

Course Specification

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Produced By:	Oliver Jones
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	MK024P01UV MK024P31UV	Full-time Part-time	12 Months 2 Years
Course Title:	MSc Digital Marketing Management		
Hierarchy of Awards:	Master of Science Digital Marketing Management Postgraduate Diploma Digital Marketing Management Postgraduate Certificate Digital Marketing Management University Statement of Credit Digital Marketing Management		
Language of Study:	English		
Date of DAG approval:	30/May/2017		
Last Review:	2020/1		
Course Specification valid from:	2016/7		
Course Specification valid to:	2026/7		

Academic Staff

Course Leader:	Dr Robert Harris
Head of Department:	Dr Janet Firth

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

Distinctive Features of the Course:

This course focuses on a range of skills necessary to become competent in digital marketing. These skills are sought after by businesses and other organisations, and so the course will enhance your employability profile. The international context and global citizenship impact on contemporary strategies. Sustainability is also an important concept. These areas will be fully explored within the course.

If you undertake the full-time MSc Digital Marketing Management, you are entitled to become an affiliate member of the CIM during your time at the University of Wolverhampton and by doing so you will attract several additional benefits and support as detailed below.

- Research and information – a wealth of marketing resources and knowledge available on-line plus regular webinars around current marketing issues
- An online weekly marketing news round-up
- Catalyst – CIM quarterly industry-leading magazine
- Networks and Sector Interest Groups.

At, or towards the end of the programme, you may wish to fully enrol with the Chartered Institute of Marketing and add a Professional qualification to your master's award by taking and passing the remaining assessments for the Diploma in Professional Marketing. This would incur extra charges payable to the CIM. The Chartered Institute of Marketing, and successful candidates who pass the MSc Digital Marketing Management, gain exemption from one of the three CIM Diploma in Professional Marketing modules. The course is designed so that successful MSc Digital Marketing Management students can register as Associate Student Members of the Professional Body and for a separate fee (payable directly) have the option of taking the remaining Chartered Institute of Marketing Diploma assessments based upon the knowledge gained from the course plus appropriate extra study. It is recommended that students who wish to avail themselves of this option should first discuss this with the Course Leader.

Educational Aims of the Course:

The MSc Digital Marketing Management course is aimed at graduates and practitioners who are seeking to enhance their knowledge and understanding of a range of current marketing thinking and techniques, to support and enhance careers within the profession. In the context of a highly dynamic, digitally focused, environment where a complexity of factors, particularly technology and innovation, creates significant impact on marketing strategies, management, systems and functions, the programme seeks to develop your key marketing skills which will support both entrepreneurial self-development and employment. It also meets the requirements of managers operating at a senior level. The Covid pandemic has radically changed the global business landscape and many businesses have had to quickly adapt their business models in order to survive. Technology driven changes to distribution channels have been necessary to trade through lockdowns. In a post-pandemic business world, digital marketing will be a critical area for contemporary business success and

organisations will increasingly seek employees who are creative and skilled in digital marketing. This course will equip you with the necessary skills to operate as a competent digital marketing executive.

In order to provide you with opportunities to develop your employability skills, where appropriate, live case studies will form part, or all, of the assessment process, involving interaction with local businesses. By the end of the programme, you will have acquired high-level knowledge and understanding of digital marketing concepts and principles, theoretical and business tools and frameworks and applied analysis.

The MSc Digital Marketing Management syllabus covers both strategic and operational perspectives and places emphasis upon the practical use of the knowledge gained via the employment of both live and simulated case material. You will develop enhanced key skills in the identification and anticipation of current and future digital marketing needs in given contexts, formulating and managing research, in presentation skills, problem solving and organising, managing group-based projects, information gathering and exchange, team working and leadership. For graduates who are already in employment, the programme will enhance your academic and professional skills and understanding, thus enabling you to accelerate your career within your organisation or, alternatively, seek employment in another organisation at a higher level. Those seeking employment within Marketing will gain credibility within organisations with fast-track opportunities to become part of senior management for the organisations for whom you work.

