



SECTION 1: KEY PROGRAMME DETAILS

PROGRAMME INFORMATION	
Final Award Title	MSc Digital Marketing
Default Award Title (Exit Award)	N/A
Interim Award Titles (Exit Awards)	PG Diploma Digital Marketing PG Cert Digital Marketing
Awarding Institution	UWE Bristol
Teaching Institutions	N/A
Partner Institutions	N/A
Delivery Locations	Frenchay Campus, UWE Bristol
Study Abroad / Exchange / Credit Recognition	N/A
Faculty Responsible For Programme	Faculty of Business and Law
Department Responsible For Programme	BBS: Business and Management
Professional Statutory or Regulatory Body (PSRB) Links	Accreditation with the Digital Marketing Institute is being sought
Apprenticeship	N/A
Mode of Delivery	FT
Entry Requirements	<p>The University's Standard Entry Requirements apply with the following additions/exceptions*:</p> <p>You will need an honours degree of 2.2 or above in Marketing or a closely related subject.</p> <p>Applicants should pay especially close attention to the personal statement which forms part of the application form. You should show why you are interested in taking the MSc Digital Marketing programme, explain why you believe you are suited to a career in this area and outline any recent experience (within the last two years).</p> <p>If you do not have a first degree with a substantial amount of marketing in it you may still be able to take the course, providing that you have professional qualifications and/or marketing experience equivalent to that of a marketing graduate. You may need to complete a written assessment exercise to demonstrate your marketing expertise.</p> <p>If English is not your first language, you will be required to meet the UK Border Agency and Universities minimum English Language requirements such as the International English Language Test</p>

PROGRAMME INFORMATION	
	(IELTS) overall score of 6.5 with 5.5 in each component. For further details please visit our English Language requirements page. http://www1.uwe.ac.uk/study/internationalstudents/englishlanguage/requirements.aspx
For Implementation From	September 2019
Programme Codes	N51112

PART B: FOR STUDENT AND ACADEMIC SERVICES COMPLETION ONLY	
First UVP Approval Date	26 March 2019
Date of Last Revalidation (through Programme Enhancement Review)	N/A
Next Programme Enhancement Review Date	2025

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES**PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES**

1. (Programme) Overview (c. 400 words)
<p>This is a 'specialist' Masters programme for students hoping to embark on a career in digital marketing. It is primarily aimed at graduates with an existing degree (or equivalent qualification/experience) in marketing.</p> <p>This specialist discipline and practice-oriented programme will provide these students with a strong working knowledge of the areas in which they might find employment, as well as helping them to gain a specific skillset that is relevant and applicable to the global digital marketing industry. Teaching will therefore involve practical workshops and hands-on tuition, as well as helping students to think analytically and strategically through scholarly enquiry and consideration of emerging academic theory and concepts in this area of study.</p> <p>This programme will consider online behaviour across a range of cultures. The principles learned on this programme will be applicable to a wide range of platforms throughout the world. The programme will focus on the most popular online platforms; these are currently largely US-based, although their use can be described as global.</p> <p>This programme will be accredited by the Digital Marketing Institute (DMI). This means that graduates will receive both the MSc Digital Marketing qualification from UWE Bristol and the Digital Marketing Professional Certificate from the DMI. The programme has been designed to enable the DMI to map it against its own learning objectives.</p>
2. Educational Aims (c. 4-6 aims)

This is a 'specialist' Masters programme which will equip graduates with the ability to critically assess and then apply a range of digital marketing principles and theories. Successful graduates will:

- Become proficient in their use of a range of industry-standard digital marketing tools
- Be able to analyse a range of numerical data to provide strategic recommendations
- Employ appropriate theory and research when solving marketing challenges
- Demonstrate the collaborative and communication skills necessary to work effectively in an organisation
- Develop professional identity and values as a digital marketer

3. Programme Learning Outcomes (c. 6-8 outcomes)**Programme (Learning) Outcomes (POs)**

No.	PO Text
PO1	Design, create, use and adapt digital marketing materials as part of a broader marketing strategy, across a variety of complex contexts.
PO2	Analyse and interpret numerical data in order to make data-driven strategic decisions based on a range of sources.
PO3	Demonstrate and apply a deep and systematic knowledge of recent consumer theory.
PO4	Gather, critically evaluate and apply both quantitative and qualitative data to resolve complex problems.
PO5	Demonstrate effective team working skills and the ability to work collaboratively, pre-empting likely conflicts before they arise.
PO6	Identify, evaluate and use a range of communication styles and media appropriate to complex contexts relevant to a digital marketing specialist.
PO7	Demonstrate reflexivity and the ability to identify and develop a skillset appropriate to a chosen career path.
PO8	Critically evaluate ethical challenges and be able to demonstrate an understanding of the importance of ethical decision making in a business context.

4. Programme (Learning) Outcomes (POs) Mapping

	UMKDQP-30-M	UMKQQQ-30-M	UMKQSS-30-M	UMKDQR-30-M	UMKDQT-60-M
Programme Outcomes:					
PO1 Design, create and use digital marketing materials, with a range of digital marketing tools.	x		x	x	
PO2 Analyse numerical data in order to make data-driven strategic decisions based on a range of sources.		x			
PO3 Demonstrate knowledge of recent consumer theory and research through employment of appropriate theory in digital marketing proposals	x			x	
PO4 Gather, critically evaluate and apply both quantitative and qualitative data and evidence from a range of credible sources		x		x	x
PO5 Demonstrate effective team working skills and the ability to work collaboratively.				x	
PO6 Use a range of communication styles and media appropriate to different contexts.	x			x	x
PO7 Demonstrate ability to identify and develop a skillset appropriate to a chosen career path.			x		
PO8 Critically evaluate ethical challenges and be able to demonstrate an understanding of the importance of ethical decision making in a business context.		x			

5. Stage Learning Outcomes (Optional)

This section is *optional*, and is to be completed only where relevant.

N/A

PART B: PROGRAMME STRUCTURE**1. Structure (Full-time)**

This structure diagram demonstrates the student journey from entry through to Graduation for a typical **full time student** including:

- level and credit requirements
- interim award titles
- compulsory and optional modules

Year: M (1 year full-time only)

Interim award: PG Certificate Digital Marketing requires 60 credits at the appropriate level. **PG Diploma Digital Marketing** requires 120 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UMKDQP-30-M	Behaviour, strategy and content production	M	30
UMKDQQ-30-M	Use of data	M	30
UMKDQS-30-M	Applying digital tools – professional portfolio	M	30
UMKDQR-30-M	Applying digital tools – group pitch	M	30
UMKDQT-60-M	Digital Marketing Dissertation	M	60

Optional modules

N/A

2. Structure (part-time)

N/A

PART C: HIGHER EDUCATION ACHIEVEMENT RECORD (HEAR) SYNOPSIS

This is a 'specialist' Masters programme which will equip graduates with the ability to critically assess and then apply a range of digital marketing principles and theories. Successful graduates will become proficient in their use of a range of industry-standard digital marketing tools. They will also be able to analyse a range of data sources to provide strategic recommendations, will employ appropriate theory and research when devising a strategic marketing plan, and will feel comfortable working within a group to respond to a digital marketing challenge as is commonplace in this industry.

PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

In designing the programme we have taken account of the QAA UK Quality Code for Higher Education, University Strategy, and AACSB standards.

In designing the programme we have also referred to the areas required for accreditation by the DMI.

PART E: REGULATIONS

A: Approved to [University Regulations and Procedures](#)