UNIVERSITY OF WOLVERHAMPTON

Course Specification

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Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	MK028T01UM	Full-time	4 Years
	MK028T31UM	Part-time	6 Years
Course Title:	BA (Hons) Digital Marketing Management with Foundation Year		
Hierarchy of Awards:	Bachelor of Arts with Honours Digital Marketing Management Bachelor of Arts Digital Marketing Management Diploma of Higher Education Digital Marketing Management Certificate of Higher Education Digital Marketing Management Foundation and Preparatory Studies Digital Marketing Management University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	25/Sep/2023		
Last Review:			
Course Specification valid from:	2022/3		
Course Specification valid to:	2028/9		

Academic Staff

Course Leader:	Hajrija Dergic
Head of Department:	

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

Entry onto level 4:

Applicants will apply through UCAS and will be required to meet the standard-entry requirements for degrees within UWBS:

· 'A' Levels at grade BBC - CCC

· BTEC QCF Extended Diploma grade MMM, BTEC QCF Diploma grade DD

· Access to HE Diploma full award (Pass of 60 credits - of which a minimum of 45 credits must be at level 3 including 18 at Merit or Distinction).

· AAT Level 3 Accounting

· For other qualifications or relevant experience, please contact Admissions

Part-time students must apply directly to the University's centralised admissions unit.

In the case of international students competency in English Language with a minimum of IELTS 6 or equivalent where first language is not English.

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process.

All applicants will be processed through the university's centralised admissions units, with any UK non-standard applicants being referred to the Faculty Student Office.

Students may apply for RPL and receive credit, subject to the guidelines set out in the University of Wolverhampton RPL guidelines.

Distinctive Features of the Course:

Digital Marketing Management is an exciting, fast-moving and critical area of business management. In this course you will acquire a knowledge of contemporary Digital Marketing tools and techniques, including Marketing strategy, Digital Marketing, search engine and social media marketing, Marketing consultancy, web development and design, search engine optimisation (SEO), big data, branding, sustainability, consumer behaviour, and ethical influence and responsibility.

A practical and practice-based programme, this course will equip you with the agile, reflexive and critical thinking skills which are vital for success in modern organisations. You will develop practical skills in areas such as Digital Marketing, managing Marketing budgets and pricing, and communication skills, the majority of which will be underpinned by real life business engagement.

The course is based around four core pillars of digital business, sustainable business, innovative business and responsible business and you will explore the practical and theoretical aspects of Digital Marketing management through these themes giving you an immersive experience which will result in a thorough understanding of the challenges and opportunities faced by organisations in the 21st century.

On this course, you will have the opportunity to undertake a year's placement in the workplace between Level 5 and Level 6. Completing a Sandwich Placement will equip you with networking, team-working, time management and personal skills required by modern business and will acquaint you with the customs and norms of a real business.

Educational Aims of the Course:

This innovative and exciting BA (Hons) Digital Marketing Management course provides you with an underpinning knowledge and understanding of Digital Marketing and how you can apply Marketing theories and their strategic applications to organisations operating within a highly digitised and challenging global business environment.

Through the use of a wide range of interactive and applied activities and e-learning forums you will explore the core aspects of Marketing principles essential to the work of Marketing professionals.

Independent and transferable personal development skills are vital in Digital Marketing and you will have the opportunity to develop them through interactive learning activities and self-reflection to enable you to develop the professional skills required in the workplace. You will acquire core Marketing skills through case studies, online activities and live projects, through interactions with marketers and business speakers, and through reflecting on your own practice.

Intakes:

September
January

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	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00
2021/2	H	Full Time / Sandwich	£9250.00
2021/2	Overseas	Full Time / Sandwich	£12950.00
2021/2	H	Part Time	£3100.00
2022/3	H	Full Time / Sandwich	£9250.00
2022/3	Overseas	Full Time / Sandwich	£13450.00
2022/3	H	Part Time	£3120.00
2023/4	H	Full Time / Sandwich	£9250.00
2023/4	Overseas	Full Time / Sandwich	£14450.00
2023/4	H	Part Time	£4625

PSRB:

None

Course Structure:

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
3GK012	Preparing for Success at University	40	SEM1	Core
3BU003	Principles of Business	20	SEM1	Core
3BU002	21st Century Management	20	SEM2	Core
3GK013	Project-Based Learning	40	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4MK012	The Fundamentals of Marketing	30	SEM1	Core
4BU017	The Digital Business	30	SEM1	Core
4MK011	Branding and Advertising	30	SEM2	Core
4MK010	Website Development and Design	30	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
5MK015	Innovation in Marketing	30	SEM1	Core
5MK016	Marketing Planning Research and Management	30	SEM1	Core
5MK017	Customer Experience and Relationship Management	30	SEM2	Core
5MG001	The Professional Manager and Leadership	30	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
6MK012	Marketing and Digital Strategy	30	SEM1	Core
6BU020	The Professional Project	30	SEM2	Core
6MK013	Consumer Behaviour and The Responsible Marketer	30	SEM1	Core
6MK014	The Marketing Consultant	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:

