



Programme Specification

Digital Marketing [Frenchay]

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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

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

School responsible for the programme: CBL Bristol Business School, College of Business and Law

Professional, statutory or regulatory bodies: Not applicable

Modes of delivery: Full-time

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

For implementation from: 01 September 2026

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 wishing to embark on a career in digital marketing. It is aimed at graduates with an existing degree (or equivalent qualification/experience). As well as becoming proficient in specific digital marketing tools and techniques, students will learn how marketing works with other business functions to add value to the organisation as a whole and its various stakeholders.

The MSc Digital Marketing has been designed to challenge students in their ways of thinking, behaving, and learning. 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.

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. Through exposure to a range of such tools, and by understanding the principles behind their application, students will be able to keep pace with the rapid evolution of digital marketing tools and techniques throughout their future careers.

Students will gain hands-on experience in collaborative group work, including the opportunity to work in diverse, cross-cultural teams. Students will tackle real-world problems, develop their presentation skills across various formats, and build valuable, transferable skills that will enhance their employability and prepare students for success in the dynamic field of digital marketing.

Students will also undertake an independent research project within the field of digital marketing, allowing them to showcase their research abilities, strengthen their time and project management skills towards achieving their career aspirations.

Features of the programme: Core Features

Specialist Focus: Combines broad business and marketing knowledge with a focus on digital marketing.

Career-Ready Preparation: Designed to help students to succeed in dynamic, competitive global markets.

Skills Development: Focuses on ethical decision-making, contemporary challenges, and transferable skills such as teamwork, communication, and innovative thinking.

Personalised Skills Module: Starts with a skills and aspirations audit to identify gaps and track growth. Offers tailored support for skill development and career positioning.

Inclusivity: Suitable for students from all undergraduate backgrounds, ensuring skills and knowledge are applicable locally and globally.

Employers: Developed with industry input to ensure relevance and competitiveness in the job market.

Holistic Business Understanding: Integrated learning that provides a strong foundation in organisational functions and how they interrelate with digital marketing.

Undertake an applied project module focusing on solving real-world business problems.

Student-centred approach to learning and teaching, where knowledge is constructed by students through their engagement in a combination of lectures, seminars, group work, and mentoring, supported by independent study and by in-person and online resources to aid academic and professional growth.

Authentic assessment focused on developing workplace-relevant skills: teamwork, evidence-based debate, communication, reflection, decision-making and problem-solving.

Outcome

Graduates will leave with a valuable academic qualification, practical skills, confidence, and a competitive edge for careers in digital marketing.

Career Opportunities

Include roles such as: SEO and CRO Executive, Digital Marketing Executive, Social Media Marketing Executive , Content Manager, Digital Marketing Manager.

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. Students will become proficient in their use of a range of industry-standard digital marketing and general marketing tools and principles. The programme will develop their ability make strategic and operational decisions, based on a diverse range of qualitative and quantitative data. Not only will it support the development of collaborative and communication skills, but also provide an understanding of the organisational context within which marketing creates value in concert with other business functions.

Programme Learning Outcomes:

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

Programme Learning Outcomes

- PO1. Demonstrate a critical understanding of organisations, their external and internal context, and the role of the digital marketing function in relation to other business functions and processes.
- PO2. Show a critical understanding of approaches and methods required to investigate digital marketing issues as well as a recognition of how knowledge is advanced through research.
- PO3. Apply academic, professional, and interpersonal skills relevant to digital marketing, taking responsibility for their continuing professional development.

- PO4. Apply skills and knowledge to a range of business problems and contexts to propose robust, creative solutions.
- PO5. Articulate a set of personal values and evaluate these relative to professional norms and concepts of global citizenship.

Assessment strategy: The programme's assessment strategy emphasises subject knowledge and practical and professional skills relating to digital marketing. Aligned with this, assessments are authentic to reflect the transferable skills required in this field. Authentic assessment means asking students to perform real-world tasks that demonstrate meaningful application of essential knowledge and skills.

The assessment strategy is considered across the programme and includes a balance of formative and summative assessments designed to facilitate progression through differing levels of complexity. This is particularly important in conversion programmes such as this one where the focus is on developing students from different backgrounds and different levels of knowledge and experience in marketing and digital marketing.

