**PROGRAMME SPECIFICATION**

**MSc Digital Marketing**

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| **1. Programme title** | MSc Digital Marketing |
| **2. Awarding institution** | Middlesex University |
| **3. Teaching institution** | Middlesex University |
| **4. Details of accreditation by professional/statutory/regulatory body** | CIM (pending) |
| **5. Final qualification** | MSc (180 credits)<br>PG Diploma (120 credits)<br>PG Certificate (60 credits) |
| **6. Year of validation/ Year of amendment** | 2017 (pending) |
| **7. Language of study** | English |
| **8. Mode of study** | Full time/Part time |

**9. Criteria for admission to the programme**

Applicants should normally have:

- A second class honours undergraduate degree or above in any discipline awarded by a UK university or a recognised overseas institution, or
- An equivalent qualification accepted by the Academic Registry of the University, or
- A professional qualification deemed to be of an equivalent standard.

Those without formal qualifications are welcome to apply, and may be required to come in for an interview. Additionally, these applicants will need to provide evidence of a minimum of three years of middle to senior management relevant experience.

Successful applicants must have competence in the English language. 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 equivalent.

N.B. PG/Diploma and PG/Cert are entry and exit awards. Therefore, the criteria for admission for PG/Diploma and PG/Cert are the same as for the MSc degree.

**10. Aims of the programme**

The MSc Digital Marketing aims to prepare students for successful employment by encouraging the development of a range of skills that will enable them to work effectively, both collaboratively and individually. It is designed to develop students' understanding of Digital Marketing and its integration into an organisation's overall marketing strategy.

The MSc Digital marketing will help students with no or a limited knowledge of Digital Marketing to develop an advanced level of understanding and critical reflection of the key marketing and digital marketing theories, frameworks and tools across a diverse range of industry sectors. Students will learn to apply this knowledge to complex strategic issues based on leading edge research and practice in the field.

On successful completion of this programme, graduates will be able to critically evaluate particular situations, to problem solve, to write clearly and analytically, to work together and independently and to communicate. They will be able to retrieve and synthesise information from a diverse range of sources to develop well-informed and justified solutions to marketing and digital marketing challenges.

The achievement of these aims will provide our MSc Digital Marketing graduates with the knowledge and skills required to build a career in Digital Marketing. Whether our graduates wish to work as Digital Marketing Managers or Digital Campaign Managers or Social Media Analysts or Digital Entrepreneurs, the programme will allow them to acquire both general and specialised knowledge required to start building their chosen careers. The choice of dissertation will provide students with an opportunity to further develop specialist skills and knowledge in a field they are particularly interested in. For those students intending to further their education, the MSc Digital Marketing will equip them with the range of skills required for Doctoral level study.

In the case of the Masters awards these aims will be realised in full. For earlier exit awards, achievement of the aims will be as follows:

- For the Diploma, all aims stated above with the exception of completion of dissertation outcomes.
- For the Certificate exit award, aims will be achieved at an initial core, but not specialist level.

| **11. Programme outcomes** | |
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| **A. Knowledge and Understanding**<br><br>On completion of this programme the successful student will have knowledge and understanding of:<br><br>A1. The role of digital marketing in contemporary organisations at both a strategic and tactical level and its integral relationship with other areas within business;<br><br>A2. The role of external and internal factors in the development of marketing and digital marketing strategies, including the impact of globalisation, | **Teaching/Learning Methods**<br><br>Students gain knowledge and understanding through attendance, participation and engagement with lectures, seminars, independent study, group debate and discussion, and producing theoretical and practical work in response to assignments' requirements. Students will also participate in a week-long residential field trip, where they will have the opportunity to receive presentations from marketing experts as well as experience marketing in action. |

