

Online Digital Marketing class profile 2025*

Our online and part-time Digital Marketing MSc has regular intakes throughout the year. Students are grouped in diverse cohorts that provide the opportunity to develop a global perspective on the fast-paced world of digital marketing.



69% female Students



36 – average age



54% – more than five years' work experience

Job roles include:

Advertising Specialist
Brand Manager
Channel Account Manager
Content Creator
Digital Project Manager
Graphic Designer



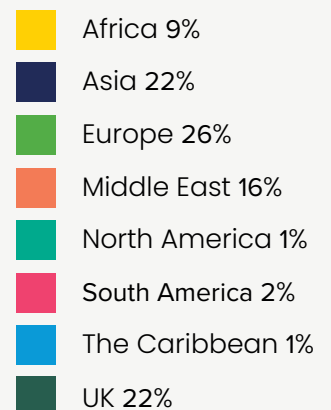
Head of Conversion
Marketing Lead
Sales and Marketing Manager
Social Media Analyst



Nationality by region:



46 nationalities



This master's degree is delivered by the University of Liverpool's AACSB, AMBA and EQUIS accredited and internationally recognised Management School.

*This data is based on new student enrolments from January 2023 to January 2025 inclusive for our MSc, PG Dip and PG Cert online Digital Marketing programme.