Intakes:

September

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	Overseas	Full Time	£13350.00
2020/1	H	Full Time	£8850.00
2020/1	H	Part Time	£4425.00
2021/2	H	Full Time	£9050.00
2021/2	Overseas	Full Time	£13950.00
2021/2	H	31	£4525.00

PSRB:

None

Course Structure:

January (Full-time)

Year 1

Module	Title	Credits	Period	Type
7MK033	Search Engine and Social Media Marketing	30	SEM2	Core
7MK034	Digital Marketing Communications	30	SEM2	Core

Group 01 | Min Value: 60 | Max Value: 60

7MG001	The Masters Research Project	60	CRYRA	
7BU021	The Masters Professional Project	60	CRYRA	

January (Part-time)

Year 1

Module	Title	Credits	Period	Type
7MK034	Digital Marketing Communications	30	SEM2	Core

Group 01 | Min Value: 60 | Max Value: 60

7MG001	The Masters Research Project	60	CRYRA	
7BU001	Financial Management of Projects	20	CRYRA	

7MK032	Strategic Marketing Management	30	SEM1	Core
7BE020	Digital and Entrepreneurial Marketing	30	SEM1	Core

7MK032	Strategic Marketing Management	30	SEM1	Core
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January (Part-time)

Year 2

Module	Title	Credits	Period	Type
7MK033	Search Engine and Social Media Marketing	30	SEM2	Core

7BE020	Digital and Entrepreneurial Marketing	30	SEM1	Core
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September (Full-time)

Year 1

Module	Title	Credits	Period	Type
7MK032	Strategic Marketing Management	30	SEM1	Core
7BE020	Digital and Entrepreneurial Marketing	30	SEM1	Core
7MK033	Search Engine and Social Media Marketing	30	SEM2	Core
7MK034	Digital Marketing Communications	30	SEM2	Core

Group 01 | Min Value: 60 | Max Value: 60

7MG001	The Masters Research Project	60	CRYRA	
7BU021	The Masters Professional Project	60	CRYRA	

September (Part-time)

Year 1

Module	Title	Credits	Period	Type
7MK032	Strategic Marketing Management	30	SEM1	Core
7MK033	Search Engine and Social Media Marketing	30	SEM2	Core

Group 01 | Min Value: 60 | Max Value: 60

7MG001	The Masters Research Project	60	CRYRA	
7BU001	Financial Management of Projects	20	CRYRA	

September (Part-time)

Year 2

Module	Title	Credits	Period	Type
7BE020	Digital and Entrepreneurial Marketing	30	SEM1	Core
7MK034	Digital Marketing Communications	30	SEM2	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

Section 1.3.1 - This course will normally be made up of units of study called modules that consist of multiples of 30 credits. Modules are discrete units of assessed learning at a given level, with coherent learning outcomes.

Section 3.2.2- A part-time student can study a minimum of 30 credits and a maximum of 90 credits in any University academic year.

Section 3.4.4 - To be eligible to continue to study for an award a student must not exceed the maximum period of registration set for the appropriate interim awards unless approved Leave of Absence and/or statutory leave is taken (see 3.5). Undergraduate students achieving less than 30 credits within 12 months of commencing their studies (the minimum requirement for a University Statement of Credit) are permitted to repeat all failed modules once.

Section 4.4.2 - Provided students have passed modules worth a minimum of 90 credits at the same level, marginal failure (35-39%) will be compensated by Awards Boards as follows;

30 credits maximum permitted at L3, L4, L5 and L6

Section 4.4.4 - Where Professional, Statutory, Regulatory Bodies do not permit compensation, students will normally be permitted an additional resit attempt in assessment in modules, provided students have passed modules worth a minimum of 90 credits at the same level of study, as follows;

1. a maximum of 30 credits at level 4
2. a maximum of 30 credits at level 5
3. a maximum of 30 credits at level 6
4. Overall, a maximum of 90 credits for Bachelor's and Bachelor's Honours degrees.

An additional resit attempt will not be permitted for;

1. identified work-based or work-related modules at level 5 or 6; or
2. the Independent Study Module.

Section 4.5.1 - For undergraduate courses lasting more than one year (with the exception of Graduate Certificate and Graduate Diploma qualifications), in order to progress from one year to the next, full-time students will;

1. have passed at least 90 credits
2. be in a position to recover any failure
3. not have exceeded the maximum registration period for their award
4. have passed all modules at level 3 before commencing level 5 and have passed all modules at level 4 before commencing level 6.

Section 4.5.2 - Full-time students unable to progress to the next level may return to continue or repeat their studies at the same level on either a full-time or part-time basis. In such cases students will:

1. study a maximum of 90 credits and be registered as part-time
2. study a maximum of 30 credits from the next level of study
3. study the modules previously failed or deferred or substitutes for the failed modules
4. be in a position to recover any failure, and,
5. not have exceeded the maximum registration period for their award.

Section 4.5.3 - For undergraduate courses lasting more than one year (with the exception of Graduate Certificate, Graduate Diploma and Accelerated Single Honours Degree qualifications) in order to progress from one year to the next, part-time students will;

1. be in a position to recover any failure
2. have no more than 30 credits outstanding from modules already studied

3. be in a position to not exceed the maximum period over which an award or interim award may be studied.

