

PROGRAMME SPECIFICATION

Course record information

Name and level of final award	MSc Digital Marketing Management Digital Marketing Management is a MSc degree that is Bologna FQ-EHEA second cycle degree or diploma compatible.
Name and level of intermediate awards	Postgraduate Diploma Digital Marketing Management Postgraduate Certificate Digital Marketing Management
Awarding body/institution	University of Westminster
Teaching Institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Marylebone Campus
Language of delivery and assessment	English
Mode, length of study and normal starting month	One-year full time. September and January start.
<u>QAA subject benchmarking group(s)</u>	Business and Management
Professional statutory or regulatory body	n/a
Date of course validation/Revalidation	November 2020
Date of programme specification approval	February 2021
Valid for cohorts	from 2021-22
Course Leader	Richard Berry
Course URL	westminster.ac.uk/courses/postgraduate
Westminster course code	PMMRK05F (FT)
HECoS code	100075 Marketing
UKPASS code	

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: westminster.ac.uk/courses/postgraduate/how-to-apply

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information: westminster.ac.uk/recognition-of-prior-certified-learning.

Aims of the course

This exciting and contemporary course is ideal for students looking to change career or for those wanting to specialise in this fast-changing area. In the digital world, businesses need people who can design and manage innovative and disruptive marketing strategies. All with the benefit of our state-of-the-art digital marketing lab.

The aim of the course is to prepare you for a career in digital marketing management. The course explores the theory, skills and attributes which may help you succeed in this exciting field. On successful completion, you should be able to take a confident and pro-active approach to your career development, apply your specialist skills and respond to the changing and diverse business environment.

You will hit the ground running with a Digital Marketing Boot Camp in your induction week before studying the psychology of the digital consumer, exploring customer journeys and experiences and taking disruptive, innovative approaches. Later in the course you will learn how to track campaigns through analytics, develop multi-channel marketing communications and develop digital strategies. Bringing everything together is the flexible final major project that you can tailor to your interests. You can also choose to take an optional placement while you study to further enhance your employability.

The course aims to:

- Develop academic knowledge and a critical understanding of the conceptual frameworks upon which the study of digital marketing is based.
- Provide you with specialist skills to move confidently into the world of digital marketing.
- Equip you with transferable skills to enable you to operate effectively in a variety of work contexts, including effective communication and the ability to operate effectively in a variety of leadership and team roles.
- Give you opportunities to develop your employability and enterprise skills through the Internship Programme available to all postgraduate students at Westminster and real-world experiences embedded within the course.
- Develop your self-confidence and ability to take responsibility for your own personal development and the skills you need to develop to support your personal and career aspirations.
- Prepare you for operating professionally in complex, diverse and multi-cultural contexts. Facilitating a systematic understanding of relevant knowledge about organisations, their external context and how they are managed.

- Develop your ability to take an international perspective including understanding the impact of globalisation on businesses, societies and the environment and the ethical implications.
- Raise awareness of sustainability and social justice issues, to be socially, environmentally and ethically aware.
- Enable you to develop analytical and research skills relevant to a range of careers and professions that requires familiarity with a range of business data, research sources and appropriate methodologies, and for such to inform the overall learning process.
- Enable you to develop critical and creative approaches, adopting an active, problem-solving approach. To foster creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to develop and interpret knowledge in business and management.
- Have a critical awareness of current issues in business and management which is informed by leading edge research and practice in the field.
- Understand appropriate techniques, sufficient to allow detailed investigation into relevant business and management issues.
- Develop your ability to acquire and analyse data and information, to evaluate their relevance and validity, and to synthesise a range of information in the context of new situations.
- Develop a conceptual understanding that enables you to evaluate the rigour and validity of published research to identify new or revised approaches to practice.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

Careers

The MSc Digital Marketing course aims to meet the needs of industry, preparing you for a role in digital marketing. In your career it is likely you will take the lead on the creation and execution of a digital marketing strategy, identifying business opportunities and customer needs using digital channels including social media, websites, email and content. The course prepares you for roles including Digital Marketing Manager, Digital Marketing Account Manager, Digital Marketing Analyst, Digital Marketing Campaign Manager, E-commerce Executive, Content Marketing Executive, Pay-Per-Click Analyst, Search Engine Optimisation Executive, Digital Producer and Programmatic Executive, Planner, Strategist, Client servicing/Account management and Data Analyst. Some students will go on to pursue their continued professional development with the Chartered Institute of Marketing.