Students have diverse strengths and learning styles. By using multiple methods, educators can provide a more inclusive and fair evaluation of all students. Inclusivity is key at UWE and support along with a balanced assessment strategy becomes paramount to students' success. This balanced approach enables the development of subject-knowledge and a range of transferable skills that support UWE's graduate attributes and employability principles.

Accordingly, students will demonstrate the achievement of the programme and module learning outcomes through a range of assessment types, such as portfolios, presentations, reflections, reports, case studies, essays, exams.

Support will be provided at module level to help students understand specific assessment requirements. However, a short definition of each assessment type is also provided here for reference purposes.

A portfolio is an assignment which is usually a collection of related work undertaken over a length of time which may include reflective written work, professional body requirements e.g. competency achievement/sign off or reviews of related topics.

A presentation is a way of setting out and explaining a student's ideas to others in a formal and succinct manner. Presentations can be delivered either orally or as a poster and may be done individually or as part of a group.

Reflection enhances deeper learning and a reflective diary collates a student's personal learning journey through feelings, thoughts and lessons learnt, sometimes resulting in change of practice.

A report is a highly structured piece of work. A particular kind of report will often follow a template, itemising sections such as headings, sub-headings and appendices. These sections act as guidelines and encourage students to take a systematic approach to the subject material they need to cover. They help ensure that the content is clearly organised and enhance the professional appearance of the report. Reports also often include data that is communicated in the form of tables, charts and infographics. Since report structure is so important, it is essential that students read the assignment brief carefully, noting any specific guidance for presentation and assessment criteria.

A case study is a detailed account of a situation, event, decision or problem. Case studies are often used for analysis and problem solving, as a means of relating theoretical knowledge to real circumstances.

An essay is a written piece of work which may analyse, critique, review and/or discuss a specific topic. The arguments within the essay will be informed by texts, peer-reviewed sources and appropriate e-resources.

An examination or exam is a piece of work produced under controlled conditions. It is usually scheduled for a specific time and date, and usually has a time limit.

A critical discussion is an oral examination in which the examiner(s) discuss a

student's work in order to establish, asking the student to explain and justify various aspects of a project or a piece of work that they have produced.

Student support: Programme and Module leaders

Student support for overarching academic and professional concerns, is provided by Programme Leaders, all issues relating to the content, delivery and assessment of modules is provided by Module Leaders.

Student Advisors

For concerns of a personal nature, students can access help from Student Advisors. Student Advisors provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example assessment arrangements, personal circumstance procedures, progression counselling, as well as personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on including, when-relevant, how to access the wider support provided by the University. This service is supplemented by extensive online resources.

Career support

The UWE Careers Service provides high quality professional advice and guidance focusing on enabling students to take control of and responsibility for their own career planning and progression/development. There are regular Careers & Employability What's On updates sent to all students via the programme BlackBoard pages.

UWE Careers support is integrated throughout the programme with direct input from UWE careers team. UWE Careers also offers support on developing the skills, experience and knowledge necessary for improving employability prospects. Students can access support around finding vacancies for work experience, volunteering, part time work and internships, as well as events and workshops. UWE Careers provides recruiter facing services including advertising graduate job vacancies, work experience and volunteering opportunities. There are also part time jobs advertised by the Student Union JobShop. There is specialist support for international students including specific resources developed for a range of countries. Students are introduced to the service during the induction week for the

course and are encouraged to use the service all through their programme and after graduation.

Induction

All students take part in an Induction programme at the start of their postgraduate studies and are provided with a programme handbook via the programme BlackBoard pages. Students are also encouraged to feedback their experience or any concerns they may have through weekly programme leader individual drop in meetings and through whole programme meetings that are aimed at covering more general issues.

Study Facilities

The Bristol Business School has state-of-the-art facilities in its £55 million building within which students have access to cutting-edge learning spaces. Designed with student input, the Business School building offers learning spaces for individual and group study plus bookable conference rooms. The Business School and library offer spaces for silent and group study and bookable rooms. In our specialist library and learning hub, business librarians manage vast collections to support students research. Students will have access to recommended books, trade press, academic journals, and industry databases on and off campus. The library also offers workshops to develop study skills.