Section 4.5.4 - Part-time students unable to progress to the next year of study may return to continue or repeat their studies at the same level. In such cases students will;

1. study modules previously failed or deferred or substitutes for failed modules
2. study a maximum of 30 credits from the next level of study
3. be in a position to recover any failure
4. not have exceeded the maximum registration period for their award.

Section 4.5.6 - Part-time students on Graduate Certificate and Graduate Diploma qualifications, in order to continue from one year to the next, will;

1. be in a position to recover any failure
2. have no more than 30 credits outstanding from modules already studied
3. not have exceeded the maximum registration period for their award.

Section 5.2.2 - The percentage grade average will be based on the grades from the student's best credits taken at the University of Wolverhampton on their current course as detailed in table below. Marginal fails at 35-39%, where a pass by compensation has been awarded, will be counted towards the percentage average if they fall within the best results as defined below.

Number of UofW credits taken on current course	Percentage average
240-360	180 level 5 and level 6 credits; at least 90 credits must be at level 6
160-220	150 level 5 and level 6 credits; at least 90 credits must be at level 6
Fewer than 160	90 level 6 credits

Section 5.2.3 - Students undertaking a Bachelor's Degree (Bracketed - Specialist) with Honours must have passed at least 90 credits at level 6 in the specialist subject.

Section 5.3.1 - The percentage grade average will be based on the grades from the student's best credits taken at the University of Wolverhampton on their current course as detailed in table below.

Number of UofW credits taken on current course	Percentage average
280-400	210 level 5 and 6 credits; at least 90 credits must be at level 6 and include a level 5 placement module.
180-260	150 level 5 and 6 credits; at least 90 credits must be at level 6 and include a level 5 placement module.

Section 5.5.1 - In addition to meeting the credit requirements for the qualification, a Foundation Degree may be awarded with Merit or Distinction as follows;

Qualification	Pass with Merit criteria	Pass with Distinction criteria
Foundation Degree	At least 90 credits at grade 60% or above at level 5.	At least 90 credits at 70% or above at level 5.

Section 5.6.1 - In addition to meeting the credit requirements for the qualification, a Master's Degree may be awarded with Merit or Distinction as follows;

Number of UofW credits taken on current course	Pass with Merit criteria	Pass with Distinction criteria
180	At least 120 credits at 60% or above, including research project/dissertation	At least 120 credits at 70% or above, including research project/dissertation.
120-150	At least 90 credits at 60% or above, including research project/dissertation	At least 90 credits at 70% or above, including research project/dissertation.
90-120	At least 60 credits at 60% or above, including research project/dissertation	At least 60 credits at 70% or above, including research project/dissertation.

Section 5.7.1 - In addition to meeting the credit requirements for the qualification, an HNC or HND may be awarded with Merit or Distinction as follows;

Qualification	Pass with Merit criteria	Pass with Distinction criteria
HNC	At least 90 credits at grade 60% or above at level 4.	At least 90 credits at 70% or above at level 4.
HND	At least 90 credits at 60% or above at level 5.	At least 90 credits at 70% or above at level 5

Effective Date: September 2021

APPROVED by Academic Board 17th March 2021 and AFRSC on 22nd April 2021.

Reference Points:

[UK Quality Code for Higher Education](#)

[Qualifications and Credit Frameworks](#)

[Subject Benchmark Statements](#)

[University Policies and Regulations](#)

Equality Act (2010)

Learning Outcomes:

PGCert Course Learning Outcome 1 (PGCCL01)

Demonstrate an understanding of knowledge relating to current theories and conceptual frameworks.

PGCert Course Learning Outcome 2 (PGCCL02)

Apply techniques and solutions to problems which demonstrate knowledge and understanding of contemporary issues and problems.

PGCert Course Learning Outcome 3 (PGCCL03)

Demonstrate an understanding of current market issues, together with a practical understanding of how planning is undertaken to deal with these issues.

PGCert Course Learning Outcome 4 (PGCCL04)

Make informed judgements based on provided data and communicate your recommendations clearly to selected stakeholder audiences..

PGCert Course Learning Outcome 5 (PGCCL05)

Demonstrate creativity in providing solutions and implementing plans at a professional or equivalent level.

PGCert Course Learning Outcome 6 (PGCCL06)

Demonstrate the qualities and transferable skills necessary for employment requiring: a) the exercise of initiative and personal responsibility b) decision-making in complex and unpredictable situations c) effective communications skills

PGDip Course Learning Outcome 1 (PGDCL01)

Demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice with a conceptual understanding that enables the student: a) to evaluate critically current research and advanced scholarship in the discipline b) to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.