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| economic, ethical, legal and social challenges on digital marketing practice;<br><br>A3. Key frameworks, concepts, theories, processes and developments in strategic marketing and their application to professional practice, particularly in a digital context and across a range of organisations and industries;<br><br>A4. A wide range of technologies, tools and frameworks for the critical analysis of data related to consumers and their digital and social media interactions and for the transformation of such data into digital marketing options and solutions;<br><br>A5. A range of Digital tools marketers use to meet organisational objectives and foster innovation throughout the organisation and their integration with offline tactical tools within the marketing function;<br><br>A6. Research philosophies and methodologies that can be used in Digital Marketing and the ethical issues that inform research methods. | **Assessment Methods**<br><br>Students' knowledge and understanding is assessed by a range of methods, such as reports, presentations and in-class tests. An important feature of the programme is its emphasis on experiential learning and practical assessments to improve student understanding of the 'real world' and enhance employability prospects. Examples of practical assessments include the development of digital marketing strategies. An example of assessment attached to experiential learning activities is a report that evaluates the digital strategy of a real organisation and is based upon company presentations and visits experienced during the residential trip itself and additional research. |
| **B. Cognitive (thinking) Skills**<br><br>On completion of this programme the successful student will be able to:<br><br>B1. Engage critically with the major theories relating to the practice of marketing strategy in general and in the digital context in particular;<br><br>B2. Analyse and evaluate complex strategic and digital marketing issues using a range of suitable theoretical frameworks and devise alternative strategy options and solutions;<br><br>B3. Synthesise, analyse and critically appraise qualitative and quantitative data to plan, design | **Teaching/Learning Methods**<br><br>Students acquire cognitive skills through discussion, debate, problem-solving activities during lectures and seminars. The residential field trip, formative assessments and feedback also contribute to the development of cognitive skills.<br><br>**Assessment Methods**<br><br>Students' cognitive skills are assessed by critical analysis in a range of contexts in the form of reports, presentations and critical reflections grounded in the specific criteria of individual modules. |

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| and execute creative solutions to a range of digital marketing problems;<br><br>B4. Apply innovative thinking in order to develop solutions to digital marketing challenges;<br><br>B5. Engage in reflective practice, relating studies to career and personal development. | |
| **C. Practical Skills**<br><br>On completion of this programme the successful student will be able to:<br><br>C1. Develop solutions to complex strategic and digital marketing problems through the application of theories and frameworks to real life business situations;<br><br>C2. Describe and communicate complex concepts and ideas professionally in a range of oral and written formats as an individual and as part of a team;<br><br>C3. Develop strategic, e-marketing and social media marketing objectives and plans and tools to support the implementation of such plans;<br><br>C4. Plan, design and execute research projects to achieve stipulated research objectives and to inform the development of digital marketing strategy;<br><br>C5. Use relevant statistical programmes/software to critically analyse data, generate and present a range of justified solutions, demonstrating logical consistency and adequacy of conclusions;<br><br>C6. Manage resources and time effectively to achieve intended learning goals and demonstrate the ability to work effectively as a self-directed learner. | **Teaching/Learning Methods**<br><br>Students learn practical skills through critical analysis of existing practice in digital marketing; examining and debating different approaches to situations and challenges; drafting and producing written work; debating with peers and with lecturers. The residential trip that exposes students to real-life practitioners and requires addressing strategy challenges contributes to the development of the required practical skills.<br><br>**Assessment Methods**<br><br>Students' practical skills are assessed by a range of assessment methods, including reports, in-class tests, and presentations. |

