

MSc Digital Marketing with Professional Experience

Programme Specification



1. Programme title	MSc Digital Marketing MSc Digital Marketing with Professional Experience (15 months) (London only) MSc Digital Marketing with Professional Experience (24 months) (London only)
2. Awarding institution	Middlesex University
3a. Teaching institution 3b. Language of study	Middlesex University London/Dubai/Mauritius English
4a. Valid intake dates 4b. Mode of study 4c. Delivery method	September and January MSc Digital Marketing: FT/PT MSc Digital Marketing with Professional Experience (15 months): FT MSc Digital Marketing with Professional Experience (24 months): FT <input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
5. Professional/Statutory/Regulatory body	N/A
6. Apprenticeship Standard	N/A
7. Final qualification(s) available	MSc Digital Marketing MSc Digital Marketing with Professional Experience (15 months)

	MSc Digital Marketing with Professional Experience (24 months) PG Dip Digital Marketing PG DiP Digital Marketing with Professional experience (15 months) PG DiP Digital Marketing with Professional experience (24 months) PG Cert Digital Marketing
8. Year effective from	2024-25

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 is 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 6.0 (with minimum 6.0 in Reading and Writing and minimum 5.5 in Listening and Speaking) or equivalent.

Academic credit for previous study or experience

If you have relevant qualifications, academic credit may be awarded towards your Middlesex University programme of study. For further information please visit our [Accreditation of Prior Learning page](#).

10. Aims of the programme

The MSc in Digital Marketing and the MSc in Digital Marketing with Professional Experience programmes aim to equip students with the skills and knowledge to pursue successful careers in digital marketing across a wide range of industry sectors and types of organisations. To enable the student to compete in a digital business world, become creative agents of change within digital marketing, evaluate, convince, and lead in the use of digital, whilst being socially aware and responsible marketers in a digital world.

The programme delivers digital marketing knowledge with a local and global market outlook, dealing with digital disruption against ever-increasing data.

Our unique partnership with the industry through the Internet advertising bureau (IAB), the industry body for digital marketing, includes Google, Meta, Twitter, TikTok and many others. Our students can attend industry workshops and events, receive certification for online training, which is the same training the industry receives and allows our students to network with industry members.

The programme is designed with a pedagogical philosophy that puts students at the heart of the learning experience. The programme recognises that students are future and career-focused, looking to develop and enhance their skills for employment in various marketing positions. Consequently, a vital tenet of the programme is the focus on experiential-based learning and practical, hands-on application of knowledge. This is reflected in the programme's overall design and the range of innovative and practitioner-oriented core and optional modules.

The experiential focus of the programme will equip students with differing levels of marketing knowledge to develop an advanced level of understanding and critical reflection on key digital marketing concepts. The programme seeks to deliver digital marketing knowledge with both a local and global market outlook, taking into consideration diversity, equity, inclusion (DE&I), ethics and sustainability, and how to respond to digital disruption, against a backdrop of the ever-increasing importance data.

Through a dedicated analytics module, students will gain expertise in utilizing analytics tools and dashboards, data analysis methods, programming language R (no previous knowledge required), data visualization and the effective reporting of data through this core module. Analytics is core to the programme and blended throughout all the modules, both core and optional. This will ensure that students are introduced to analytics in context and offers them many opportunities to apply marketing analytics to practice. The programme also has a dedicated core module on branding in the digital age; branding is particularly important within social media and digital marketing as it forms a cornerstone of success in your marketing efforts.

The programme supports students' diversity in learning styles and approaches; it is practice-based with hands-on application of knowledge. Authentically designed assessments reflect industry outputs, replicating the activities undertaken when progressing in their careers.

The choice of topic for the research project will allow students to develop specialist skills and knowledge. 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.

Upon completing this programme, graduates will be confident marketing practitioners with critical transferrable skills, able to work both collaboratively and individually for successful employment.

11. Programme outcomes*

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

A1. Current research and the role of digital marketing, social media, marketing, branding, customer management, creative and innovation, and analytics in contemporary organisations, and looking at industry, and its integral relationship with other functional areas within the business;

A2. Critically reflect external and internal factors which impact the development and influence the role of integrated digital marketing, branding, and communication strategies designed to engage, persuade, and influence target audiences through the diverse media landscape within which both organisations and individuals exist;

A3. Identify and critically evaluate key digital marketing, branding, and analytics frameworks, concepts, theories, techniques and tools and their application to real-life marketing scenarios across a diverse range of organisational and environmental contexts, which also include the impact of globalisation, economic, creative and innovation, ethical, legal, and

Teaching/learning methods

Students gain knowledge and understanding through attendance, participation and engagement with lectures, independent study, group debate and discussion. They also gain knowledge by attending presentations by industry practitioners and experts in the fields of marketing management. Making use of the IAB and industry contacts. Such presentations will build on topics discussed in class and will improve understanding required for summative assessment.

Assessment methods

Students' knowledge and understanding is assessed by a range of methods such as reports, literature reviews, presentations, and a range of authentic practitioner focused assessments. Assessment is designed to develop comprehensive knowledge of relevant theories, frameworks, and models.

<p>social challenges on digital marketing practice;</p> <p>A4. Understand how effective leadership processes, procedures and practices respond to and shape a business' dynamic and changing nature. Recognise, assess, and develop appropriate measures to address issues prevalent within digital marketing and analytics;</p> <p>A5. Identify, investigate, and evaluate the significant characteristics of digital marketing and social media critically. Using a range of techniques with which digital marketers critically analyse brands, data, consumers and their devices, customer acquisition and retention strategies;</p> <p>A6. Identify the range of tactical tools marketers use to deliver innovative solutions and superior value to customers, and their relationship with the organisation's core marketing strategy;</p> <p>A7. Research philosophies and methodologies that can be used in digital marketing and understand the ethical issues that inform research methods;</p>	
<p>B. Skills</p> <p>On completion of this programme, the successful student will be able to:</p> <p>B1. Apply critical thinking and problem-solving methods using digital marketing theories, tools and techniques in a variety of situations, including individual or group projects or case studies relating to the practice of digital marketing management;</p> <p>B2. Demonstrate originality and display self-direction in analysing and evaluating</p>	<p>Teaching/learning methods</p> <p>Students learn skills through participation and engagement with, seminars, workshops, and individual and group activities by producing theoretical and practical work in response to assignment requirements. Students will also participate in a week-long residential field trip, where they will have the opportunity to experience marketing in action.</p> <p>Assessment methods</p>

<p>complex digital marketing challenges, and devise alternative strategies, options and solutions and their application to real-life marketing scenarios across a diverse range of organisational and environmental contexts, making use of industry contacts through the IAB;</p> <p>B3. Describe and communicate complex digital marketing and analytics concepts and ideas, based on research, professionally in a range of oral and written formats as an individual and as part of a team;</p> <p>B4. Develop strategic and operational digital marketing management, objectives and plans, by applying innovative thinking in order to develop solutions to a range of organisational marketing challenges;</p> <p>B5. Demonstrate the qualities and transferable skills necessary for coping in real world marketing context;</p> <p>B6. Manage resources and time effectively to achieve intended learning goals and demonstrate the ability to work collaboratively and as an effective reflective self-directed learner and practitioner;</p> <p>B7. Engage in reflective practice, relating studies to career and personal development;</p> <p>B8. Display practical capabilities in analytics data gathering, analysis, interpretation of business reports and evaluating business performance;</p>	<p>Students' skills are assessed by a range of methods such as reports, literature reviews, presentations, and a range of authentic practitioner focused assessments. Assessment is designed to develop student skills in critical thinking and application. An integral feature of the programme is its emphasis on experiential learning and practically applied assessments, designed to improve student understanding of the 'real world' and develop transferrable and industry focused skills.</p>
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12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

The programme is structured to accommodate both full-time study, which may include an opportunity of professional experience for 3 months or 12 months for students studying at the London campus, and part-time enrolment. The standard University academic year consists of 24 weeks, divided into two semesters of approximately 12 weeks each.

The programme consists of six 15-credit and one 60-credit compulsory modules and two 15-credit optional modules altogether in semesters 1 and 2. For an MSc Digital Marketing award, a total of 180 credits must be attained. For a PGDip (exit) award, 120 credits must be attained, and for a PGCert (exit) award, a minimum of 60 credits must be attained.

For all full-time students commencing the programme in September or January, their study schedule is structured as follows:

- Undertake 8 modules totalling 120 credits during Semester 1 and 2.
- Complete the postgraduate Research Project module (60 credits) in Semester 3. The duration of the postgraduate project is one semester for full-time and two semesters for part-time students.

Full time students on the Professional Experience programmes have the option of undertaking the relevant 3-month or 12-month non-credit bearing Postgraduate Placement module. If a placement has not been secured or students are short of maximum 30 credits, they will have the option to take the relevant Consultancy or Business Transformation Project modules.

In the event that a student is unsuccessful in securing a postgraduate placement and/or is short of more than 30 taught credits and/or chooses not to take the relevant consultancy or Business Transformation project, they will be transferred to the non-professional experience programme title following successful completion of the research project module.

Students may advance to the dissertation/project stage with a 30-credit deficit but must successfully complete all taught modules before registering for the placement modules.

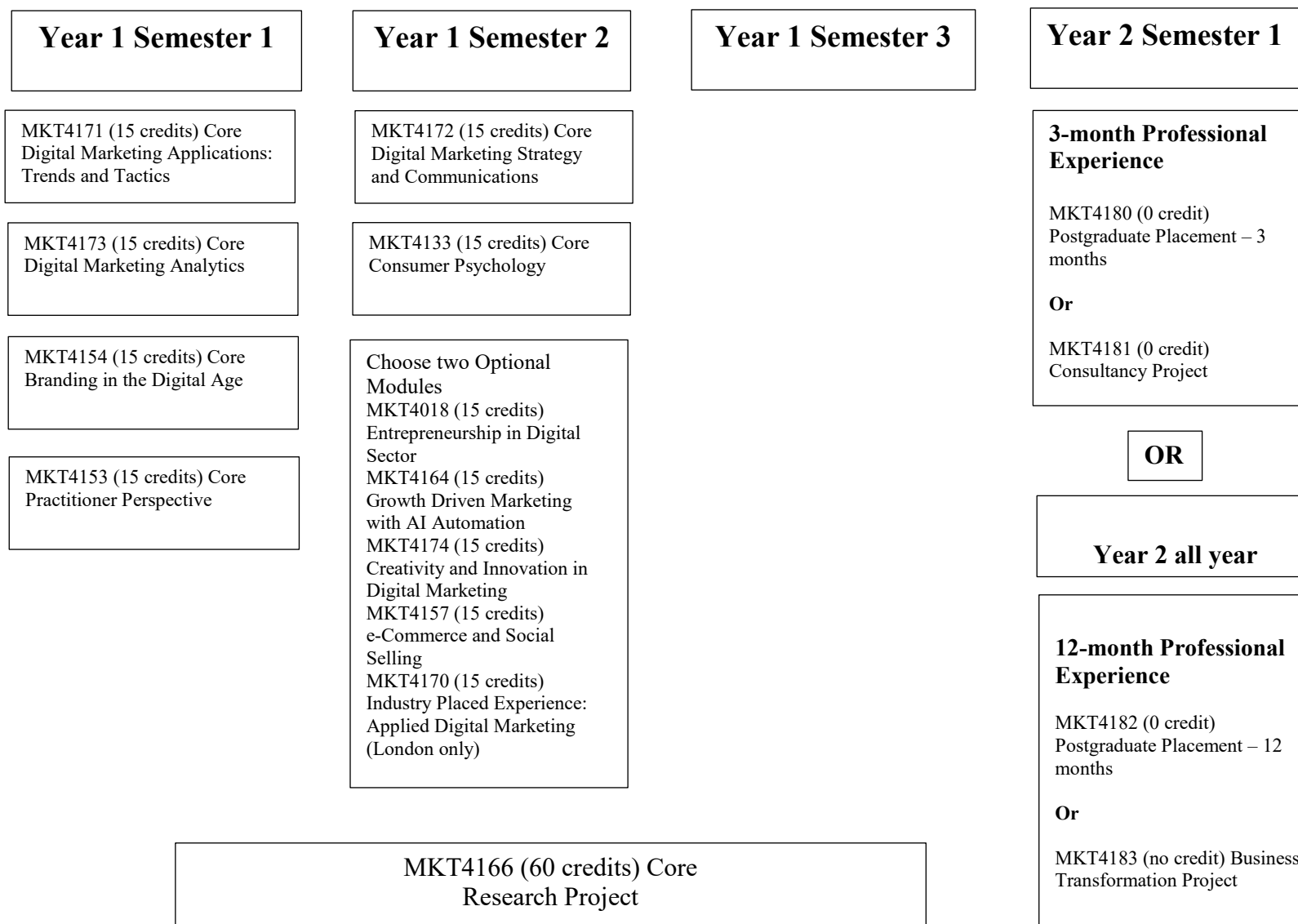
For students starting in January (Full-time), one of the optional modules, MKT 4170 Industry Placed Experience: Applied Digital Marketing, will not be available. This is due to the interview process for this module starting in November. For students undertaking the

programme part-time (over two years) MKT 4170 will be available. The options offered will depend on student demand.

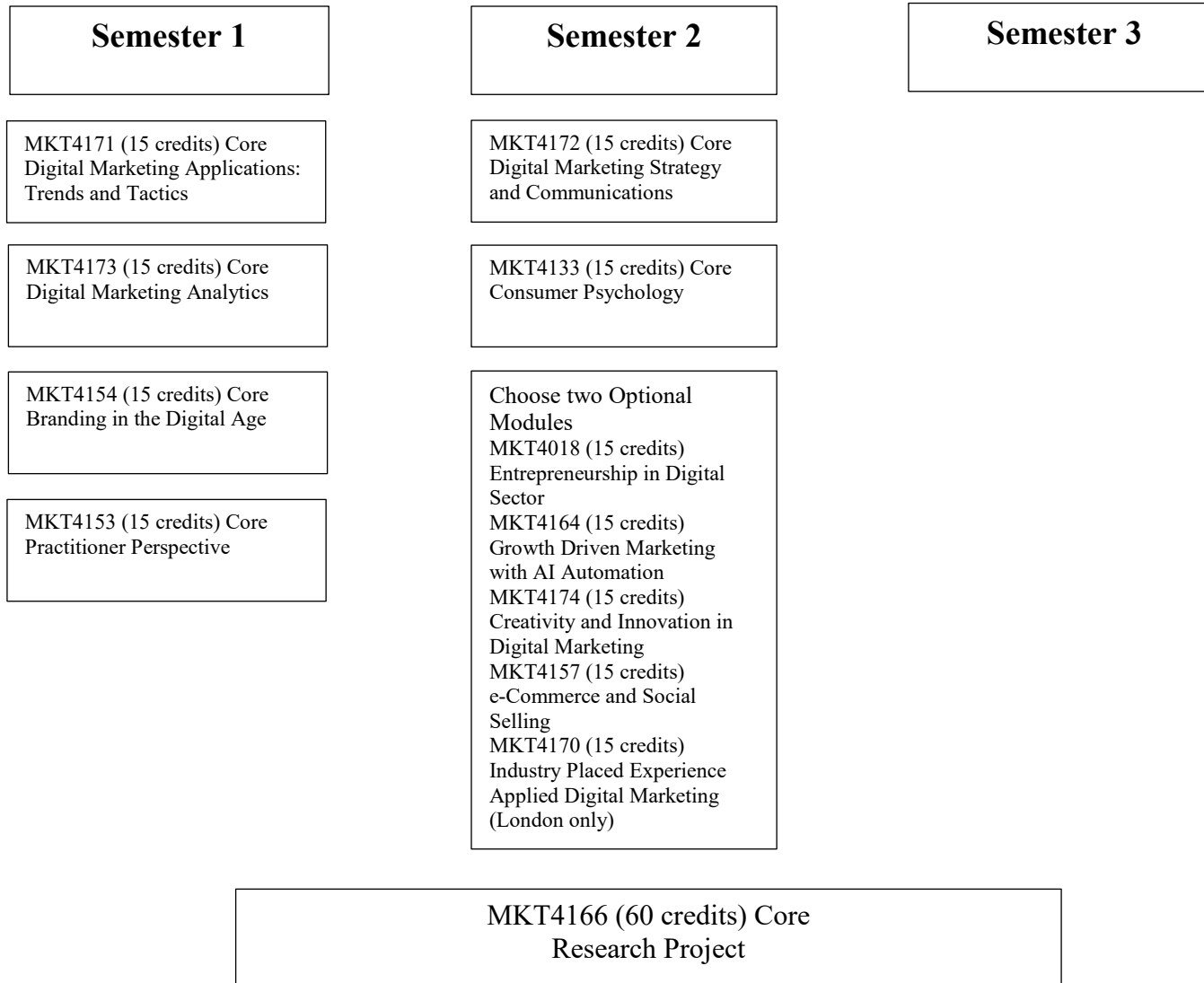
Part-time students starting the MSc Digital Marketing in January from 2024-25 follow this study plan:

- Complete four modules (60 credits) in the 1st year.
- Complete four modules (60 credits) in the 2nd year.
- Undertake the postgraduate project module (60 credits) in the Spring and Autumn semesters of the 2nd year.

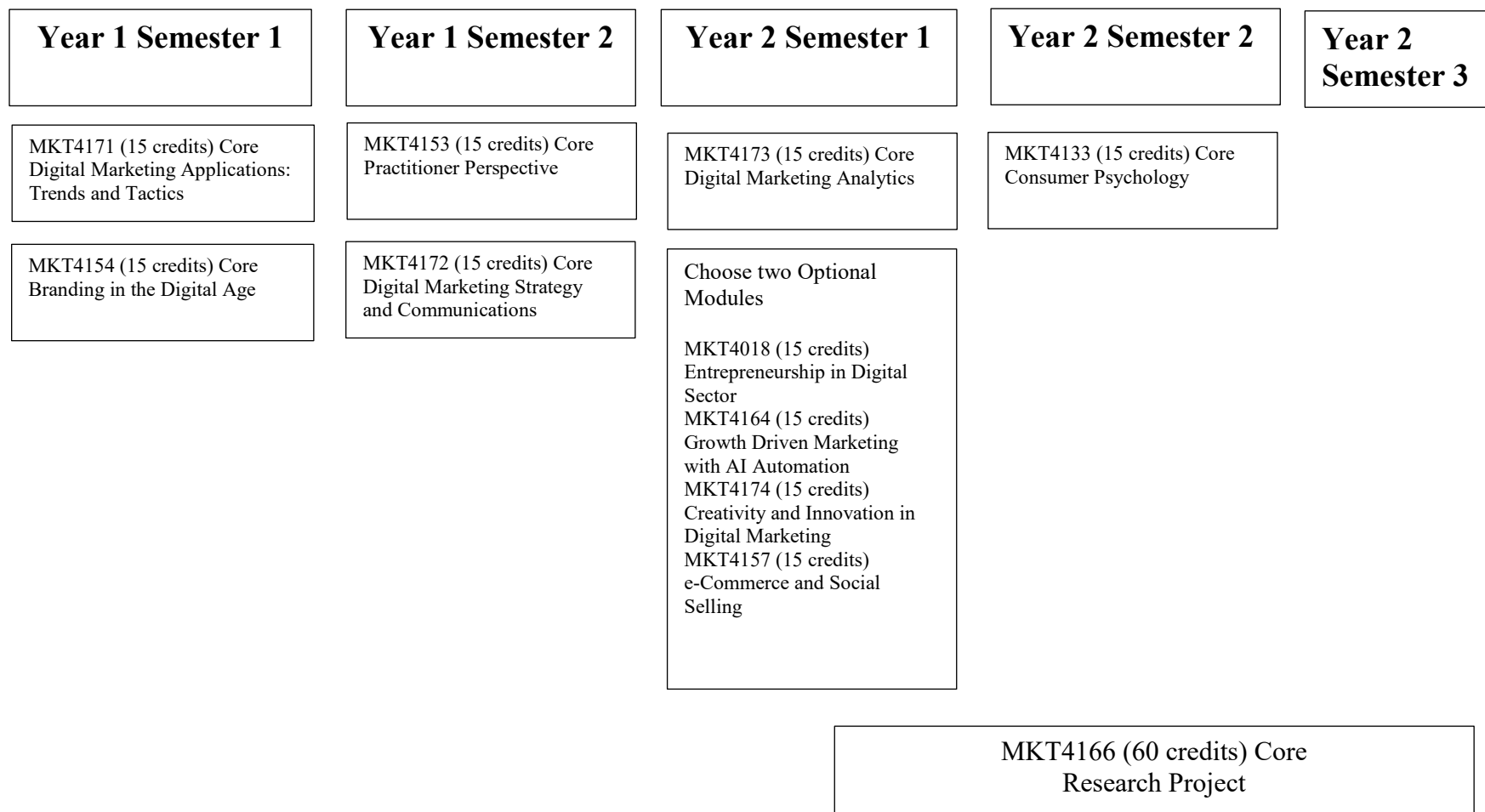
**MSc Digital Marketing with Professional Experience Program Structure Diagram (Full Time 15 months or 24 months)
September Start from 2025-26 (London Campus only)**



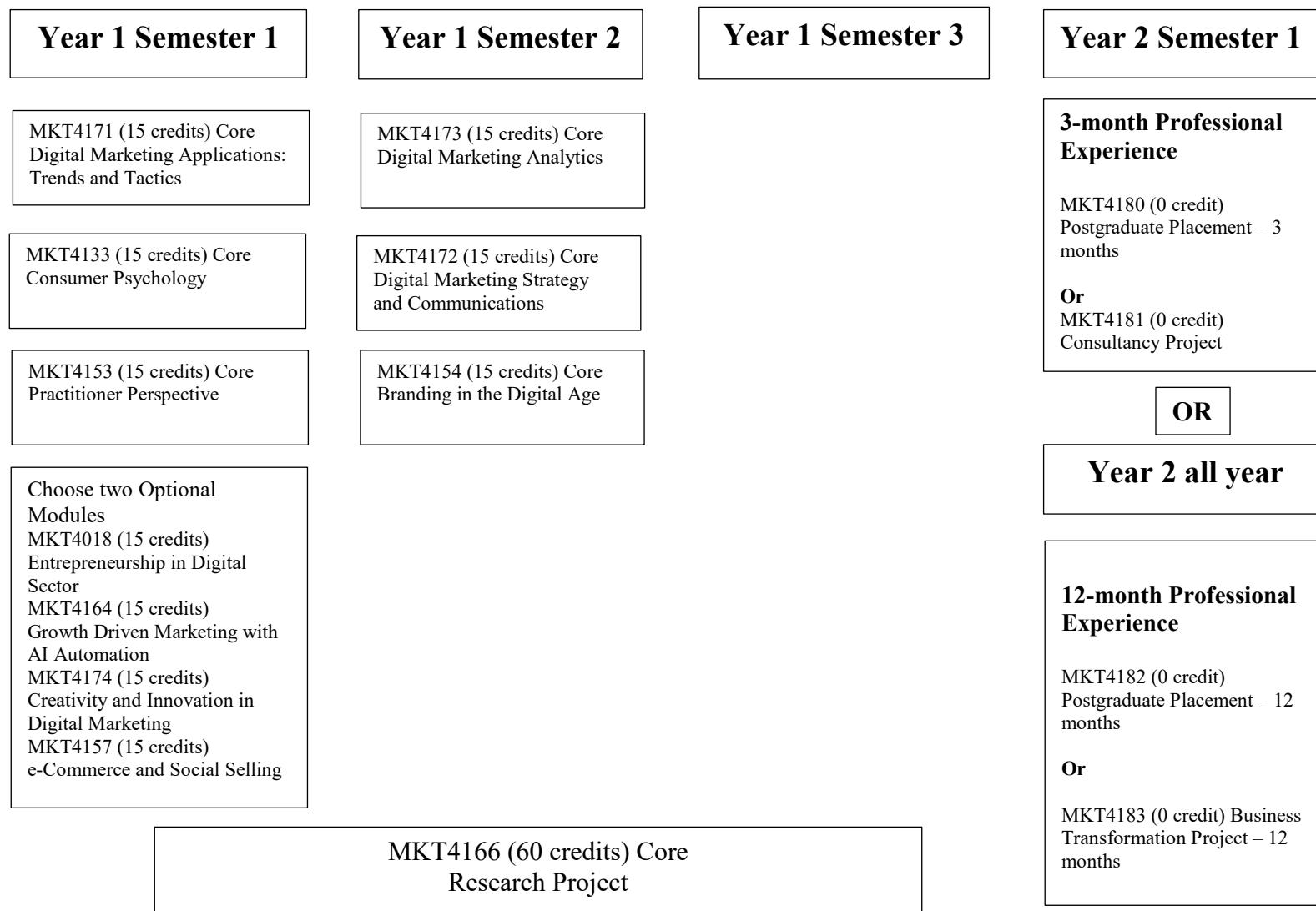
MSc Digital Marketing Program Structure Diagram for September start Full time from 2024-25



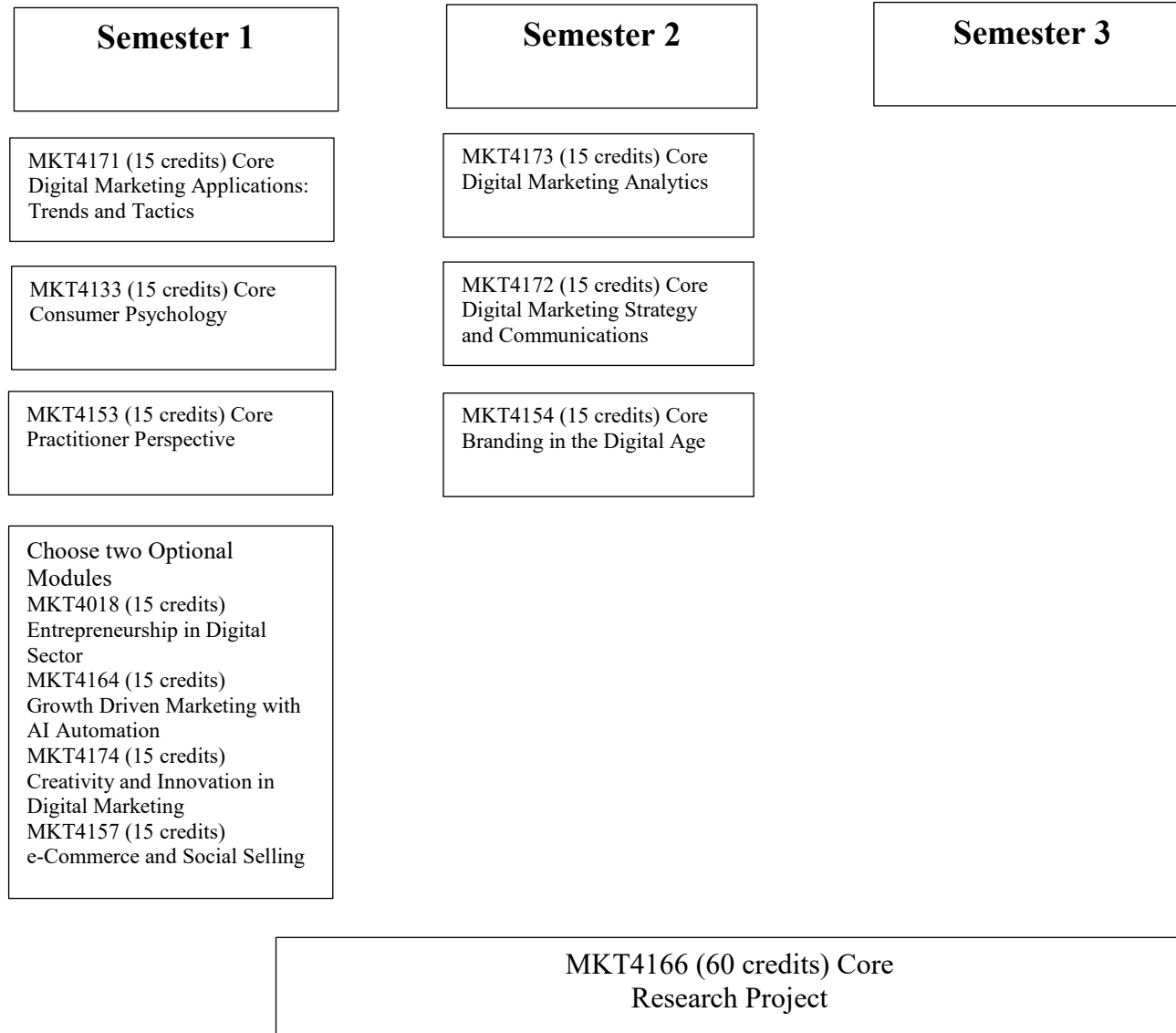
MSc Digital Marketing Program Structure Diagram for September start Part-time from 2024-25



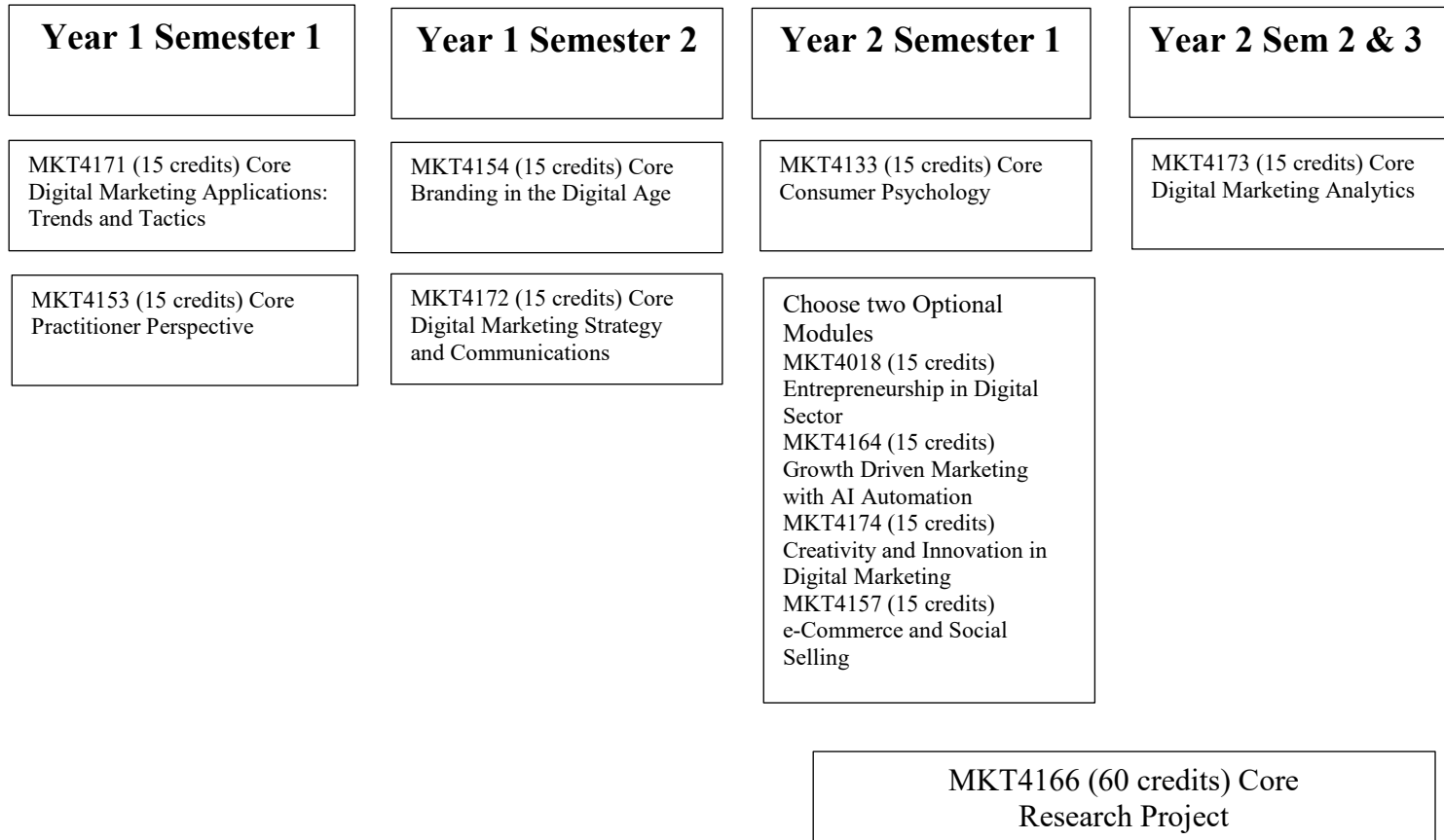
**MSc Digital Marketing with Professional Experience Program Structure Diagram January start
Full Time (15 months or 24 months) from January 2024-25 (London Campus only)**



MSc Digital Marketing Program Structure Diagram January start Full Time from 2024-25



MSc Digital Marketing Program Structure Diagram January start Part-time from 2024-25



12.2 Levels and modules		
Level 7 MSc Digital Marketing, MSc Digital Marketing with Professional Experience (24 months), MSc Digital Marketing with Professional Experience (15 months)		
COMPULSORY	OPTIONAL *	PROGRESSION REQUIREMENTS

<p>Students must take all of the following:</p> <p>MKT4154 Branding in the Digital Age (15 credits)</p> <p>MKT4153 Practitioner Perspectives (15 credits)</p> <p>MKT4171 Digital Marketing Applications: Trends and Tactics (15 credits)</p> <p>MKT4172 Digital Marketing Strategy & Communications (15 credits)</p> <p>MKT4133 Consumer Psychology (15 Credits)</p> <p>MKT4173 Digital Marketing Analytics (15 Credits)</p> <p>MKT4166 Research Project (60 credits)</p> <p>Full-time students (studying at the London campus only) registered on the Professional Experience programmes must additionally take the relevant professional experience modules as follows:</p> <p>MSc Digital Marketing with Professional Experience – 15 months</p> <ul style="list-style-type: none"> • Either MKT4180 – Postgraduate Placement (3 months) 	<p>Students must also choose at least two from the following:</p> <p>MKT4164 Growth Driven Marketing with AI-Automation (15 credits)</p> <p>MKT4174 Creativity and Innovation in Digital Marketing (15 credits)</p> <p>MKT4157 eCommerce and Social Selling (15 credits)</p> <p>MKT4018 Entrepreneurship in the Digital Sector (15 credits)</p>	<p>Students may advance to the project stage with a maximum of a 30-credit deficit.</p> <p>Students on Professional Experience programmes (15 or 24 months) are required to have successfully pass ALL taught modules in order to progress to the Postgraduate Placement modules (3 or 12 months).</p> <p>Students on Professional Experience programmes (15 or 24 months) with a maximum of a 30 credit deficit may advance to the relevant Consultancy or Business Transformation Project modules</p>
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<ul style="list-style-type: none"> • Or MKT4181 – Consultancy Project <p>MSc Digital Marketing with Professional Experience – 24 months</p> <ul style="list-style-type: none"> • Either MKT4182 – Postgraduate Placement (12 months) • Or MKT4183 – Business Transformation Project 		
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12.3 Non-compensatable modules

Module level	Module code
None are compensatable	

13. Information about assessment regulations

This programme will run in line with general University Regulations.

14. Placement opportunities, requirements and support (if applicable)

Professional Experience is offered as an opportunity for **full-time students studying at the London campus**. Depending on whether students have registered on a 15 or 24 month Professional Experience programme, they will have the option to take either a 3-month or 12-month placement. Alternatively, if a placement has not been secured or students are short of maximum 30 taught credits, they will have the option to take either the Consultancy Project (15 month programme) or the Business Transformation Project module (24 month programme).

Students are responsible for securing their placement through independent applications, with support available from our employability service, MDXWorks. If a suitable placement opportunity has not been identified before the start of the placement module due to unsuccessful applications or unsuitability and students choose not to take the

relevant project module, they will then be transferred to the non-placement programme title upon successful completion of the research project module.

Before enrolling on the module, a student will go through an application process and have an initial meeting with a potential employer. They will be interviewed and selected for the role.

During the work placement, the teaching and learning will be around mentoring the students and focuses on work-based learning with the support of the lecturer and MDX works.

15. Future careers / progression

The achievement of these aims will provide MSc Digital Marketing graduates with the knowledge and skills required to pursue a career in marketing.

Throughout this specialist programme, students will gain specific skills that can be applied to the fields of:

- Marketing
- Digital analytics
- Entrepreneurship
- Digital marketing

This will allow students to pursue a career in a number of different areas:

- Starting your own business
- Joining a SME
- Wanting to set up your own consultancy
- Join a marketing department for a brand or an agency.

The programme will allow them to acquire the general and specialised knowledge required to start building their careers as marketing managers, consultants, analysts, start-ups to family businesses, small to medium enterprises (SMEs) to large corporates, researchers or entrepreneurs.

The choice of dissertation provides students with an opportunity to develop additional specialist skills and knowledge in a field they are particularly interested in. 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.

In the case of the Master's 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 will be achieved at any four compulsory modules of 15 credits each
- The programme will be accredited by the Chartered Institute Marketing (CIM) upon the completion of the validation process.
- The IAB UK will look to strength the partnership with the programme upon the completion of the validation process. This includes further industry accreditation and the development of new learning materials for the industry, students will have access to the same learning materials, allowing students to gain further knowledge. Bringing students and industry closer together.

16. Particular support for learning (if applicable)

- Programme induction workshop for all students within the first induction week.
- All academics in the department, including programme leaders provide up to four hours of office hours on a weekly basis which students can make use of without making an appointment.
- The Learner Enhancement Team (LET) can provide one-to-one tutorials and workshops for those students needing additional support with literacy and numeracy.
- Availability of guidance from library staff, including a dedicated Marketing subject Librarian.
- E-mail access to academics and support services.
- Comprehensive information in programme and module handbooks.
- Facilities and equipment available to assist students with disabilities.
- Access to careers information and an Employability Service staffed with careers advisers with extensive knowledge of career options in business and marketing.
- Middlesex University Library and subject librarian will provide access to specialist learning resources i.e., journals, textbooks, reports etc. For ease of access for students based at Hendon, the library has facilities for inter-library loans and photocopying of any articles required. The library can also provide texts/articles or chapters where possible in electronic format for students. Other articles may be obtained from the British Library in London where a similar provision is provided.
- MyLearning/Moodle provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided.
- Students may undertake a research project at their workplace where relevant and possible.

- UniHelp: the University's central service through which students can access a range of support for any concerns that might arise throughout their study.
- Counselling and Mental Health Team – provides mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study.
- Disability and Dyslexia Service – supporting an inclusive teaching and learning environment which caters for all students.
- Student Welfare Advice Team – providing information and advice on funding matters and housing.
- International Student Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students.
- Business and Management Progression and Support Team – providing ongoing student support to ensure students' progress on their programme.

17. HECos code(s)	100075 = 75% Marketing 100444 = 25% Media and Communication Studies
18. Relevant QAA subject benchmark(s)	Master's Degrees in Business and Management

19. Reference points

- QAA Subject Benchmark Statement for Master's Degrees in Business and Management
- QAA Subject Benchmark 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 Teaching, Learning and Assessment Strategy
- Middlesex University Regulations

20. 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.

21. Curriculum map for MSc Digital Marketing

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	
A1	Current research and the role of digital marketing, social media, marketing, branding, customer management, creative and innovation, and analytics in contemporary organisations and its integral relationship with other functional areas within the business;
A2	Critically reflect on external and internal factors which impact the development and influence the role of integrated digital marketing, branding, and communication strategies designed to engage, persuade, and influence target audiences through the diverse media landscape within which both organisations and individuals exist;
A3	Identify and critically evaluate key digital marketing, branding, and analytics frameworks, concepts, theories, techniques and tools and their application to real-life marketing scenarios across a diverse range of organisational and environmental contexts, which also include the impact of globalisation, economic, creative and innovation, ethical, legal, and social challenges on digital marketing practice;
A4	Understand how effective leadership processes, procedures and practices respond to and shape a business' dynamic and changing nature. Recognise, assess, and develop appropriate measures to address issues prevalent within digital marketing and analytics;
A5	Identify, investigate, and evaluate the significant characteristics of digital marketing and social media critically. Using a range of techniques with which digital marketers critically analyse brands, data, consumers and their devices, customer acquisition and retention strategies;
A6	Identify the range of tactical tools marketers use to deliver innovative solutions and superior value to customers, and their relationship with the organisation's core marketing strategy;
A7	Research philosophies and methodologies that can be used in digital marketing and understand the ethical issues that inform research methods;

Skills	
B1	Apply critical thinking and problem-solving methods using digital marketing theories, tools and techniques in a variety of situations, including individual or group projects or case studies relating to the practice of digital marketing management;
B2	Demonstrate originality and display self-direction in analysing and evaluating complex digital marketing challenges, and devise alternative strategies, options and solutions and their application to real-life marketing scenarios across a diverse range of organisational and environmental contexts;
B3	Describe and communicate complex digital marketing and analytics concepts and ideas, based on research, professionally in a range of oral and written formats as an individual and as part of a team;
B4	Develop strategic and operational digital marketing management, objectives and plans, by applying innovative thinking in order to develop solutions to a range of organisational marketing challenges;
B5	Demonstrate the qualities and transferable skills necessary for coping in real world marketing context;
B6	Manage resources and time effectively to achieve intended learning goals and demonstrate the ability to work collaboratively and as an effective reflective self-directed learner and practitioner;
B7	Engage in reflective practice, relating studies to career and personal development;
B8	Display practical capabilities in analytics data gathering, analysis, interpretation of business reports and evaluating business performance;

[illegible]

Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8
Core Modules																
Branding in the Digital Age	MKT4154		X	X		X			X			X		X		X
Digital Marketing Applications: Trends and Tactics	MKT4171			X	X	X	X	X		X	X		X	X	X	
Digital Marketing Strategy & Communications	MKT4172	X	X	X	X		X		X	X		X	X	X		X
Consumer Psychology	MKT4133			X		X				X	X			X		
Digital Marketing Analytics	MKT4173		X	X		X		X			X			X	X	X
Practitioner Perspectives	MKT4153		X	X		X			X	X				X		
Research Project	MKT4166	X							X					X	X	
Optional Modules																
Growth Driven Marketing with AI-Automation	MKT4164			X		X	X		X		X	X	X	X		X
Creativity and Innovation in Digital Marketing	MKT4174	X	X	X		X	X			X		X				
e-Commerce and Social Selling	MKT4157	X	X	X			X					X	X	X		X
Entrepreneurship in the Digital Sector	MKT4018	X	X	X	X							X		X	X	
Postgraduate Placement – 3 months	MKT4180								X	X	X	X	X	X	X	X
Consultancy Project	MKT4181								X	X	X	X	X	X	X	

Business Transformation Project	MKT4183								x	x	x	x	x	x	x	x
Postgraduate Placement – 12 months	MKT4182								x	x	x	x	x	x	x	x