PGDip Course Learning Outcome 2 (PGDCL02)

Demonstrate a comprehensive understanding of techniques applicable to your own research or advanced scholarship and ability to continue to advance your knowledge and understanding, and to develop new skills to a high level.

PGDip Course Learning Outcome 3 (PGDCL03)

Demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline.

PGDip Course Learning Outcome 4 (PGDCL04)

Ability to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate your conclusions clearly to specialist and non-specialist audiences.

PGDip Course Learning Outcome 5 (PGDCL05)

Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.

PGDip Course Learning Outcome 6 (PGDCL06)

Demonstrate the qualities and transferable skills necessary for employment requiring: 1. the exercise of initiative and personal responsibility 2. decision-making in complex and unpredictable situations 3. the independent learning ability required for continuing professional development.

Masters Course Learning Outcome 1 (MACLO1)

Demonstrate an ability to evaluate and plan at a professional and strategic level (i.e., formulate digital marketing strategies and plans). Analytical evaluation is emphasised to support the MSc pathway

Masters Course Learning Outcome 2 (MACLO2)

Develop and implement a research proposal for investigating a digital marketing challenge and communicate the results and conclusions of research and investigation via a variety of feedback and communication modes.

Masters Course Learning Outcome 3 (MACLO3)

Demonstrate a comprehensive knowledge (and application) of a range of techniques and frameworks applicable to analysing market environments and the understanding that enables the proposal of new hypotheses where appropriate. Quantitative approaches are emphasised to support the MSc pathway

Masters Course Learning Outcome 4 (MACLO4)

Critically assess the importance and impact of internationalisation and globalisation on organisations' digital marketing activities and identify marketing opportunities.

Masters Course Learning Outcome 5 (MACLO5)

Synthesise a range of marketing and digital marketing theories and data to produce a coherent situational analysis and further your understanding and skill through a variety of methodologies and learning & assessment mechanisms.

Masters Course Learning Outcome 6 (MACLO6)

Produce an independent piece of original work to an appropriate professional standard in both content and appearance

Overview of Assessment:

Module	Title	Course Learning Outcomes
7BE020	Digital and Entrepreneurial Marketing	MACLO2, MACLO3, MACLO5, PGCCLO1, PGCCLO2, PGCCLO3, PGCCLO4, PGCCLO5, PGCCLO6, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5, PGDCLO6
7BU021	The Masters Professional Project	MACLO1, MACLO2, MACLO3, MACLO4, MACLO6
7MG001	The Masters Research Project	MACLO1, MACLO2, MACLO3, MACLO4, MACLO6
7MK032	Strategic Marketing Management	MACLO1, MACLO4, MACLO5, PGCCLO1, PGCCLO2, PGCCLO3, PGCCLO4, PGCCLO5, PGCCLO6, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5, PGDCLO6
7MK033	Search Engine and Social Media Marketing	MACLO1, MACLO3, MACLO4, MACLO5, PGCCLO1, PGCCLO2, PGCCLO3, PGCCLO4, PGCCLO5, PGCCLO6, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5, PGDCLO6
7MK034	Digital Marketing Communications	MACLO1, MACLO2, MACLO4, MACLO5, PGCCLO1, PGCCLO2, PGCCLO3, PGCCLO4, PGCCLO5, PGCCLO6, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5, PGDCLO6

Teaching, Learning and Assessment:

This is a blended learning course with supportive and structured learning activities on Canvas.

The online materials and face-to-face components of the module are integrated into a complimentary learning experience, which is both engaging and relevant, and resources are also accessible online. You are provided with a road map for studying each module in the form of a Homepage on Canvas. Each Canvas Homepage sets expectations and includes an orientation to help you understand how to successfully navigate the different online components of the module and prepare for the face-to-face meetings.

The structure of each Canvas topic follows a standard Business School layout to ensure consistency and familiarity for students and to help you navigate the different modules you will be studying. The Canvas Pages are used to present learning inputs and related activities with a narrative flow; content is structured into bite-sized inputs, inclusive of any Panopto recorded slides. Each module Canvas page features a balance between interactive activities and short lecture inputs.

Regular opportunities are built in for formative feedback in-class and online. For summative assessments on modules with more than one tutor a marking rubric is used to ensure consistency and you will receive summative feedback via Canvas within four working weeks of submission. Your feedback may be written, oral or audio-visual in nature.