| **12. Programme structure (levels, modules, credits and progression requirements)** |
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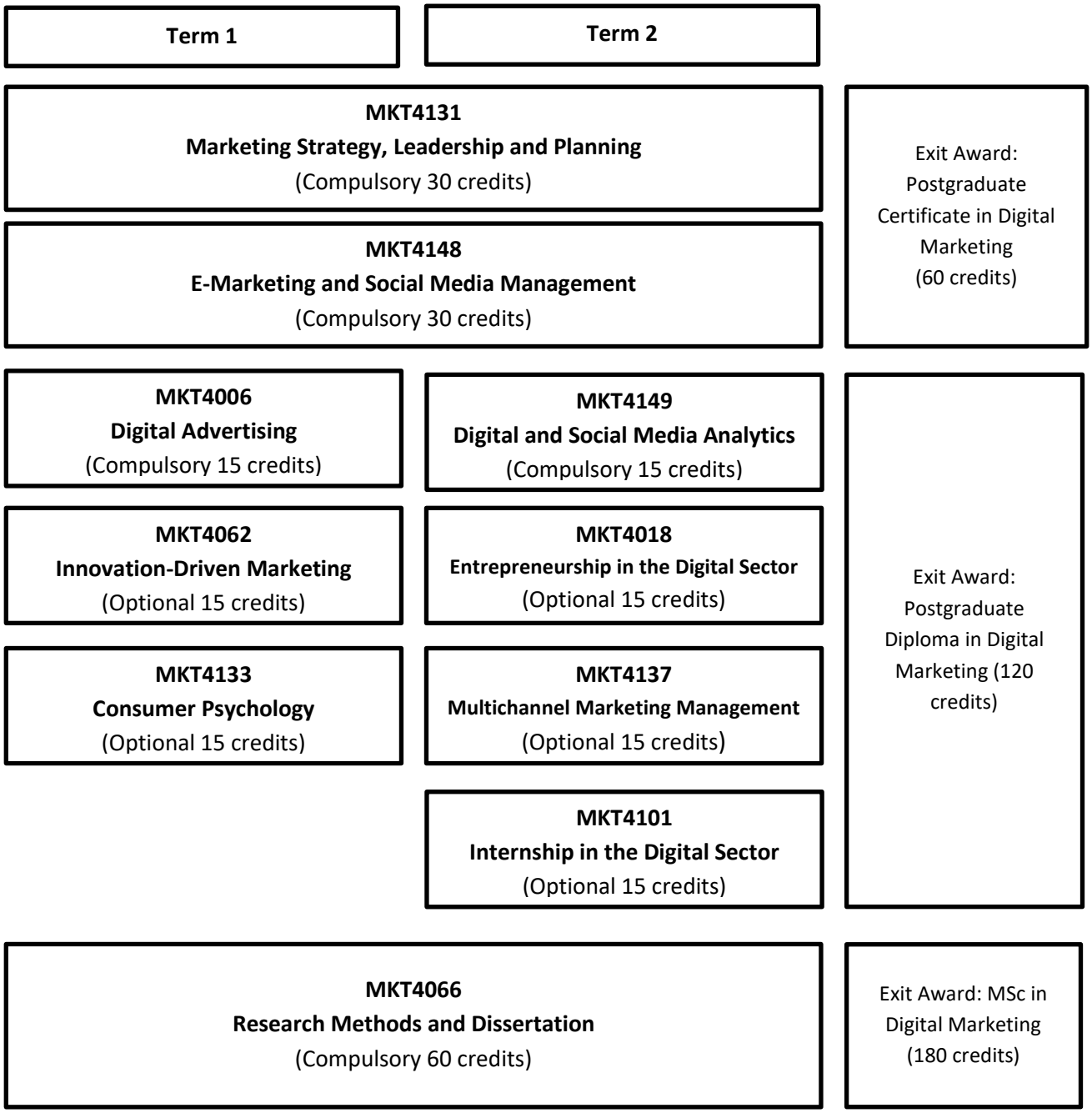
| **12.1 Overall structure of the programme** |
| Please see below the Programme Structure Diagram. |

