



Programme Specification

Digital Marketing [Frenchay]

Version: 2023-24, v1.0, 10 Jul 2023

Contents

Programme Specification	1
Section 1: Key Programme Details	2
Part A: Programme Information	2
Section 2: Programme Overview, Aims and Learning Outcomes	3
Part A: Programme Overview, Aims and Learning Outcomes	3
Part B: Programme Structure.....	4
Part C: Higher Education Achievement Record (HEAR) Synopsis	6
Part D: External Reference Points and Benchmarks	6
Part E: Regulations	6

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Digital Marketing [Frenchay]

Highest award: MSc Digital Marketing

Interim award: PGCert Digital Marketing

Interim award: PGDip Digital Marketing

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: FBL Dept of Business & Management, Faculty of Business & Law

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 September 2023

Programme code: N5IK12

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: This Masters programme is for students hoping to embark on a career in digital marketing. It is aimed at graduates with an existing degree (or equivalent qualification/experience).

This 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.

This programme will consider consumer behaviour across a range of cultures. The principles learned on this programme will be applicable to a wide range of contexts throughout the world. The programme will focus on the most popular marketing tools and online platforms; these are currently largely US-based, although their use can be described as global.

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.

Educational Aims: This Masters programme 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 marketing

communication tools and principles

Be able to analyse a range of numerical data to provide strategic recommendations

Employ appropriate theory and research when solving digital marketing challenges

Demonstrate the collaborative and communication skills necessary to work effectively in an organisation

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Programme Learning Outcomes

- PO1. Apply a deep and comprehensive knowledge of digital marketing concepts and tools to communicate effectively across a range of digital platforms.
- PO2. Apply appropriate research techniques to investigate an area of digital marketing
- PO3. Demonstrate a critical awareness of influences on human behaviour
- PO4. Develop effective marketing strategy through the identification and application of relevant knowledge
- PO5. Analyse data to solve complex marketing problems
- PO6. Conceive and create original and effective digital marketing content
- PO7. Demonstrate an understanding of the standards of ethical and global citizenship behaviours expected of a digital marketing professional
- PO8. Use a range of industry-standard digital marketing tools

Part B: Programme Structure

Year 1

Students must take 180 credits

Year 1 Compulsory Modules

Students must take 105 credits.

Module Code	Module Title	Credit
UMKDW9-15-M	Customer Behaviour 2023-24	15
UMKDWB-15-M	Data Driven Marketing 2023-24	15
UMKDWE-15-M	Fundamentals of Marketing Communications 2023-24	15
UMKDWA-15-M	Marketing Strategy 2023-24	15
UMKDWH-15-M	Search Engine Marketing 2023-24	15
UMKDWG-15-M	Social Media Marketing 2023-24	15
UMKDWF-15-M	Website Design 2023-24	15

Year 1 Optional Modules

Students must take one 15 credit module.

Module Code	Module Title	Credit
UMKDWV-15-M	Artificial Intelligence 2023-24	15
UMKDWM-15-M	Corporate Communications 2023-24	15
UMKDWD-15-M	Creative Marketing Methods 2023-24	15
UMKDWL-15-M	Customer Relationship Marketing 2023-24	15
UMKDWJ-15-M	E-Commerce 2023-24	15
UMKDWR-15-M	Ethical Marketing Practice 2023-24	15
UMKDWK-15-M	Global Marketing 2023-24	15
UMKDWQ-15-M	Marketing and Sustainability 2023-24	15
UMKDWN-15-M	Promotion and Society 2023-24	15
UMKDWP-15-M	Retail and Fashion 2023-24	15

UMKDWS-15-M	Social Marketing 2023-24	15
UMKDWU-15-M	Video Game Marketing 2023-24	15

Year 1 Optional Modules (Project Modules)

Students must take one 60 credit module.

Module Code	Module Title	Credit
UMKDWX-60-M	Enterprise Project - New Business Plan 2023-24	60
UMKDWC-60-M	Research Project module: PG Marketing programmes 2023-24	60
UMKDWY-60-M	Work Based Learning Project 2023-24	60

Part C: Higher Education Achievement Record (HEAR) Synopsis

This is a 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 digital marketing plan, and will feel comfortable working within a group to respond to a marketing challenge as is commonplace in this industry.

Part D: External Reference Points and Benchmarks

Part E: Regulations