



Brunel
University
of London

Online MSc Business Intelligence and Digital Marketing



**Be bolder
with Brunel**

Brunel University of London is built for those who think differently. Our dual-accredited Business School gives you the tools to do something with it. You won't just earn a qualification — **you'll go further.**

A home for the world's students

With learners from over 155 countries, Brunel is proudly global. Our teaching reflects diverse perspectives, and our online community gives you space to connect, collaborate, and thrive.

Research that breaks ground

Brunel ranks in the UK's top 20% for collaborative research (Knowledge Exchange Framework 2024). You'll learn from experts tackling real-world challenges and shaping what's next.

A launchpad for your career

Our courses reflect a commitment to helping you move your career forward. We collaborate with industry professionals and leading academics to make sure you don't just learn something new—you put it into action.



Contents

Brunel by the numbers	4
About Brunel Business School	5
Benefits of Brunel	6
Essential information	7
About this degree	8
Programme dates	9
Core modules	10
Elective modules	11
How it works online	12
Learning outcomes	13
Eligibility requirements	14



Brunel by the numbers

16,000+

students and over 154,000 alumni

#1

in the UK and 6th in the world for international outlook (Times Higher Education 2024)

Top 40

research-intensive university and top 10% for sustainability (QS World University Rankings 2025)

14th

in the world for good governance (QS World University Rankings 2025)

We've been building business careers since '97.

Brunel
University
of London

**Brunel
Business
School**

Brunel Business School is the destination for budding business professionals ready to build their careers on a foundation of research, sustainability, and real-world impact.

As a dual-accredited school (AACSB and AMBA), with recognition from the Small Business Charter and a commitment to the UN PRME, we're serious about responsible, future-facing business education.



**Our AACSB and
AMBA is in the
global top 5%.**



**A degree that
looks different**



Global recognition

Earn your degree from a top 25% UK university with worldwide recognition.



Twice accredited

Study with a business school accredited by both AACSB and AMBA.



Learn for real life

Gain hands-on experience with real projects and tools you'll use every day.



Progress your way

Decide how and when you study with our cutting-edge digital learning platform.



Open more doors

Get the insights to stand out in an ever-evolving digital economy.



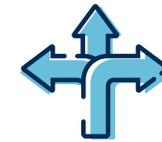
Work for big brands

Go on to work for global companies like Amazon, L'Oréal, McCann, and more.



Connect worldwide

Become part of the 154 thousand-strong Brunel alumni community.



Support at every step

Tap into career guidance and digital tools that help you thrive from day one.

Invest in your big step



Start dates

Pick a start date that fits your schedule. Apply on a rolling basis for upcoming **January, May, or September** intakes.



Location

Your learning is entirely online through our virtual learning environment, powered by Canvas.



Duration

Choose full-time or part-time study and finish in one or two years.



Fees

The total cost for this degree is **£11,520**.



Make your future fluent in digital

Algorithms, audience scores, and analytics—today's businesses run on big data. Brunel's MSc Business Intelligence and Digital Marketing prepares you to become a bold business leader with the expertise to turn complex data into clear, actionable insights that power smarter marketing strategies.

This fully online degree blends advanced analytics with digital marketing 101s, giving you the tools to excel in sectors like tech, finance, retail, and beyond. With hands-on projects, real-world case studies, and access to cutting-edge technologies, you'll graduate ready to lead in a data-driven economy.

7

core
modules

2

elective
modules

1

final
dissertation

180

total
credits

20

scheduled
learning hours
per module

130

hours of
self-study
per module

40

full-time
study hours
per week

20

part-time
study hours
per week



We take flexible study seriously

When life gets busy, your Brunel studies move with you. While there are a few key dates to remember, the pace is yours to set. Here's an example of what your timeline would look like for the upcoming intake.

1

Secure your spot

Get your application in before the window closes. We recommend you submit a few weeks in advance for ample processing time.

3

Teaching begins

Access your first modules through our virtual learning environment, Canvas.

5

Dissertation

Dedicate your time to your dissertation and any remaining coursework.

2

Induction week

Kick off your studies with Induction Week. It's your chance to get set up and feel ready to begin.

4

Module learning

Build your foundational knowledge by working through your core and elective modules. You can complete these in any order.

6

Congrats, grad!

Put your diploma to work and land your next big job. Feel supported by our career services team and utilise FutureLearn's helpful career guides.