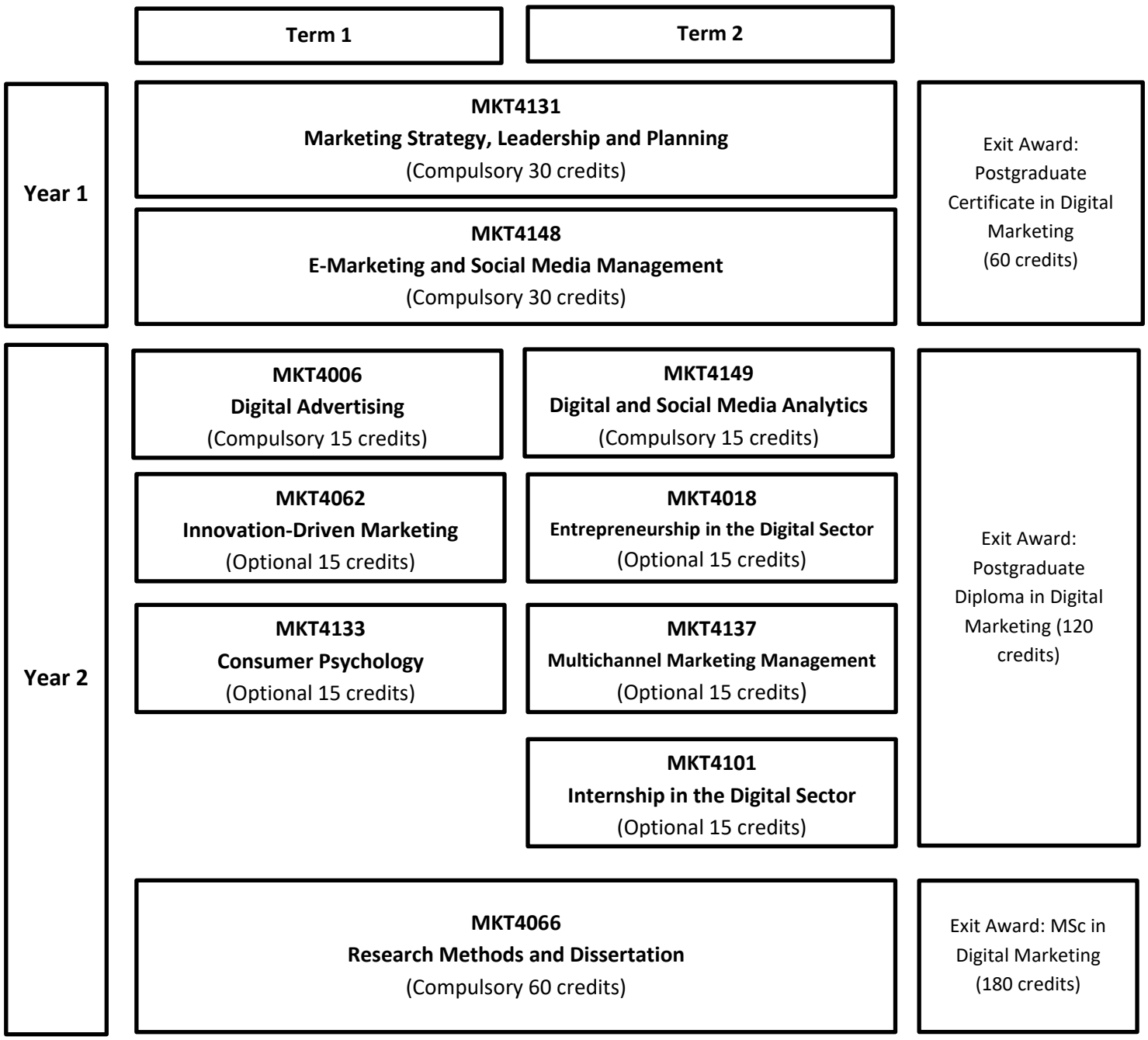
## Programme Structure Diagram (Full time)

Students take two thirty credit compulsory modules that run throughout the year and two fifteen credit compulsory modules. In addition, students should take two out of five optional modules that run either in Term 1 or in Term 2. The options offered will depend on student demand.



