

IDM and LSBU launch MSc in Digital Marketing

The Institute of Direct Marketing (IDM) and London South Bank University (LSBU) announced today 25 May 2010 the launch of a new Masters of Science degree (MSc) in Digital Marketing.



With this programme, graduates of the IDM's Certificate and Diploma in Digital Marketing will be able to take their study to a higher level by completing a Masters top-up qualification.

To gain the MSc, IDM graduates need to complete just two additional university modules at LSBU: Digital Marketing and Research Methods, along with a digital marketing dissertation.

Recent demand for the IDM's Digital qualifications has soared, indicating the level of importance now placed on digital by the marketing profession. IDM managing director, Professor Derek Holder, says:

"Companies have recognised the need to ensure their marketing teams are equipped to create and implement their digital strategies. A senior marketer with a Masters level qualification in Digital Marketing will have a deep understanding of the wide ranging applications of digital marketing and how they fit the overall marketing strategy".

LSBU will begin running the new MSc in Digital Marketing in January 2011 at their campus near London's Waterloo. Dr John Egan, LSBU programme director comments:

"We are delighted to be working with the IDM on this programme. The additional study for the Masters qualification, particularly the dissertation, will enable students to really get to grips with some of the issues facing their businesses today."

For more information on the MSc Digital Marketing go to www.theidm.com/masters. For more on the IDM qualifications portfolio, visit www.theidm.com/quals.