Student Union and Course Representatives

An important part of the programme is the involvement of students. Two or three student representatives are elected to serve on the Student Representatives & Staff Forum meetings that are held each term to discuss issues raised by students in relation to their experience of studying at UWE and on the programme. These meetings feed directly into the governance structures at the university.

Disability Services

Support for students with learning adjustments is coordinated centrally through Disability Services. This acts as a holistic service for students and applicants to the University and also supports the academic and administrative staff.

Other Services

In addition to the above, the University's Student Services offers a range of services to support students during their time at university and beyond:

University Health Centre and general advice on Staying Healthy

Careers and employability, advice on choosing a career, and finding student and graduate vacancies

UWE volunteering, opportunities for students to get involved in the local community through - the Community Volunteer Programme

Student Advisors & Counselling to support wellbeing

The Living Centre, for support with faith and spiritual matters

Global student support, to help international students to make the most of living and studying in the UK

Managing disability and dyslexia, to get help with all disability related support needs

Money and Visas, for financial check-ups, or help with UK visas.

Part B: Programme Structure

Year 1

Students must take 180 credits from the modules in Year 1.

Year 1 Optional Modules (Full-time)

Students must take 60 credits from the modules in Optional Modules (Full-time).

Students must choose two modules from one of the following combinations:

Marketing Project: Group Project Challenge

Marketing Project: Individual Project Challenge

OR

Work-Based Learning Project: Project Scoping

Work-Based Learning Project: Implementation and Review

OR

Enterprise Project: Business Realisation

Enterprise Project: Concept Development

Module Code	Module Title	Credit
UMKTEG-30-M	Marketing Project: Group Project Challenge 2026-27	30
UMKTEH-30-M	Marketing Project: Individual Project Challenge 2026-27	30
UMKTEF-30-M	Enterprise Project: Business Realisation 2026-27	30
UMKTEE-30-M	Enterprise Project: Concept Development 2026-27	30
UMKTEC-30-M	Work-Based Learning Project: Project Scoping 2026-27	30
UMKTED-30-M	Work-Based Learning Project: Implementation and Review 2026-27	30

Year 1 Compulsory Modules (Full-time)

Students must take 120 credits from the modules in Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UMPTDK-15-M	Career Catalyst: Developing Skills for Long Term Success 2026-27	15
UMCTDH-30-M	The Anatomy of a Business 2026-27	30
UMCTDJ-30-M	Navigating Organisational Complexity 2026-27	30
UMKTDT-45-M	Digital Marketing 2026-27	45

Part C: Higher Education Achievement Record (HEAR) Synopsis

This Masters programme will equip graduates to critically assess, select and apply a range of digital marketing principles and theories. Graduates will be able to use of a range of industry-standard digital marketing tools. They will develop intellectual,

technical and interpersonal skills and be equipped with the self-evaluation and planning techniques necessary to take responsibility for their continuing professional development. They will also be able to analyse a range of data sources, employing appropriate theory and research skills when making and justifying strategic recommendations on digital marketing and general business issues.

Part D: External Reference Points and Benchmarks

The programme has been designed to reflect the UWE Bristol 2030 Strategy, which includes the aim of delivering outstanding practice-led learning, fostering the development of ready and able graduates who are ambitious, collaborative, innovative, inclusive and enterprising. The UWE Bristol 2030 Teaching and Learning Strategy further sets out a commitment to personalised experiences for all learners, practice-led, research informed learning and teaching, digitally enabled, problem-based education and the championing of teaching excellence.

The views of current students, alumni, employers and international collaborative partners have been reflected in the design of the programme.

The programme aligns with the QAA's Characteristics Statement for Masters Degrees (QAA 2020) and Subject Benchmarks Statement for Masters Degrees in Business and Management (QAA 2023). It has also been designed to satisfy the requirements of the Masters Level (Level 7) descriptors of the QAA's Framework for Higher Education Qualifications in England, Wales and Northern Ireland, January 2024.

Part E: Regulations

Approved to University Regulations and Procedures