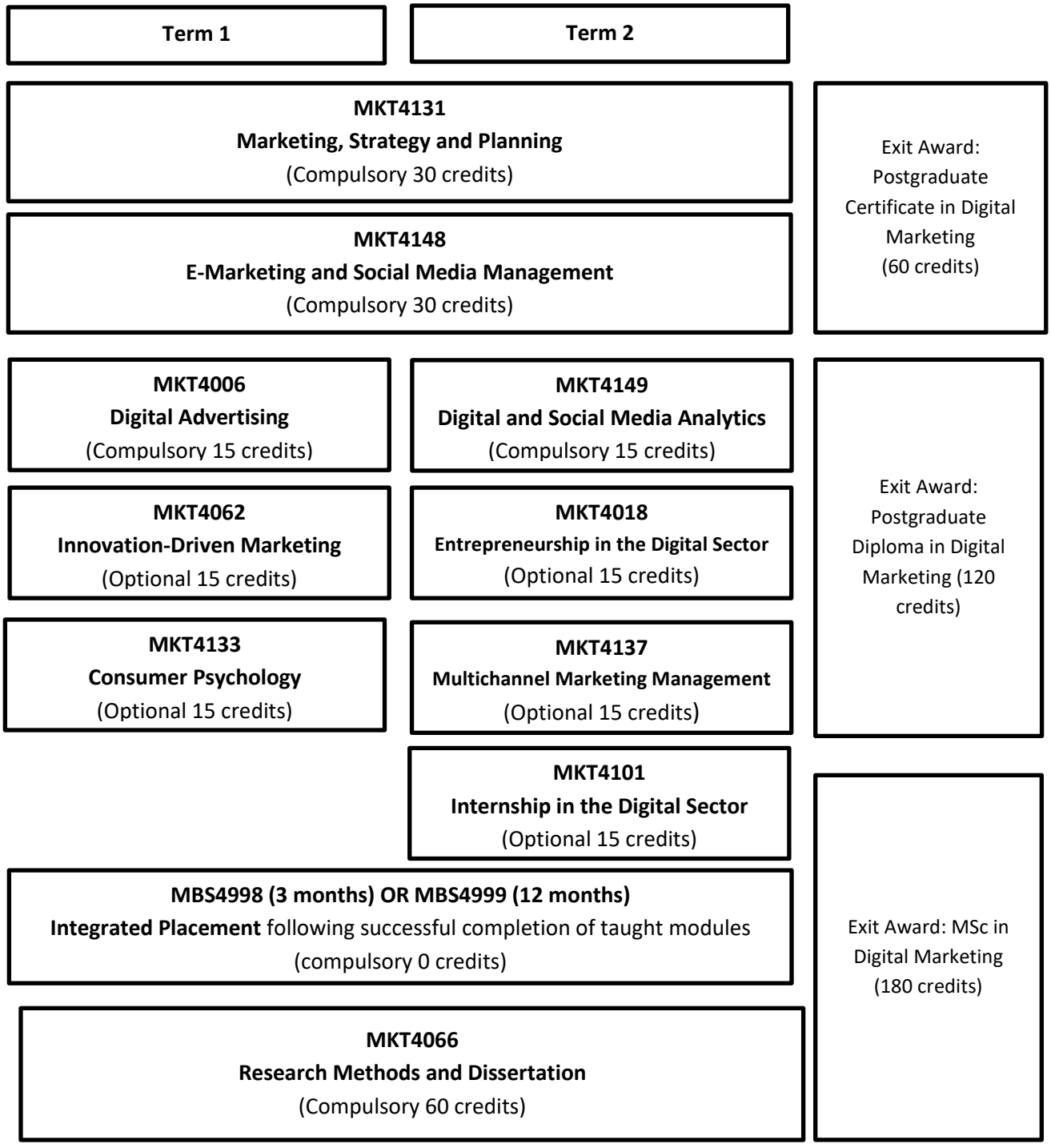
## Programme Structure Diagram (Part time)

In year 1, students take two thirty credit compulsory modules that run throughout the year. In year 2, students take two fifteen credit compulsory modules and two out of five optional modules that run either in Term1 or in Term 2. The options offered will depend on student demand.



## Programme Structure Diagram (Full time, Integrated Placement)

Students take two thirty credit compulsory modules that run throughout the year and two fifteen credit compulsory modules . In addition, students should take two out of five optional modules that run either in Term 1 or in Term 2. The options offered will depend on student demand. Upon completion of the taught modules, students will embark on either a three month or a six month work placement.



