

# Global Summer School 2025

21 Jul - 1 Aug



**Applications are  
open now!**



Connect



Learn



Explore

## Digital Marketing and Communication for the Creative Industries - 10cps

### Overview:

**Explore the fast paced and disruptive digital marketing and communications environment!**

In this course you will be encouraged to examine a variety of new digital methods of communication and how these are used to engage consumers and tell stories within the fashion and lifestyle industries. You will investigate how data and analytics are used to measure success and improve brand performance whether it be large multinational or personal brands.

You will be inspired to take risks and experiment with new mediums and concepts while developing a proposal that enriches and enhances user experience across a variety of digital platforms. You will design and develop a range of prototype digital communication solutions, integrating them with the aim of simulating a new user experience.

## Course Content

The course will begin with an individual research task in which you will select a brand (from our brief) and investigate their current multiplatform digital offering, analysing the content and usage data. You will then undertake a group project, delivering a presentation outlining a digital marketing and communication strategy for a given brand, including developing and showcasing new prototype designs.

The course will include:

- Ecommerce, UX and CX
- Digital marketing strategy
- Wireframing and design for digital platforms
- Data analytics
- Social Media and Influencer Marketing

This course is perfect for university level students with an interest in this area!



NTU Global Summer School 2025  
Application Form



You will be taught in our Barnes Wallis Building on our City Campus - just a few steps from your GSS accommodation!

Your course tutor is Stuart Howarth, Senior Lecturer in the School of Art and Design