# MU LOGO_LDN_RGB.jpgMA e-Marketing and Social Media

1. Programme Specification

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| **1. Programme title** | e-Marketing and Social Media |
| **2. Awarding institution** | Middlesex University |
| **3. Teaching institution** | Middlesex University |
| **4. Programme accredited by** | NA |
| **5. Final qualification** | MA/PGDip/PGCert |
| **6. Academic year** | 2013-2014 |
| **7. Language of study** | English |
| **8. Mode of study** | Full-time/ Part-time |

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| **9. Criteria for admission to the programme**  A UK Honours degree (normally classified 2.2 or above) or equivalent. Equivalence of overseas qualification will be determined by NARIC. Candidates not meeting these requirements may, in exceptional cases, be considered for admission where there is strong supporting education or experience. All such cases will be at the discretion of the programme admissions team.  For international applicants whose first language is not English the requirement is that they have IELTS 6.5 (with minimum 6.0 in all four components) or TOEFL internet based 87 (with at least 21 in listening & writing, 22 in speaking and 23 in reading). |

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| **10. Aims of the programme** | |
| The programme aims to:   * provide students with a systematic understanding of current e-Marketing and Social Media related concepts, processes, strategy and theory and to apply these to a range of complex situations faced by a diverse range of business organisations; * develop the critical and analytical abilities of students in relation to e-Marketing and Social Media; * provide students with the appropriate techniques necessary for detailed investigation into relevant marketing issues, including the ability to acquire and analyse data and information; evaluate their relevance and validity, and to synthesise a range of information to solve business problems and complete research reports; * develop critical, analytical and problem-based learning and transferable skills to prepare students for graduate employment in e-Marketing and Social Media | |
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| **11. Programme outcomes** | |
| **A. Knowledge and understanding**  On completion of this programme the successful student will have knowledge and understanding of :   1. The processes, techniques, current trends and role of e-Marketing and Social Media at both a strategic and tactical level within a range of diverse organisations 2. The critical development of the stages involved in developing an effective e-marketing and social media strategy and its’ integration with offline marketing plans. 3. The critical development of the stages involved in developing an effective e-marketing and social media strategy and its’ integration with offline marketing plans. 4. Advanced technologies that enables effective electronic marketing; | **Teaching/learning methods**  Acquisition of 1&2 is primarily through lectures; directed reading of textbooks, academic articles; e-learning practice labs, and were possible industry focused/client specific related projects.  **Assessment methods**  Students’ knowledge and understanding is assessed through combination of examinations and formative and summative assessed coursework. |
| **B. Cognitive (thinking) skills**  On completion of this programme the successful student will be able to:   1. Analyse an e-Marketing issue using suitable theoretical frameworks and practical data and devise alternative responses 2. Identify and solve e-Marketing problems combining appropriate theory and practice 3. Decide appropriate research and knowledge requirements for decision-making purposes 4. Demonstrate advanced critical thinking skills in a diverse range of marketing-related issues and appreciate the role of complexity, uncertainty and incomplete information in advanced market research planning and strategy formulation | **Teaching/learning methods**  Acquisition of 1-4 is primarily through lectures and directed reading of textbooks and academic articles.  Further opportunities to develop this understanding are provided through seminar classes and lab sessions. Computer-assisted learning and/or Web based materials) is used to reinforce understanding of these fundamental concepts.  **Assessment methods**  Students’ cognitive skills are assessed through combination of examinations and formative and summative assessed coursework. |
| **C. Practical skills**  On completion of the programme the successful student will be able to:   1. Formulate an integrated and comprehensive e-marketing plan for an organisation 2. Develop promotional tools and techniques for e-marketing 3. Demonstrate the ability to act as a consultant to the small firm sector and the ability to implement the recommended course of action 4. Incorporate social media into a corporate strategy 5. Use statistical techniques to analyse and present data | **Teaching/learning methods**  Historical as well as 'real' case studies facilitate the acquisition of 1-5.  Other forms of course work assignments are also widely used for 1-5.  **Assessment Method**  Course work and case study based projects are the main tools used for assessing 1-5 |

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| **12. Programme structure (levels, modules, credits and progression requirements)** |
| **12. 1 Overall structure of the programme** |
| **MA e-Marketing and Social Media**  **Option Module\* (15)**  **MKT4116 On-line Consumer Behaviour (15)**  **MKT4022 Marketing Intelligence (15)**  **MKT4035 eMarketing Strategy (30)**  **MKT4014 Social Media Strategy (30)**  **Option Module\*\* (15)**  **MKT4035 eMarketing Strategy (30)**  **MKT4014 Social Media Strategy (30)**  **MKT4022 Marketing Intelligence (15)**  **MKT4112 On-line Consumer Behaviour (15)**  **Option Module\*\* (15)**  **Option Module\* (15)**  **MKT4029Professional Practice Project (60)**  **Postgraduate Diploma e-Marketing and Social Media**  **Postgraduate Certificate e-Marketing and Social Media**  **MKT4035 eMarketing Strategy (30)**  **MKT4014 Social Media Strategy (30)**  **\*Options for MA and PGDip**  Choose ONE from Term 1 and ONE from Term 2:  Term 1   * Digital Advertising * Mobile Communications   Term 2   * Internship in the Digital Sector * Entrepreneurship in the Digital Sector |