| **12.2 Levels and modules** | | |
|---|---|---|
| **Level 7 (MSc in Digital Marketing)** | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:<br><br>**MKT4131** Marketing Strategy, Leadership and Planning (30 credits)<br>**MKT4148** E-Marketing and Social Media Management (30 credits)<br>**MKT4149** Digital and Social Media Analytics (15 credits)<br>**MKT4006** Digital Advertising (15 credits)<br>**MBS4998 or MBS4999** Integrated Placement (0 credits)<br>**MKT4066** Research Methods and Dissertation (60 credits) | Students must also choose **two** from the following optional modules:<br><br>**MKT4133** Consumer Psychology (15 credits)<br>**MKT4018** Entrepreneurship in the Digital Sector (15 credits)<br>**MKT4137** Multichannel Marketing Management (15 credits)<br>**MKT4062** Innovation-Driven Marketing (15 credits)<br>**MKT4101** Internship in the Digital Sector (15 credits) | Students must successfully complete:<br><br>**MKT4131** Marketing Strategy, Leadership and Planning (30 credits), **MKT4148** E-Marketing and Social Media Management (30 credits), **MKT4149** Digital and Social Media Analytics (15 credits), **MKT4006** Digital Advertising (15 credits), **two** of the **optional modules** and the **MKT4066** dissertation, if they are to exit with an MSc in Digital Marketing.<br><br>Students must pass 120 credits before they can progress onto their dissertation. |

| **Level 7 (PG Diploma in Digital Marketing)** | | |
|---|---|---|
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |

| | | |
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| Students must take all of the following:<br><br>**MKT4131** Marketing Strategy, Leadership and Planning (30 credits)<br>**MKT4148** E-Marketing and Social Media Management (30 credits)<br>**MKT4149** Digital and Social Media Analytics (15 credits)<br>**MKT41006** Digital Advertising (15 credits) | Students must also choose **two** from the following optional modules:<br><br>**MKT4133** Consumer Psychology (15 credits)<br>**MKT4018** Entrepreneurship in the Digital Sector (15 credits)<br>**MKT4137** Multichannel Marketing Management (15 credits)<br>**MKT4062** Innovation-Driven Marketing (15 credits)<br>**MKT4101** Internship in the Digital Sector (15 credits) | Students must successfully complete:<br><br>**MKT4131** Marketing Strategy, Leadership and Planning (30 credits), **MKT4148** E-Marketing and Social Media Management (30 credits), **MKT4149** Digital and Social Media Analytics (15 credits), **MKT41006** Digital Advertising (15 credits) and **two** of the **optional modules** if they are to exit with a PG Diploma in Digital Marketing. |
| **Level 7 (PG Certificate in Digital Marketing)** | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:<br><br>**MKT4131** Marketing Strategy, Leadership and Planning (30 credits)<br>**MKT4148** E-Marketing and Social Media Management (30 credits) | N/A | Students must successfully complete:<br>**MKT4131** Marketing Strategy, Leadership and Planning (30 credits) and **MKT4148** E-Marketing and Social Media Management (30 credits) if they are to exit with a PG Certificate in Digital Marketing. |

| **12.3 Non-compensable modules** | |
|---|---|
| Module level | Module code |
| None are compensable | |

## 13. Curriculum map

See pages 38-41

## 14. Information about assessment regulations

Middlesex University Regulations apply to this programme without exception.

## 15. Placement opportunities, requirements and support (if applicable)

There is an Internship in the Digital Sector module that is offered as an option in the MSc Digital Marketing programme. The module enables students to spend approximately 10-12 weeks in a company/organization working on digital marketing related projects. The Internship module takes place during the second semester. Internships can be secured through the students' independent work applications and with the support of our employability centre. In case where appropriate internship is not identified prior to the start of the module, students will be required to complete a different optional module (e.g. Entrepreneurship in the Digital Sector or Innovation-Driven Marketing).

There is also the option of a three month or a twelve month work placement. The placement will be secured through the students' independent work applications and with the support of our employability centre. In the case where appropriate work-placement has not been identified prior to the start of the module(s) that are associated with the placement due to unsuccessful student application and/or suitability, students will be required to directly proceed with the completion of their dissertation.

**16. Future careers**

The programme is designed to equip students with the skills and knowledge to pursue successful careers in digital marketing roles across a wide range of different industry sectors and types of organisation. This MSc is for those who wish to develop their skills and acquire knowledge to build or further their career in private, public or charitable organisations. Graduates will be equipped with general and specialised knowledge to become Digital Entrepreneurs or pursue a career in a range of digital marketing positions such as that of Digital Marketing Consultant, Digital Campaign Manager and Social Media Analyst. For those students intending to further their education, the MSc in Digital Marketing will equip them with a range of skills required for Doctoral level study.