Internship Programme/Reflective Practitioner module

Students may wish to undertake an additional and optional Internship Programme/Reflective Practitioner module which is particularly important in developing employability skills including

time management, self-management, providing constructive feedback and working with different personalities. Upon graduation you will receive an additional 10 credits for this module on your final transcript. The module aims to support Postgraduate students studying at Westminster Business School in improving future employability through the provision of high-quality internships/reflective practitioner opportunities. The module will develop your personal and professional development skills. The support of our careers and employability team, you will explore the themes of self-awareness, group work, influence, decision-making, conflict and problem-solving and networking.

The teaching team works closely with industry partners in the delivery of modules, you will have guest lectures, real world learning activities and assessment briefs. Westminster Business School offers a range of field trips and experiential learning opportunities including optional short courses to develop specialist skills which will enhance your employability.

Short Courses

A unique feature of this course is the provision of optional specialist short courses. Taking up this opportunity will further tailor your programme of study and develop your skills, enhancing your digital employability. For this there is no additional charge. One of these is a two-day Professional Scrum Master course which provides a concentrated study of the principles, theory and competences supporting the Scrum framework and how to use it to optimise productivity and effectiveness. It prepares you to sit and pass the first level of professional certification. Scrum is an application of the agile framework that is introduced in the Web Development and Analytics module. It is used in the iterative development and delivery of websites and other digital applications, emphasising collaboration and shared ownership. These approaches are widely used in digital marketing where effective solutions are prioritised over detailed documentation. By taking this additional short course, you'll gain a deeper understanding of Scrum roles, events and artefacts, including the role of Scrum Master to encourage performance at the highest level.

Course learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning. These threshold statements of achievement are linked to the knowledge and understanding (KU), specialist skills (SS) and key transferable skills (KTS) that a student will have gained on successfully completing a course.

On successful completion of the course the student will be able to:

- Demonstrate a deep and systematic understanding of knowledge in digital marketing and can work with theoretical/research-based knowledge at the forefront of the academic discipline. (KU1)
- Demonstrate awareness and ability to manage the implications of ethical dilemmas and work proactively with others to formulate solutions. (KU2)
- Demonstrate a comprehensive understanding of techniques/methodologies applicable to their own work (theory or research-based). (KU3)
- Undertake analysis of complex, incomplete or contradictory areas of knowledge communicating the outcome effectively. (SS1)
- Synthesise information in a manner that may be innovative, utilising knowledge or processes from the forefront of their discipline/practice. (SS2)
- Demonstrate a level of conceptual understanding that will allow her/him critically to evaluate research, advanced scholarship and methodologies and argue alternative approaches. (SS3)
- Demonstrate self-direction and originality in problem solving. (SS4)

- Operate in complex and unpredictable, possibly specialised contexts, and has an overview of the issues governing good practice. (SS5)
- Exercise initiative and personal responsibility in professional practice. (SS6)
- Demonstrate expertise in digital marketing skills, perform smoothly with precision and effectiveness; can adapt skills and design or develop new skills or procedures for new situations. (SS7)
- Work effectively with a group as leader or member. (KTS1)
- Use a full range of learning resources. (KTS2)
- Reflect on their own and others' functioning in order to improve practice. (KTS3)
- Competently undertake research tasks with minimum guidance. (KTS4)
- Be independent and a self-critical learner, guiding the learning of others. (KTS5)
- Engage confidently in academic and professional communication with others, reporting on action clearly, autonomously and competently. (KTS6)
- Demonstrate the independent learning ability required for continuing professional study, making professional use of others where appropriate. (KTS7)

Learning, teaching and assessment methods

The course team takes a holistic approach to learning and teaching methods in order to support you in achieving the learning outcomes, using a blended approach to delivery, where possible offering flexibility to adapt to your individual needs. We encourage your development as an independent learner but still provide a challenging learning experience. We use 'real world' assessments which are socially, culturally and globally relevant and take into account learners' identities.

Often you will integrate theory and practice in your learning. Where appropriate, you will also reflect on your current and prior experiences, often to help plan for the future. This will help you understand more about your own practice and that of industry. We believe in learning through experience and assignments may include application of knowledge and skills within organisations through work-based learning. The Final Major Project brings together theory and practice although other significant pieces of integrative work may be undertaken in other modules.

Equality and Diversity

The course team has a strong commitment to decolonising and diversifying our curriculum and teaching practices, taking an approach to learning, teaching and assessment that draws from a wide range of contexts and practical examples to enhance inclusivity. In line with QAA guidance and the University's commitment to equality and diversity, an inclusivity strategy facilitates an environment for learning that anticipates the varied requirements of learners and aims to ensure that all students have equal access to educational opportunities. Practically this encompasses three principles: to aim towards an accessible curriculum for all; to reflect multi-faceted communities and perspectives in learning materials and assessments; and, to equip students with the skills to work in a changing and diverse world. This includes enabling access for people who have differing individual requirements as well as eliminating arbitrary and unnecessary barriers to learning. In addition, learning opportunities are designed to be inclusive, enhanced by reasonable individual adjustments wherever necessary.

