



MA Digital Marketing

Programme Specification

Primary Purpose

Course management and quality assurance.

Secondary Purpose

Detailed information for students, staff and employers. Current students should refer to the related Course Handbook for further detail.

Disclaimer

The University of Portsmouth has checked the information given in this Programme Specification. We will endeavour to deliver the course in keeping with this Programme Specification; however, changes may sometimes be required arising from annual monitoring, student feedback, review and update of units and courses. Where this activity leads to significant changes to units and courses, there will be prior consultation of students and others, wherever possible, and the University will take all reasonable steps to minimize disruption to students. It is also possible that the University may not be able to offer a unit or course for reasons outside of its control, for example; the absence of a member of staff or low student registration numbers. Where this is the case, the University will endeavour to inform applicants and students as soon as possible. Where appropriate, the University will facilitate the transfer of affected students to another suitable course.

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Course Details

1. Named Awards

MA Digital Marketing

2. Course Code (and UCAS Code if applicable)

C2392F; C2392P

3. Awarding Body

University of Portsmouth

4. Teaching Institution

University of Portsmouth

5. Accrediting Body

None

6. QAA Benchmark Groups

Business & Management: Type 1 – A & B

7. Document Control Information

October 2018

8. Effective Session

2018/19

9. Author

Stacey Li

10. Faculty

Faculty of Business and Law

11. Subject Group

Marketing and Sales

Curriculum

12. Educational Aims

This course is designed to meet the needs of a growing industry. The development of digital based marketing, from the initial web-based commerce and business models to more contemporary developments in mobile technology, is having a profound impact on the way in which marketing is developing, and will develop over the next decade.

There is increasing interest from employers for individuals who understand both the technologies and the marketing practices to which they may be applied. This course is designed, therefore, to

give students the opportunity to develop both a conceptual understanding of, and skills in, digital technologies and their application to marketing.

The aim of the course is to enable those who are currently working, or aspire to work in the areas of marketing, media and digital technology to study marketing and digital media applications at master's level. The aim of this course is to foster an awareness of the current practices concerned with digital media marketing and to give them first hand experience of the issues which are prevalent in today's digital media marketing environment. This will underpin their professional and career development and will better equip them for working in today's marketing environment. This will help them to develop their subject knowledge, understanding and skills so that they are better placed to develop their careers.

This course develops both knowledge of and practical experience involving the design, development and implementation of digital media marketing applications. Whilst emphasis is placed upon academic theory and related models, practical work in design, development and project management forms the foundation upon which these theories may be applied. Whilst the aim is not to develop advanced technical programming skills; it is to develop an understanding of the contexts and constraints within which these media are developed and used in a marketing environment.

The course has both an academic and technical focus and aims to:

- prepare students for roles in marketing and digital media related environments, by giving them an understanding of both the academic foundation and technical awareness to enable them to manage and contribute to the development of such facilities in organisations.
- develop in students an understanding of the role and value of marketing and associated digital media systems issues in a variety of consumer, industrial and international markets and a wide variety of profit, not-for-profit, product and service sectors.
- provide a demanding and rigorous treatment of marketing and digital media systems concepts, techniques and applications and to facilitate the transfer of these via graduates into a variety of organisations.
- enable students to develop a variety of skills and competencies which they can transfer to organisations and improve their career opportunities.

On completion of the course students will understand the importance of digital technologies to today's marketing environment, the role and nature of market analysis and marketing information sources and techniques, the processes of marketing planning and of marketing communications in a variety of markets and sectors. They will be equipped with the skills to develop a digital media marketing brief which will include discussion of networks, digital media and associated design elements. In these ways the course is intended to be of significant benefit to both student and employer.

Outcomes from the course can be seen to be:

Marketing: Academic

- Students will develop reflective, intellectual skills and be able to discuss current digital media concepts and related marketing environment issues within a contemporary marketing context. They will be exposed to and explore contemporary marketing issues and be able to advise organisations on the issues associated with digital media marketing. They will also understand the key issues concerning the integration of marketing communications and the increasingly demanding role of digital media in developing an organisation's product and corporate reputation. This will be communicated in a reasoned, informed and logical manner.

Marketing: Practice

- Within an understanding of marketing strategy and plans, students will develop an appreciation of advanced digital media practices, be able to develop marketing and communication strategies and plans for a variety of organisations and be knowledgeable of the issues and general systems affecting their implementation including Data Protection and ethical, security and privacy issues.

- Therefore, there will be both an academic and practical perspective to the course. The focus of the masters element will be to provide an academic perspective of the subject, to complement some of the more vocational elements associated with the principles of digital media systems.