The University Employability Service offers 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.

**17. Particular support for learning**

- Induction and orientation programme
- Programme and Module Handbooks
- Module information and learning/support material on MyUniHub
- Guest lectures
- Subject-dedicated librarians
- English Language and Learning Support (Learning Enhancement Team)
- Designated 'office hours' and one-to-one meetings with teaching staff
- Student e-mail and UniHub

- 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, Bryan Jones at B.Jones@mdx.ac.uk or on +44 (0)20 8411 5367 and/or the Disability Support Officer on +44 (0)20 8411 4945, email: S.Hussain@mdx.ac.uk Further information can be found at: http://unihub.mdx.ac.uk/support/disability/index.aspx or at disability@mdx.ac.uk.

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| **18. JACS code (or other relevant coding system)** | 005N508 |
| **19. Relevant QAA subject benchmark group(s)** | Masters Business and Management |

**20. Reference points**

- QAA Subject Benchmark Statement for Master's Degrees in Business and Management
- QAA Framework for Higher Education Qualifications (FHEQ)
- QAA and Middlesex Guidelines for Programme Specification
- QAA Codes of Practice
- Middlesex University Learning Framework – Programme Design Guidance
- Middlesex University Teaching, Learning and Assessment Strategy
- Middlesex University Regulations
- Middlesex University Business School Mission and Vision

**21. Other information**

Methods for evaluating and improving the quality and standards of learning are:

- External Examiner reports
- Board of Study
- Student focus group
- Module evaluation and report
- Peer teaching observations
- Student evaluation
- Validation and review panels
- Quality Monitoring Reports

Indicators of quality:

- Student Progression and support
- 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 rest of your programme handbook and the university regulations.

## *CURRICULUM MAP*

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

| Knowledge and understanding | | Practical skills | |
|---|---|---|---|
| A1 | A1. The role of digital marketing in contemporary organisations at both a strategic and tactical level and its integral relationship with other areas within business | C1 | Develop solutions to complex strategic and digital marketing problems through the application of theories and frameworks to real life business situations |
| A2 | A2. The role of external and internal factors in the development of marketing and digital marketing strategies, including the impact of globalisation, economic, ethical, legal and social challenges on digital marketing practice | C2 | Describe and communicate complex concepts and ideas professionally in a range of oral and written formats as an individual and as part of a team |
| A3 | Key frameworks, concepts, theories, processes and developments in strategic marketing and their application to professional practice, particularly in a digital context and across a range of organisations and industries | C3 | Develop strategic, e-marketing and social media marketing objectives and plans and tools to support the implementation of such plans |
| A4 | A wide range of technologies, tools and frameworks for the critical analysis of data related to consumers and their digital and social media interactions and for the transformation of such data into digital marketing options and solutions | C4 | Plan, design and execute research projects to achieve stipulated research objectives and to inform the development of digital marketing strategy |
| A5 | A range of Digital tools marketers use to meet organisational objectives and foster innovation throughout the organisation and their integration with offline tactical tools within the marketing function | C5 | Use relevant statistical programmes/software to critically analyse data, generate and present a range of justified solutions, demonstrating logical consistency and adequacy of conclusions; |
| A6 | Research philosophies and methodologies that can be used in Digital Marketing and the ethical issues that inform research methods | C6 | Manage resources and time effectively to achieve intended learning goals and demonstrate the ability to work effectively as a self-directed learner |
| **Cognitive skills** | | | |
| B1 | Engage critically with the major theories relating to the practice of marketing strategy in general and in the digital context in particular | | |
| B2 | Analyse and evaluate complex strategic and digital marketing issues using a range of suitable theoretical frameworks and devise alternative strategy options and solutions | | |
| B3 | Synthesise, analyse and critically appraise qualitative and quantitative data to plan, design and execute creative solutions to a range of digital marketing problems | | |
| B4 | Apply innovative thinking in order to develop solutions to digital marketing challenges | | |
| B5 | Engage in reflective practice, relating studies to career and personal development | | |

| **Programme outcomes – highest level to be achieved by all graduates** | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| A1 | A2 | A3 | A4 | A5 | A6 | | B1 | B2 | B3 | B4 | B5 | | C1 | C2 | C3 | C4 | C5 | C6 |
| **Highest level achieved by all graduates** | | | | | | | | | | | | | | | | | | |
| 7 | 7 | 7 | 7 | 7 | 7 | | 7 | 7 | 7 | 7 | 7 | | 7 | 7 | 7 | 7 | 7 | 7 |