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| **12.2 Levels and modules**  Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below. | | |
| Level 7 | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:  MKT4035 eMarketing Strategy  (30 credits)  MKT4014 Social Media Strategy  (30 credits)  MKT4022 Marketing Intelligence  (15 credits)  MKT4116 Online Consumer Behaviour  (15 credits)  MKT4029 Professional Practice Project  (60 credits) | Students must also choose 2 from the following:  MKT4006 Digital Advertising  (15 credits)  MKT4020 Mobile Marketing  (15 credits)  MKT4101 Internship in the Digital Sector  (15 credits)  MKT 4018 Entrepreneurship in the Digital Sector  (15 credits) | Students must pass 120 credits before they can progress onto their dissertation |

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| **12.3 Non-compensatable modules** (note statement in 12.2 regarding FHEQ levels) | |
| **Module level** | **Module code** |
|  | None |
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| **13. Curriculum map relating learning outcomes to modules** |
| See attached. |

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| **14. Information about assessment regulations** |
| Refer to Middlesex University Guide and Regulations at [www.mdx.ac.uk/regulations](http://www.mdx.ac.uk/regulations) and/or individual module narratives. |

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| **15. Placement opportunities, requirements and support (if applicable)** |
| There is an Internship in the Digital Sector module integrated into this programme. This module enables students to spend approximately 10-12 weeks in a company/organisation working on digital marketing related projects. The internship modules take place during the second semester. Internships can be secured through either the students’ independent work-placement applications or through the industry collaborations of the module leader. In the case where appropriate work-placement is not identified prior to the start of the module due to unsuccessful student application and or suitability, students will be required to complete the 15-credit optional module MKT4022 Entrepreneurship in the Digital Sector. |
| **16. Future careers (if applicable)** |
| Graduates will normally go into marketing careers or related areas on graduation. The Hendon Campus Careers Service offer postgraduate students support in planning their career. The Chartered Institute of Marketing, Institute of Direct Marketing, Institute of Practitioners in Advertising and many other professional bodies offer career support to members and highlight job opportunities for all graduates. |

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| **17. Particular support for learning (if applicable)** |
| All marketing modules benefit from support of dedicated myUniHub websites, module handbooks and an extensive collection of online and hard copy learning resources. Mobile technologies will also be used as a communication channel between students and staff.  Middlesex University Business School organises a regular programme of guest lectures by prominent speakers on key issues in business and marketing. MAeM students are strongly encouraged to attend these events.  The following additional support is also available at Middlesex University:   * English Language Support and Numeracy support offered by the Learner Development Unit * Library-based learning resources * Student Achievement Advisors * Programme Handbook and Module Handbooks * Induction and orientation programme * Access to student counsellors * Student e-mail and Unihub * Module information and learning/support material on Myunihub * Guest Lectures * Tutor support through published office hours   Disability support to ensure all students can actively participate in university life. For further information on the type of support available, please contact the Disability Support Service Manager, on Ext 5367 and/or the Disability Support Officer   Tel: 020 8411 4945.  Further information can be found at: [http://www.intra.mdx.ac.uk/students-teaching/student-support/disabled-students/index.aspx#Disability%20Support%20Service](https://owa.mdx.ac.uk/owa/redir.aspx?C=dFRCJGsb8UizvYYA0hwyAWPNER_E8c9I3m6w0xPnq3lFxyFnkgmouv3__0bFuIUjotK9pgzcPYI.&URL=http%3a%2f%2fwww.intra.mdx.ac.uk%2fstudents-teaching%2fstudent-support%2fdisabled-students%2findex.aspx%23Disability%2520Support%2520Service) or at [*disability@mdx.ac.uk*](https://owa.mdx.ac.uk/owa/redir.aspx?C=dFRCJGsb8UizvYYA0hwyAWPNER_E8c9I3m6w0xPnq3lFxyFnkgmouv3__0bFuIUjotK9pgzcPYI.&URL=mailto%3adisability%40mdx.ac.uk) |

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| **18. JACS code (or other relevant coding system)** | N500 |
| **19. Relevant QAA subject benchmark group(s)** | Masters in Business and Management |

