — 60 credits

Module titles are those published by Arden University and may be updated. The definitive list is confirmed at enrolment.

Where it leads

- Marketing Director
- Digital Marketing Manager
- Head of Sales and Marketing
- Brand or Product Manager

- Social Media Manager
- UX Designer

Professional recognition

Dual accredited by the Digital Marketing Institute (DMI) and the Chartered Institute of Marketing (CIM).

Next step

Tell us what you already hold — a diploma, a degree, or years of work that never got certificated — and we will confirm which level you enter at and how long the route takes. Email admission@advex.ac.th, call +66 2 114 3748, or add LINE @advex.

This factsheet is a summary for information only. Arden University's published programme specification is the definitive document.