Learning and Teaching

This vocational course has a strong focus on your future career and the curriculum is very much applied to the industry context. Your learning activities and assessments are designed to provide real world learning opportunities to combine theory and practice. The learning and

the teaching of the course takes place through lectures, seminars, workshops and tutorials. Due to the nature of the course, digital media are used to facilitate a blended approach with content that is available in a range of formats and using technology to enable flexible access to learning materials for synchronous and asynchronous learning through the online learning environment, course website and course social media. The course has its own media channels for which you will create content both individually and collaboratively (social media ads, landing pages on websites, apps, blogs and user experience designs) with a view to reach and engage audiences as part of your learning and assessment. The performance of these channels will be measured and managed through web analytics, giving you practical experience in using Google Analytics.

The course team works closely with industry partners and work-related tasks and 'as live' briefs help simulate the working environment. Work-based learning and other forms of experiential and problem-based learning forms an important strand in the course to help engender employability into the curriculum. The blended approach also facilitates innovative teaching methods such as the flipped classroom (students access pre-recorded lectures and the face-to-face or online seminar time is spent working on the aspects that students find problematic) which encourages active learning.

An optional Digital Marketing Bootcamp is offered for students who wish to boost their knowledge of digital marketing concepts prior to the commencement of the course. This is recommended for students lacking experience of marketing and media technologies. 'Live' workshop activities will be blended with self-access materials for students to access if they are unavailable to attend the sessions.

Assessment

Overall, the assessment methods aim to assess achievement, both formatively and summatively, over the programme. The course team takes an 'assessment as learning' approach and has an inclusive learning, teaching and assessment strategy to provide culturally-inclusive learning materials, varied, innovative teaching methods and providing flexible pathways to meet learning outcomes. Students are encouraged to work in an inclusive and engaged manner, recognising that they are developing a rich range of understandings, skills, values and attributes to take into their professional lives. A variety of assessments are designed to support you in demonstrating your achievement of module learning outcomes. There is an emphasis on industry-focused, 'real world' assessments such as reports, portfolios, presentations and plans. Formative assessments and specific and timely feedback are an intrinsic part of the assessment process. Often a review of work in progress, this is a valuable learning opportunity and helps you improve your work and grade. You will be offered a range of formative feedback opportunities throughout each module to help prepare you for your assessments. In some cases you will critically reflect on your experiences in order to understand what you have learned and apply it in your career and other aspects of life.

You will be assessed on academic knowledge, practical application and on your ability to re-contextualise knowledge, relating theory to practice and developing your own theory about practice. Often assessed tasks will draw on real-world digital marketing problems such as consultancy exercises and responding to creative briefs. Other assessments may require you to reflect on work-based and other forms of experiential learning.

Course structure

This section shows the modules available as part of the course and their credit value. Full-time. Postgraduate students study 180 credits per year.

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
7MARKXXXW	Digital Customer Experience	Core	20	10
7MARK025W	Consumer Psychology and Research	Core	20	10
7MARK030W	Digital Marketing and Innovation	Core	20	10
7MARK006W	Multi-Platform Marketing Communications	Core	20	10
7MARKXXXW	Digital Marketing Strategy	Core	20	10
7MARKXXXW	Web Design and Analytics	Core	20	10
7MARKXXXW	Social Media and Content Marketing	Core	20	10
7MARKXXXW	Final Major Project	Core	40	20

Professional Body Accreditation or other external references

N/A

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

How will you be supported in your studies?

Course Management

The course is managed through a Course Leader and Module Leaders. All members of the team have office hours when you can arrange to meet them. Course Representatives are elected in the first few weeks. This is a really valuable role and as a rep you would have regular formal meetings with the course team and less formally throughout the course in reflecting the student voice. This helps us work together to communicate and respond to any issues as they arise, to provide a strong course community.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at westminster.ac.uk/blackboard.

Learning Support

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one-to-one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students¹ can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at westminster.ac.uk/student-advice. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at westminster.ac.uk/students-union.

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel in 2020. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including evidence of student achievement, reports from external examiners in order to evaluate the effectiveness of the course.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with Revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.

¹ Students enrolled at Collaborative partners may have differing access due to licence agreements.

- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- The University also has an annual Postgraduate Taught Experience Survey or PTES which helps us compare how we are doing with other institutions, to make changes that will improve what we do in future and to keep doing the things that you value.

Please note: This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

Copyright of University of Westminster 2021 ©