Reference Points:

[UK Quality Code for Higher Education](#)

[Qualifications and Credit Frameworks](#)

[Subject Benchmark Statements](#)

[University Policies and Regulations](#)

Chartered Institute of Digital Marketing (CIM)

Professional Qualification Syllabi – Professional Certificate inDigital Marketing and Professional Diploma in Digital Marketing

Equality Act 2010.

Overview of Assessment:

As part of the course approval process, the course learning outcomes were mapped to each of the modules forming the diet of the programme of study. This process confirmed that all course learning outcomes can be met through successful completion of the modules. This mapping applies to the final award as well as to all of the intermediate awards.

Learning Outcomes	Modules
CERTHE01 Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study	
CERTHE02 Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study.	
CERTHE03 Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work	
CERTHE04 Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments	
CERTHE05 Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility	
DIPHE02 Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.	
DIPHE03 Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context.	
DIPHE04 Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study.	
DIPHE05 Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.	
DIPHE06 Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively.	
DIPHE07 Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.	
BHONSN01 6. Develop skills of independent learning, analysis, synthesis and critical thinking through the application of	

Learning Outcomes	Modules
Digital Marketing and management concepts and principles and the related underpinning theories appropriate to a wide range of Digital Marketing situations.	
BHONSN02 1. Develop and apply research, writing, numerical, digital and personal skills within a Digital Marketing context	
BHONSN03 2. Apply relevant transferable skills to a career in Digital Marketing (for example, managing projects, communication, working in teams, research and appropriate technologies and critically reflect on the effectiveness of their own skills and knowledge in such application.	
BHONSN04 3. Examine contemporary and strategic issues through the application of relevant analytical concepts, models and theories.	
BHONSN05 4. Evaluate and demonstrate an informed understanding of ethical responsibilities contributing to their professional values and their role in organisations and society in the 21st century.	
BHONSN06 5. Critically appraise relevant knowledge and understanding of organisations, the external environment in which they operate and Digital Marketing theory when assessing and solving problems in different scenarios.	
BHONS01 1. Develop and apply research, writing, numerical, digital and personal skills within a Digital Marketing context	
BHONS02 2. Critically appraise relevant Digital Marketing knowledge and understanding of organisations, the external environment in which they operate and Digital Marketing theory when assessing and solving problems in different Digital Marketing and management scenarios.	
BHONS03 3. Apply relevant transferable skills to a career in business and management (for example, developing Digital Marketing strategy, managing projects, communication, working in teams, research and appropriate digital technologies and critically reflect on the effectiveness of their own skills and knowledge in such application.	
BHONS04 4. Examine contemporary and strategic Digital Marketing issues through the application of relevant analytical concepts, models and theories.	
BHONS05 5. Evaluate and demonstrate an informed understanding of ethical responsibilities contributing to their professional values and their role in organisations and society in the 21st century.	
BHONS06 6. Develop skills of independent learning, analysis, synthesis and critical thinking through the application of Digital Marketing and management concepts and principles and the related underpinning theories appropriate to a wide range of Digital Marketing situations.	

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 and activities, 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 in line with University of Wolverhampton's feedback policy. 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 Digital Marketing management 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.

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

At Level 4 you will be allocated an Academic Coach to help you to settle into University and make the most of your first year of study. For Level 5 and above, 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 Digital Marketing 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 and Marketing context, while live projects will enable you to work first-hand with the Marketing 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.

Your Sandwich Placement will give you practical, hands-on work experience in an area of business which appeals to you. In addition to the practical experience, you will acquire networking skills, team-working skills and an appreciation of needs of a modern organisation.

Critical Digital Marketing management 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 Marketing-related artefact relevant to a modern business and marketing environment. This will not only enable you to consolidate your employability skills, but also to demonstrate them to potential employers.

You will be encouraged to reflect on the abilities and skills you have acquired and to consider them in the context of a Digital Marketing. In your final year, you also have the opportunity to be mentored by a company director in our hugely successful Institute of Directors Mentoring Scheme.

The course is designed to prepare you for career opportunities in a variety of Digital Marketing-related areas including brand management, account management, sales promotion, Digital Marketing research, search engine Digital Marketing, search engine optimisation, freelance Digital Marketing, advertising, interactive Digital Marketing and customer relationships within manufacturing, retailing and service sectors.

THE UNIVERSITY OF OPPORTUNITY