



UNIVERSITY OF
PORTSMOUTH

COURSE SPECIFICATION

BA (Hons) Digital Marketing

**Academic Standards, Quality and Partnerships
Department of Student and Academic Administration**

March 2018

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COURSE SPECIFICATION

Please refer to the [Course Specification Guidance Notes](#) for guidance on completing this document.

Course Title	<i>BA (Hons) Digital Marketing</i>
Final Award	<i>BA (Hons)</i>
Exit Awards	<i>CertHE, DipHE</i>
Course Code / UCAS code (if applicable)	<i>C2326S</i>
Mode of study	<i>Full time</i>
Mode of delivery	<i>Campus</i>
Normal length of course	<i>3 years, 4 years with placement</i>
Cohort(s) to which this course specification applies	<i>From September 2019 intake onwards</i>
Awarding Body	<i>University of Portsmouth</i>
Teaching Institution	<i>University of Portsmouth</i>
Faculty	<i>Faculty of Business and Law</i>
School/Department/Subject Group	<i>Marketing and Sales</i>
School/Department/Subject Group webpage	http://www.port.ac.uk/portsmouth-business-school/
Course webpage including entry criteria	http://www.port.ac.uk/courses/business-and-management/ba-hons-digital-marketing/
Professional and/or Statutory Regulatory Body accreditations	<i>None</i>
Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level	<i>Level 6</i>

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the [Module Web Search](#) for further information on the course structure and modules.

Educational aims of the course

The [Course Specification Guidance Notes](#) include advice on what to include in this section.

The Digital Marketing programme aims to:

- Provide students with a detailed understanding of the core aspects of marketing as well as teaching the technical skills to create digital artefacts. By learning key theory alongside plenty of opportunities for practical and creative application, students will have a clear understanding of how digital experiences and interactive applications can be created and utilised for marketing a product, brand or organisation.
- Provide a framework for understanding the marketing function and the contribution it makes to achieving organisational goals.
- Provide a challenging and stimulating study environment.
- Provide students with the opportunity to study a flexible coherent programme up to and including a maximum of 40 credits worth of option units (including IWLP Languages 20 credits in Level 5 and not for credit at other levels).
- Equip graduates with the necessary transferable skills for lifelong learning and flexibility in the context of changing labour markets.
- Provide students with the skills and knowledge required to maximise career and postgraduate study opportunities.
- Provide an appreciation of the discipline of business and management research, as it applies to marketing.
- Encourage ongoing critical, evaluative and strategic thinking.
- Enable students to view change and enterprise as constants in business and society and an integral part of business learning.
- Encourage students to recognise of the importance of the industry-education relationship.
- Provide a platform for subsequent professional development in marketing.
- Integrate research undertaken by academic staff into teaching.

Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The [Quality Assurance Agency for Higher Education \(QAA\)](#) sets out a national framework of qualification levels, and the associated standards of achievement are found in their [Framework for Higher Education Qualifications](#) document.

The Course Learning Outcomes for this course are outlined in the tables below.

A. Knowledge and understanding of:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A101	Explain the theories and practices of marketing using digital technology.	Learning is achieved by lectures supplemented by seminars, practical sessions and workshops. Lectures together with online material provide theoretical/conceptual foundations. Seminars, practical	Assessment is via a mix of coursework and examination. Coursework includes individual and group work, presentations, case studies, live client work
A102	Critique the theories and practices of marketing using digital technology.		

		sessions and workshops build on and develop further knowledge and understanding.	and assignments.
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B. Cognitive (Intellectual or Thinking) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B101	Find and make appropriate use of market data to produce a critical piece of work	Cognitive skills are developed through lectures supported by other class based sessions and independent learning. On this pathway students also apply these skills in the course of the work placement if this option is chosen by the student.	Assessment of cognitive skills occurs in the range of assessment methods employed, such as examination, and/or continuous assessment, individual course work and/or groupwork. The Placement is also assessed via employer reports and a self-completed learning log discussed with a Placements Tutor.
B102	Make appropriate use of academic and practitioner sources appropriate to marketing and digital technologies		
B103	Use appropriate models, concepts and tools learned to apply knowledge and understanding of marketing and digital technologies		

C. Practical (Professional or Subject) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C101	Analyse a realistic problem and develop creative solutions.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for application of knowledge and the development of key practical skills.	Practical skills form part of self-managed learning and are key to performance in a range of assessments including live client work, case studies, role plays and presentations.
C102	Apply the methods and techniques that they have learned to initiate and carry out projects.		

			During the Placement, students' practical skills are additionally assessed via employer reports plus a learning log completed by the student.
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D. Transferrable (Graduate and Employability) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D101	Deliver an effective and professional presentation	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.	Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, learning logs, presentations and final year project.
D102	Produce a clear and professional report that addresses the brief given		
D103	Create and communicate a suitable message, selecting and making appropriate use of media, to a defined audience		
D201	Show understanding of the impact of the global market place		
D202	Show understanding of sustainable marketing and responsible consumerism		
D203	Recognise and propose resolutions to ethical issues affecting marketing		

Academic Regulations

The current University of Portsmouth [Academic Regulations](#) will apply to this course.

or

The current University of Portsmouth [Academic Regulations for Collaborative Partners](#) will apply to this course.

Delete as applicable.

Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the [MyPort](#) student portal.

In addition to these University support services this course also provides...

Please add additional distinctive items where relevant or delete the sentence above.

Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as represented in our [Policy for Listening to and Responding to the Student Voice](#) where you can also find further information.

Reference Points

The course and outcomes have been developed taking account of:

Insert additional reference points or delete as required

- [University of Portsmouth Curriculum Framework Specification](#)
- [University of Portsmouth Education Strategy 2016 - 2020](#)
- [University of Portsmouth Code of Practice for Work-based and Placement Learning](#)
- [Quality Assurance Agency UK Quality Code for Higher Education](#)
- [Quality Assurance Agency Qualification Characteristic Statements](#)
- [Quality Assurance Agency Subject Benchmark Statement](#) for **enter the relevant statement for this course**
- [Quality Assurance Agency Framework for Higher Education Qualifications](#)
- Requirements of Professional and/or Statutory Regulatory Bodies: **add name(s) of PSRB(s)**
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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Document details

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