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| **20. Reference points**   * The following reference points were used in designing the programme. * Middlesex University Business School Mission and Vision * QAA and Middlesex University Guidelines for programme specifications * Middlesex University Regulations * Middlesex University Learning Framework – Programme Design Guidance, 2012 * QAA Subject Benchmark in Business & Management * QAA Framework for Higher Education Qualifications (FHEQ) * QAA Codes of Practice * CMI guidelines – is this relevant * Middlesex University Regulations * Award winning research academics |

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| **21. Other information** |
| Methods for evaluating and improving the quality and standards of learning are:   * External Examiner Reports * Annual Quality Monitoring Reports * Boards of Study * Student focus group * National Student Survey * Module evaluation and report * Peer teaching observations * Student evaluation * Validation and review panels   Indicators of quality:   * Student achievement * Buoyant enrolment * Student feedback evaluation forms * External examiners reports * Student employability   See Middlesex University’s Learning and Quality Enhancement Handbook for further information |

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the student programme handbook and the University Regulations.

**Curriculum map: MA eMarketing and Social Media**

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

**Programme learning outcomes**

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| **Knowledge and understanding** | | **Practical skills** | |
| A1 | The processes, techniques, current trends and role of e-Marketing and Social Media at both a strategic and tactical level within a range of diverse organisations | C1 | Formulate an integrated and comprehensive e-marketing plan for an organisation |
| A2 | A critical awareness of current issues of e-Marketing and Social Media informed by leading edge research and practice in the field | C2 | Develop promotional tools and techniques for e-marketing |
| A3 | The critical development of the stages involved in developing an effective e-marketing and social media strategy and its’ integration with offline marketing plans. | C3 | Demonstrate the ability to act as a consultant to a small firm sector and the ability to implement the recommended course of action |
| A4 | A critical and an advanced comprehension of the technology that enables effective electronic marketing; | C4 | Incorporate social media into a corporate strategy |
|  |  | C5 | Use statistical techniques to analyse and present data |
| **Cognitive skills** | |  | |
| B1 | Analyse an e-Marketing issue using suitable theoretical frameworks and practical data and devise alternative responses |  |  |
| B2 | Identify and solve e-Marketing problems combining appropriate theory and practice |  |  |
| B3 | Decide appropriate research and knowledge requirements for decision-making purposes |  |  |
| B4 | Demonstrate advanced critical thinking skills in a diverse range of marketing-related issues |  |  |
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| **Programme outcomes** | | | | | | | | | | | | | | | | | | | | | | |
| A1 | A2 | A3 | A4 | B1 | B2 | B3 | B4 | C1 | C2 | C3 | C4 | C5 |  |  |  |  |  |  |  |  |  |  |
| Highest level achieved by all graduates | | | | | | | | | | | | | | | | | | | | | | |
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| **Module Title** | **Module Code**  **by Level** |
| **Programme Outcomes** | | | | | | | | | | | | | | | | | |
| **A1** | **A2** | **A3** | **A4** | **B1** | **B2** | **B3** | **B4** | **C1** | **C2** | **C3** | **C4** | **C5** |  |  |  |  |  |
| e-Marketing Strategy (c) | MKT4035 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Social Media Strategy (c) | MKT4014 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Marketing Intelligence (c) | MKT4022 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Online Consumer Behaviour (c) | MKT4116 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Digital Advertising (o) | MKT4006 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Mobile Marketing (o) | MKT4020 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Professional Practice Projects (o) | MKT4029 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Entrepreneurship in the Digital Sector(o) | MKT4018 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Internship in the Digital Sector (o) | MKT4101 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

(c) = Compulsory

(o) = Option

PG Diploma in HE

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| **Module Title** | **Module Code**  **by Level** |  |
| **Programme Outcomes** | | | | | | | | | | | | | | | | | | |  |
| **A1** | | **A2** | **A3** | **A4** | **B1** | **B2** | **B3** | **B4** | **C1** | **C2** | **C3** | **C4** | **C5** | **D1** | **D2** | **D3** | **D4** | **D5** | **D6** |  |
| e-Marketing Strategy (c) | MKT4035 |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Social Media Strategy (c) | MKT4014 |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Marketing Intelligence (c) | MKT4022 |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Online Consumer Behaviour (c) | MKT4116 |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

PG Certificate In HE

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| **Module Title** | **Module Code**  **by Level** |  |
| **Programme Outcomes** | | | | | | | | | | | | | | | | | | |  |
| **A1** | | **A2** | **A3** | **A4** | **B1** | **B2** | **B3** | **B4** | **C1** | **C2** | **C3** | **C4** | **C5** | **D1** | **D2** | **D3** | **D4** | **D5** | **D6** |
| e-Marketing Strategy (c) | MKT4035 |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Social Media Strategy (c) | MKT4014 |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |