University of
Bedfordshire

Course Information Form

This Course Information Form provides the definitive record of the designated course

Section A: General Course Information

Course Title	MSc Digital Marketing
Final Award	MSc
Route Code	MSDIMAAF
Intermediate Qualification(s)	Postgraduate Diploma Digital Marketing
FHEQ Level	7
Location of Delivery	University Square Campus, Luton
Mode(s) and length of study	Full Time over 1 Year
Standard intake points (months)	October, November, February, April, June, August
External Reference Points as applicable including Subject Benchmark	QAA subject benchmarks statements: business and management (2019) available at: https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5

QAA Framework for higher education qualifications (2014) (level 7) http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf

QAA (2020), 'Master's Degree characteristics' https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf |

Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	N/A
HECoS code(s)	100075
UCAS Course Code	NA

Course Aims	This course offers you the opportunity to develop a deep and meaningful appreciation of the impact digital marketing has, locally and internationally, operationally, tactically and strategically. Marketing is the transformational economy writ large. You focus on strategic areas of branding and communication, digital media and social networking, and digital analytics all framed by the opportunity to complete a final capstone where you can opt for a traditional research dissertation or an experiential learning option (Professional Practice or Live Project). You develop the skills required to adopt appropriate strategic responses to different market environments. You understand the impact of contextual digital forces on international marketing and branding and being a marketing manager. You will also study the management and development of people in organisations and the use of relevant communications within the global economy. You appreciate how the digital economy affects both buying behaviour and marketing approaches. As well as specific knowledge relating to global business, you will develop enhanced personal and interpersonal skills. These include critical thinking, team working, problem solving, numeracy and quantitative skills, self-management and negotiation skills. At the end of this course, you will have the ability to use confidently your strategic and analytical skills to develop strategies to solve digital marketing problems.

		Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below	
Course Learning Outcomes		**Outcome**	**Award**
	1	Demonstrate a deep critical understanding and broad knowledge of marketing strategies and planning at functional and corporate levels taking into account factors such as the social, political, technological, economic and global contexts as well as industry and market structures and analyse the elements and the sources of brand equity and be able to apply theories synthetically to practice.	MSc, Diploma
	2	Analyse and critically evaluate strategies for managing brand reputation that acknowledge and involve all internal and external stakeholders and demonstrate a thorough understanding and broad knowledge of the function of marketing communications tools in integrated brand communication by judging the effectiveness and outcome of their applications in both analogue and digital media.	MSc, Diploma
	3	Demonstrate a critical awareness of a range of ethical and cultural constraints on professional practitioners required to be cognisant of when communicating in the 21st century.	MSc, Diploma
	4	Demonstrate a critical understanding of web analytics and its role, and systematic applications of Google Analytics in supporting decision-making in the digital marketing landscape	MSc, Diploma
	5	Demonstrate effective, rigorous and reflective skills of self-management and independence in terms of planning, behaviour, motivation, individual initiative and enterprise in order to meet the demands of the field of study in Digital Marketing, while taking responsibility for personal learning and continuous professional development against clearly identified personal career-related goals	Msc
	6	Deal with a range of complex and pervasive issues in a systematic and creative manner appropriate to a Masters degree in Marketing, in doing so form sound judgements in the absence of complete data and communicate conclusions and recommendations appropriate to both a specialist and non-specialist audience.	Msc
		The MSc in Digital Marketing is a specific course aimed at providing a comprehensive understanding of digital marketing and the digital transformational economy in the 21st century. It is both global and strategic in outlook, helping you understand the complex	

and dynamic world that is digital marketing. You learn how to reconcile operational, tactical and strategic approaches with a deep awareness of the impact that the digital world has had on how we consider marketing.

Your course will be delivered in a blocks format; this means you will undertake one unit at a time for 6 weeks and that will be a block of delivery. At the end of four blocks you will progress to the master's capstone experience stage where you will opt to complete either, a dissertation, a professional practice, or a live project unit. Each of these options will include an element of research methodology which is embedded within the unit. In order to undertake any of the capstone elements of this course you must have successfully completed 90 taught credits with the exception of the Professional Practice Unit for which you need to have completed all taught elements. Each Unit will include significant direct contact time but it will also require and provide time for individual reading and preparation for assessment. That will take place in weeks 3 and 6 of each block. By the end of this course you will appreciate the importance of marketing from branding in a national and global context, through to how digital marketing is framed.

If you have opted to enrol for the 15 month course, you will take a break of one block at the end of the four taught blocks. You will then progress to the master's capstone unit in block 6. The time to complete the master's capstone unit is not affected by taking a break at the end of the four taught blocks.

You will need to be active participants in the learning process in order to develop your knowledge and critical understanding of opportunities and issues regarding sustainable business management. At the same time, and throughout the course, you will be working on building up a number of transferable skills. Those are the ability to conduct high quality academic research, to identify questions that need to be addressed in both a professional and scientific way, to think critically when analysing, deduct when synthesizing, and to present your argument in a clear and concise manner as it is required for your success in this course but also as it will be expected by your future employers.

Your contribution to your own learning is pivotal. It is essential that, in order to maximise your benefit and to derive the best student experience, you must make optimum use of the time provided for individual learning. Direct contact times will be highly interactive and student preparation in advance is a key element for success. Starting in welcome week you will prepare for what will be an intensive delivery which will then be followed by your own individual learning and assessment.

The welcome week itself constitutes the first week of the professional achievement planning (hereinafter PAP) non-credit bearing unit that is an integral part of your course and is run in-between each of the four blocks of teaching and the Capstone. The PAP unit is designed to support your professional development and to provide you the skills to succeed in the workplace after graduation.

Your tutors are active researchers and they will guide you through this process by exposing you to the latest developments of the relevant subjects. Research-informed teaching is the basis for transforming a course into a unique student experience in an area of knowledge which is very dynamic in its evolution. Although the main concepts and theories might be following the structure of a textbook, you are expected to do a substantial amount of reading yourselves throughout the entire course. There will be both guided and independent reading and the information will be available to you through BREO and your Unit Handbooks but in additional to this, you should read and research independently. The University's Virtual Learning Environment will be essential in your effort given the delivery method.

Teaching, learning and assessment strategies	The Lecturers who will deliver this Course are active researchers and will guide students through this process by exposing them to the latest developments of the relevant subjects. Research-informed teaching is the basis for transforming a course into a unique student experience in an area of knowledge which is very dynamic in its evolution. Additionally, opportunities for active external engagement though for example guest lectures, real-world projects, and industrial visits will provide the opportunities for students to integrate theory and practice.

This course will use various learning approaches, most importantly, the blended learning approach combining face-to-face interactions with online collaborative activities. The balance between classroom activities and digitally enabled activities provides flexibility and would enable you to develop self-directed learning skills and digital literacies. Outside the classroom, you are expected to actively engage in guided and independent learning according to the summary of learning hours indicated for each unit on the course.

The intensive character of this Course's delivery as it is outlined in its Teaching and Learning philosophy is consistent with the needs of today's world for graduates who accumulate knowledge fast and are able to express the outcome of this process in a way that is meaningful and comprehensive. After induction, a week of intensive direct contact time followed by your own contribution through individual learning, will take you to your first assessment point. At the end of your six-week block, your final assessment will be due. This will be a demanding but very rewarding experience.
A range of assessments are used on this course including:
Written Examination or Class Test: Questions in these exams always promote critical thinking and help you gradually develop your ability to apply, analyse, synthesize and evaluate.

Individual Written Report or Essays: Your knowledge and skills are developed when you undertake the task of writing an individual report and the whole process contributes to your improvement when it comes to conducting postgraduate level research and developing your enterprise. The ability to perform literature informed research, to review and evaluate the relevant sources and to use an appropriate methodology in order to analyze and evaluate the relevant concepts is being assessed.
Case Study Examination: You will apply your knowledge in the context of a specific case.
Oral Presentation: A number of transferable skills will be developed including the ability to present your findings in a professional, clear and concise manner. This form of assessment is primarily used as formative assessment usually followed by a reflective report.
Reflective Report: Evaluating your own contribution to a team is essential in the context of this course but in the workplace as well.

Dissertation / Professional Practice / Live Project: Regardless of which master's capstone experience you opt for, you will have to produce an individual, independent piece of work. You will be asked to identify the research question or problem under investigation, review the relevant literature, develop a sound methodology in order to explore the problem, proceed with the analysis, discuss your findings and make recommendations. It is the capstone of this course and builds on the knowledge and skills acquired in all Units. It will be one of the most challenging but yet enjoyable and rewarding experiences you will encounter. |

	Risk Assessment statement
	To protect the integrity of our awards, for any submission we may use one or more of the following to ensure that a student is submitting their own work:
	• Submission of your work to Turnitin or other software for similarity checks • Recorded or non-recorded review of draft work with a tutor in formative sessions • Viva voce examination; you may be asked to discuss aspects of your submission and/or to provide evidence of draft work. A viva will follow the procedures set out in the Quality Handbook.
	Formative feedback statement
	We recognise that formative feedback is essential to supporting you to submit your best attempt. Formative feedback can take many different forms but may include:
	• In-class exercises exploring aspects of the assignment, with feedback given collectively or individually during the class • Assessment brief dialogue • Zero-rated assignments that should be completed but carry no formal mark • The opportunity to informally submit part of the work for brief comments from your tuto • A document in the unit Assessment & Feedback folder that reflects on common errors on similar assignments • Assignment Q&A sessions • Summative and formative feedback from preceding units
Learning support	The University's comprehensive student support service includes: • Student Information Desk, a one-stop shop for any initial enquiries • Student Support team advising and supporting those with physical or learning needs or more general student well being • Study Hub team providing academic skills guidance • Personal Academic Tutoring system • a student managed Peer-Assisted Learning scheme • and support from your lecturers
	https://www.beds.ac.uk/entryrequirements

Admissions Criteria	**Approved Variations and Additions to Standard Admission** None
Assessment Regulations	https://www.beds.ac.uk/about-us/our-university/academic-information **Note: Be aware that our regulations change every year** **Approved Variations and Additions to Standard Assessment Regulations'** None

Section B: Course Structure

The Units which make up the course are listed below. Each unit contributes to the achievement of the course learning outcomes either through teaching (T), general development of skills and knowledge (D) or in your assessments (A).

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
BSS072-6	Performance Achievement Planning	7	0	Core	D12	D12	D12	D12	TD A12										
MAR036-6	Brand Communication and Reputation Management	7	30	Core		TD A12													
MAR039-6	Marketing and the Digital Future	7	30	Core			TD A12												
MAR042-6	Business Dissertation	7	60	Core					TD A1	TD A2									
MAR050-6	Digital Analytics and Online Customer Experience	7	30	Core				TD A12											
MAR051-6	Digital Marketing Strategy	7	30	Core	TD A12														

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
BSS072-6	Performance Achievement Planning	7	0	Core	D12	D12	D12	D12											
MAR036-6	Brand Communication and Reputation Management	7	30	Core		TD A12													
MAR039-6	Marketing and the Digital Future	7	30	Core			TD A12												
MAR050-6	Digital Analytics and Online Customer Experience	7	30	Core				TD A12											
MAR051-6	Digital Marketing Strategy	7	30	Core	TD A12														

Section C: Assessment Plan

The course is assessed as follows :

MSDIMAAF/MSDGMAAF-

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
MAR036-6	7	1 BLOCK	Core	CW-RW	3	WR-I	6				
MAR039-6	7	1 BLOCK	Core	WR-I	3	IT-PT	6				
MAR050-6	7	1 BLOCK	Core	WR-I	3	PJ-PRO	6				
MAR051-6	7	1 BLOCK	Core	CW-LR	3	CW-RW	6				
MAR042-6	7	2 BLOCKS	Core	WR-I	3	WR-WB	12				

- Postgraduate Diploma in Digital Marketing

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
MAR036-6	7	1 BLOK	Core	CW-RW	3	WR-I	6				
MAR039-6	7	1 BLOCK	Core	WR-I	3	IT-PT	6				

MAR050-6	7	1 BLOCK	Core	WR-I	3	PJ-PRO	6				
MAR051-6	7	1 BLOCK	Core	CW-LR	3	CW-RW	6				

Glossary of Terms for Assessment Type Codes	
CW-LR	Coursework - Literature Review
CW-RW	Coursework - Reflective Writing
IT-PT	Summative in-class test or phase test
PJ-PRO	Coursework - Project Report
WR-I	Coursework - Individual Report
WR-WB	Coursework - Worked Based Report

Administrative Information	
Faculty	University of Bedfordshire Business School
School	Department of International Business, Marketing and Tourism
Head of School/Department	Steve McPeake
Course Coordinator	Codrin Chiru