Core business modules

Business Intelligence (BI)

Discover how data becomes decisions with the tools and techniques that power business intelligence and strategic thinking.

Digital Marketing

Master the core techniques behind digital marketing and build campaigns that break through, connect, and deliver results.

Knowledge Management, Social Networks & Innovation

See how successful organisations harness knowledge and platforms to drive innovation and build for the future.

Entrepreneurship & Small Business Management

Explore what drives successful ventures and gain the tools to spot opportunities, shape ideas, and lead growth with confidence.

Digital Innovation & Technology Management

Understand how digital innovation drives strategy and develop skills to navigate data, automation, and cybersecurity in today's business landscape.

Understanding Business & Management Research

Turn research into action as you learn to interpret data, evaluate findings, and solve business challenges with confidence.

Professional Consultancy in BI & Digital Marketing

Step into the consultant's seat and solve real business challenges with data-driven strategy and sharp advisory skills.



Core modules cover key concepts, theories, and practical applications central to your subject area, challenging you to think critically and apply your learning in real-time.

Elective business modules

Managing Global Challenges

Explore how inclusive leadership and cross-cultural strategies drive innovation, equity, and lasting success in global organisations.

International Business Ethics & Corporate Governance

Master ethical leadership across cultures as you examine sustainability, governance, and responsible decision-making in global business.

Elective modules let you specialise your skillset further in an area of your interest. For this degree, you'll select one optional module.



Learning that looks different

We know your time is valuable, so we make learning flexible and engaging. You'll connect theory with real-world skills through interactive tools and practical tasks that fit around your life and help you reach your goals.



Focused content

Each module gives you a clear framework to grasp core concepts, understand business activities, and see how everything fits together.



Practical assessments

From essays to summative exams, you'll apply what you've learned through practical tasks that reflect real business challenges.



Interactive workshops

In small, interactive sessions, you'll test ideas and develop practical skills with the support of the Brunel online community.



Online tools

Online slides, exercises, and discussion boards help you stay engaged and supported throughout each module.



Curated reading lists

You'll have access to curated core and recommended texts that support your studies and help you explore topics in greater depth.



Capstone project

A final dissertation brings everything together and allows you to explore a topic that matters to you.

Build a better CV with in-demand business skills



Digital skills

Turn complex business intelligence and digital marketing challenges into actionable insights.



Strategic skills

Use expertise in business intelligence and digital marketing to craft effective and innovative solutions to complex problems.



Ethical skills

Integrate values and data-driven strategies to promote responsible and ethical decision-making in digital marketing.



Research skills

Master advanced methods to analyse and evaluate complex data, producing insightful and impactful findings.



Project skills

Lead independent research projects with creativity and rigour that influence digital marketing strategies.



Professional skills

Build analytical, interpersonal, technical, and leadership abilities to advance rewarding careers across diverse industries.



Make your next step the easiest one yet.

Start by completing our online application form and uploading your supporting documents. Once submitted, our admissions team will review your application and keep you updated throughout the process.

Academic requirements

A 2:2 UK Honours degree or an internationally recognised equivalent is required. Experienced professionals with a minimum formal qualification are welcome to apply through Brunel's non-standard entry route.

Language requirements

International students may be required to submit proof of English proficiency through one of the following methods:

