



From Econsultancy:

MSc in Digital Publishing

Endorsed by SIPA UK

Every publisher has a choice: get to grips with the new world of digital publishing, or stay stuck in a declining business model.

The MSc in Digital Publishing is an intensive, three year part-time programme that will drop you into the deep end of digital publishing.

This unique qualification was developed and is delivered in conjunction with [Manchester Metropolitan University](#), one of Europe's top business schools, to give a unique combination of academic rigour and up-to-the-minute business insight.

It's designed for established publishers who have been given strategic responsibility for digital. The programme combines face-to-face classroom sessions, distance learning and self-study with practical assignments and an individual publishing project.

On completion of this qualification you'll not only be in a position to drive your business's digital strategy, you'll also be able to prove your results.

Applications for September 2010 are now being accepted. The deadline for submission is 16th July 2010. [Register your interest](#) to receive an application form, or [contact us](#) if you have any questions.

All SIPA members are eligible for an extra 10% discount on the published price.

The final MSc award is from Manchester Metropolitan University.

Already made up your mind? Looking to study with a colleague or train a team? [Get in touch](#) to talk about your options and available discounts.

"The world of publishing and media is currently in the midst of a great transition. The move from an analogue, broadcast world to a digital, networked one radically disrupts many business models. It also fundamentally alters the skill-sets that strategic publishing managers need to move their businesses forward.

The Specialised Information Publishers Association (SIPA) applauds Econsultancy's development of their MSc in Digital Publishing. We believe the timing is right and are happy to formally endorse the great programme they have put together."

Rory Brown, Managing Director, Briefing Media Ltd & Board Member of SIPA.