

## Course Information Form

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

### Section A: General Course Information

**Course Title**

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

|                    |   |
|--------------------|---|
| <b>Course Aims</b> | <p>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).</p> <p>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.</p> <p>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.</p> <p>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.</p> |
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|--|---|--|--------------|
| <b>Course Learning Outcomes</b>  | Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below   |  |              |
|  |   | <b>Outcome</b>   | <b>Award</b> |
|  | 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 BREQ and your Unit Handbooks but in addition to this, you should read and research independently. The University's Virtual Learning Environment will be essential in your effort given the delivery method.



### **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

**Admissions Criteria**

**Approved Variations and Additions to Standard Admission**

None

**Section B: Course Structure**





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<br>BLOC<br>K  | Core        | CW-RW           | 3               | WR-I            | 6               |                 |                 |                 |                 |
| MAR039-6  | 7     | 1<br>BLOC<br>K  | Core        | WR-I            | 3               | IT-PT           | 6               |                 |                 |                 |                 |
| MAR050-6  | 7     | 1<br>BLOC<br>K  | Core        | WR-I            | 3               | PJ-PRO          | 6               |                 |                 |                 |                 |
| MAR051-6  | 7     | 1<br>BLOC<br>K  | Core        | CW-LR           | 3               | CW-RW           | 6               |                 |                 |                 |                 |
| MAR042-6  | 7     | 2<br>BLOC<br>KS | 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<br>BLOC<br>K | Core        | CW-RW           | 3               | WR-I            | 6               |                 |                 |                 |                 |
| MAR039-6  | 7     | 1<br>BLOC<br>K | Core        | WR-I            | 3               | IT-PT           | 6               |                 |                 |                 |                 |

|          |   |                |      |       |   |        |   |  |  |  |  |
|----------|---|----------------|------|-------|---|--------|---|--|--|--|--|
| MAR050-6 | 7 | 1<br>BLOC<br>K | Core | WR-I  | 3 | PJ-PRO | 6 |  |  |  |  |
| MAR051-6 | 7 | 1<br>BLOC<br>K | Core | CW-LR | 3 | CW-RW  | 6 |  |  |  |  |

| <b>Glossary of Terms for Assessment Type Codes</b> |                                       |
|--|---------------------------------------|
| 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      |

| <b>Administrative Information</b> |   |
|-----------------------------------|---|
|                                   |   |
| School                            | Department of International Business, Marketing and Tourism |
| Head of School/Department         | Steve McPeake   |
| Course Coordinator                | Codrin Chiru  |