Blended learning lends itself to enquiry-based learning – this puts less emphasis on the lecture method of teaching and more on empowering you to solve problems, evaluate situations, research topics or apply principles, which is more appropriate to business education. Face-to-face sessions are delivered in workshop mode with a set of task-based activities, which draw on the online content, and enable you to practically and critically explore the topic individually and in small groups.

Opportunities are built in for you to collaborate in peer-to-peer learning activities. This could include things such as small groups using a flipped learning approach, small group case study analysis, student-led assessment unpacking, group discussions, student-led seminars and problem-based learning.

The workshop and activity-based approach to learning enables multiple opportunities for formative feedback and self-diagnosis and testing to be built into the core content for each module, and there will be regular opportunities for you to engage in small group and one-to-one tutorials.

Inclusivity

The modules are developed with Universal Design in mind, and to meet all accessibility standards. For instance, downloadable transcripts will be provided for all the videos – these may be created by Panopto and then edited into a useable text or may be scripted by the author in advance of the recording. We will also ensure that there are adequate descriptions provided all of graphs, charts, images etc used in PowerPoint slides included in the transcripts. There will also be alternative text for all graphics used in page, and we will ensure that all documents, PDFs etc are formatted to best be used by screen readers.

Case studies, examples and resources are drawn from a wide range of business cultures and contexts representing our diverse and international community.

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of

research.

Student Support:

General University support:

[The University Library](#) is the key source of academic information for students. The library provides physical library resources (books, journal, DVDs etc.) and offers a range of study areas to allow you to study in the environment that suits you best: Social areas, quiet and silent areas. The library also provides access to wide range of online information sources, including eBooks, e-Journals and subject databases.

The library also provides students with academic skills support via the [Skills for Learning programme](#). While on campus you can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. You can also access a range of online skills material at: www.wlv.ac.uk/lib/skills.

The [University Student Support website](#) offers advice on a variety of matters (careers, counselling, student union advice, etc.) Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

Course Specific Support

A personal tutor is allocated to you, and they will maintain regular communication (virtual and/or face-to-face) with you to support you as you progress. Should you encounter any difficulties, follow-up meetings are arranged to ensure that you make satisfactory progress or are not at risk of withdrawal. Personal tutors can assist you in your personal and academic development, planning and progression, as well as offering you advice and guidance to help you liaise with other staff and support facilities in your school and the University, including study skills support.

The course leader will monitor the academic and experiential quality of the course through Award Boards, focus groups and other channels. The course leader also supports and directs you proactively on the course, both collectively and individually, and responds to enquiries with regard to your academic programme of study.

The Faculty Enabling Tutor liaises with Student Support and Wellbeing (SSW) regarding provision for specific disabled students & disseminates information from Student Support and Wellbeing on the needs of specific disabled students. The Faculty Enabling Tutors also monitor requests for, and provision of, specific examination and assessment arrangements, publicise 'surgery' arrangements and make available time to meet with individual disabled students to enable them to discuss their own school-specific disability issues where necessary. The tutor takes a pro-active role in monitoring the welfare and academic progress of disabled students within the school.

Where applicable, in-class semester assessments are arranged by the module tutor. The module tutor will, where appropriate, ensure that any arrangements made for students requiring special consideration will be checked by University Student Support and Wellbeing to ensure fairness and equality, and that the provisions of the University Equal Opportunities policy are met. These arrangements will apply to those students who have identified special learning requirements.

Employability in the Curriculum:

Enterprise and employability are at the heart of this practice-focused business management programme. You will engage in live projects, and problem-based learning, applying business concepts to a wide range of diverse work environments. Case studies drawn from a diverse and international range of businesses will aid understanding of the business context, while live projects will enable you to work first-hand with the challenges of a business. The ability to work on these live projects will also hone your team-working, networking and consultancy skills, while opportunities for virtual placements will enable you to get valuable first-hand experience.

Critical business skills are embedded in the programme from the beginning and you will engage in a number of activities aimed at developing the personal and professional skills required in modern organisations. The

course culminates in a Professional Project in which you will bring together all the skills you have acquired throughout your studies to create a business artefact relevant to a modern business environment. This will not only enable you to consolidate your employability skills, but also to demonstrate them to potential employers.

Students will be encouraged to reflect on the abilities and skills acquired and to consider them in the context of a business.

The MSc Digital Marketing course is delivered by academics with practitioner experience. Furthermore, the programme is designed and delivered from a consultancy perspective and live businesses are used for assessments and to deliver specialist inputs. This exposure to real-life businesses will enhance your employability profile and encourage networking opportunities. Exposure to real-life businesses is valuable for widening your future employment prospects.



THE UNIVERSITY OF OPPORTUNITY