## MSc in Digital Marketing

| **Module Title** | **Module code** | **A1** | **A2** | **A3** | **A4** | **A5** | **A6** | | **B1** | **B2** | **B3** | **B4** | **B5** | **C1** | **C2** | **C3** | **C4** | **C5** | **C6** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Core modules** | | | | | | | | | | | | | | | | | | | |
| Marketing Strategy, Leadership and Planning | MKT4131 | X | X | X | | | | | X | X | | | X | X | X | X | | | |
| E-Marketing and Social Media Management | MKT4148 | X | X | X | | | | | X | X | | | X | X | X | X | | | |
| Digital and Social Media Analytics | MKT4149 | | | | X | | | | | | X | | | | | | | X | |
| Digital Advertising | MKT4006 | | | | | X | | | | | | X | | | X | X | | | |
| Research Methods and Dissertation | MKT4066 | | | X | | | X | | X | X | X | | | | | | X | X | X |
| **Optional Modules** | | | | | | | | | | | | | | | | | | | |
| Consumer Psychology | MKT4133 | | X | | X | | | | X | | | | | X | | | | | X |
| Multichannel Marketing Management | MKT4137 | | X | | | X | | | | X | | | | X | | | | | |
| Innovation-Driven Marketing | MKT4062 | | | | | X | | | | X | | X | | X | | | | | |
| Entrepreneurship in the Digital Sector | MKT4018 | X | X | X | | X | | | | | | | | X | | X | | | |
| Internship in the Digital Sector | MKT4101 | | X | X | | X | | | | | | | X | | | | | | X |
| Integrated Placement | MBS4998 & MBS4999 | X | | X | | | | | | | | | X | | X | | | | X |

**PG Diploma in Digital Marketing**

| Module Title | Module code | A1 | A2 | A3 | A4 | A5 | A6 | | B1 | B2 | B3 | B4 | B5 | C1 | C2 | C3 | C4 | C5 | C6 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Core modules** | | | | | | | | | | | | | | | | | | | |
| Marketing Strategy, Leadership and Planning | MKT4131 | X | X | X | | | | | X | X | | | X | X | X | X | | | |
| E-Marketing and Social Media Management | MKT4148 | X | X | X | | | | | X | X | | | X | X | X | X | | | |
| Digital and Social Media Analytics | MKT4149 | | | | X | | | | | | X | | | | | | | X | |
| Digital Advertising | MKT4006 | | | | | X | | | | | | X | | | X | X | | | |
| **Optional Modules** | | | | | | | | | | | | | | | | | | | |
| Consumer Psychology | MKT4133 | | X | | X | | | | X | | | | | X | | | | | X |
| Multichannel Marketing Management | MKT4137 | | X | | | X | | | | X | | | | X | | | | | |
| Innovation-Driven Marketing | MKT4062 | | | | | X | | | | X | | X | | X | | | | | |
| Entrepreneurship in the Digital Sector | MKT4018 | X | X | X | | X | | | | | | | | X | | X | | | |
| Internship in the Digital Sector | MKT4101 | | X | X | | X | | | | | | | X | | | | | | X |

**PG Certificate in Digital Marketing**

| Module Title | Module code | A1 | A2 | A3 | A4 | A5 | A6 | | B1 | B2 | B3 | B4 | B5 | C1 | C2 | C3 | C4 | C5 | C6 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Core modules** | | | | | | | | | | | | | | | | | | | |
| Marketing Strategy, Leadership and Planning | MKT4131 | X | X | X | | | | | X | X | | | X | X | X | X | | | |
| E-Marketing and Social Media Management | MKT4148 | X | X | X | | | | | X | X | | | X | X | X | X | | | |