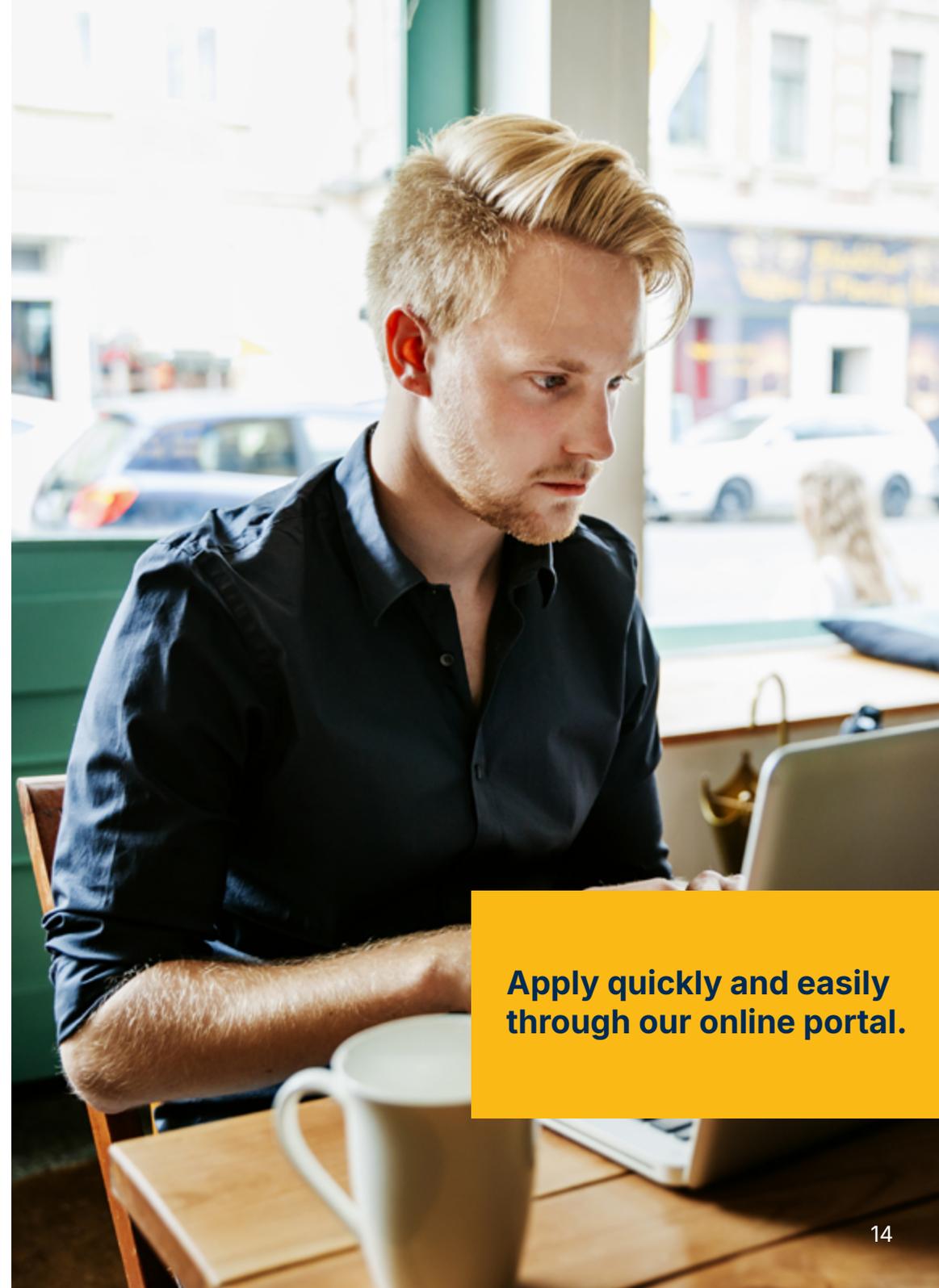
- IELTS: 6.5 (min 6.0 in each area)
- Pearson: 59 (including all areas)
- BrunELT: 63% (min 58% in each area)
- TOEFL: 90 (min 20 in each area)

See the full list of approved tests [here](#).

Application requirements

When you apply, you'll need to provide a copy of your degree transcript and/or certificate (for international students transcript is highly recommended), along with a personal statement.

Please note that additional documents may be required to complete your application.



Apply quickly and easily through our online portal.

Online MSc Business Intelligence and Digital Marketing

In-demand skills for a growing digital world.

(+44) 203 535 1404
study@online.brunel.ac.uk

The information in this brochure is correct at the time of publication. It is issued for the general guidance of students starting their online course with the University in January 2025 and does not form part of any contract. The University will use all reasonable endeavours to deliver the course of study in accordance with the description applied to it in the University's brochure for the academic year in which you begin the programme. However, the University reserves the right to:

- Make reasonable variations to the course (including, without limitation, the content and syllabus of the course, including changes to individual modules.
- Discontinue the course or combine the course with another course, especially if it has insufficient numbers of students to be viable, if the University considers this reasonably necessary. If the University discontinues the course, it will use reasonable endeavours to provide you with a suitable alternative.

The University welcomes comments on its programmes from students' parents and sponsors. However, the University's contracts with its students do not confer benefits on third parties for the purposes of the Contracts (Rights of Third Parties) Act 1999. A full copy of our terms and conditions can be found on our website at brunel.ac.uk/about-this-website/terms