Technology

- Students will be equipped with the technical knowledge and skills associated with the development and management of digital media marketing and associated software, hardware and their application to marketing operations and strategy. Students will become aware of the complexities associated with digital media technology and will be able to discuss the management and application of such systems for organisations in a variety of environments.

Appraisal Skills

- The development of critical appraisal skills will be important for students to satisfy the overall academic aims of the course. In addition, students will be able to identify and critique marketing and related digital media systems practices (applications and techniques) that are compatible with the prevailing marketing requirements of industry and commerce.
- On completion of the course students will understand the importance of being market and customer orientated, the role and nature of strategic marketing and the contribution marketing can make to an organisation's performance in the electronic age. In addition, students will understand the key variables that impact on an organisation's marketing strategy and how digital media marketing can influence an organisation's performance. They will be able to understand, advise and contribute to digital media marketing projects in a knowledgeable and professional manner.

13. Reference Points

The major reference points for this course are:

- The Postgraduate Curriculum Framework
- Framework for Higher Education qualifications
- National Business and Management Postgraduate Benchmark Statements (Type 1 – Specialist Masters Programme)
- National Qualifications Framework
- QAA Quality Code

Benchmarking

This course incorporates the national Business and Management Benchmark Statements and is classified as Type 1 - Specialist Masters programme.

- Knowledge, Understanding and Skills
 - The MA Digital Marketing course concurs with the Knowledge, Understanding and Skills benchmark criteria for Type 1 programmes. However, although the course builds on prior knowledge and skills gained in previous degrees and educational programmes, a small number of exceptional students, whose first degree is not business and management, information technology or media studies, may be admitted.
- Learning Teaching and Assessment
 - The MA Digital Marketing course concurs with the Learning, Teaching and Assessment benchmark criteria for Type 1 programmes.
 - Students successfully completing the MA Digital Marketing course are able to demonstrate all generic Level M benchmark statements for Business and Management.

This programme helps students advance their education and qualifications in the rapidly growing disciplines of marketing, media and associated environments, and improves their personal development and marketing career opportunities. In particular this pathway:

- assists individuals so that they are better able to differentiate themselves in the market
- helps establish our position as a provider of high quality and distinctive postgraduate marketing programmes.

- provides a pathway that complements the research and publication record of some of the marketing lecturers
- provides the University of Portsmouth with an element of competitive advantage over rival institutions
- generates opportunities for research and publication at both an academic and professional level
- encourages staff to form collaborative links with local, regional, national and international organisations.

14. General Learning Outcomes

Level 7

Master's degrees/Postgraduate Certificates/Postgraduate Diplomas are awarded to students who have demonstrated:

- a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice
- a comprehensive understanding of techniques applicable to their own research or advanced scholarship
- originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline
- conceptual understanding that enables the student:
 - to evaluate critically current research and advanced scholarship in the discipline
 - to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses

Typically, holders of the qualification will be able to:

- deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences
- demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level
- continue to advance their knowledge and understanding, and to develop new skills to a high level

And holders will have:

- the qualities and transferable skills necessary for employment requiring:
 - the exercise of initiative and personal responsibility
 - decision-making in complex and unpredictable situations
- the independent learning ability required for continuing professional development

15. Learning Outcomes

To successfully complete the course and gain the award students will have demonstrated the ability to critically evaluate theories and techniques of marketing and related digital media and understand their application and validity within organisations.

A. Knowledge and Understanding of:

- A.1 Marketing concepts and principles
- A.2 Marketing research and planning
- A.3 Promotional practice and strategy
- A.4 Research methodologies and research management

- A.5 Digital media concepts
 - A.6 Digital media design and development
 - A.7 Digital media applications and implementation
 - A.8 Digital marketing strategy
 - A.9 Digital media project management
 - A.10 Future trends in terms of the technology base and marketing application
 - A.11 Ethical issues relating to data protection, security and privacy in relation to marketing activity
- Benchmark Statements: 1, 2, 3, 5 and 7 apply.*

B. Cognitive (Intellectual or Thinking) Skills, able to:

- B.1 Use marketing theory and concepts as tools for marketing research and planning.
- B.2 Apply marketing concepts and theories to generate enhanced business performance.
- B.3 Apply marketing techniques and knowledge of buyer behaviour to the design of digital media systems.
- B.4 Think critically and evaluate marketing and multimedia opportunities and theories.
- B.5 Plan digital media marketing strategies, which reflect and enhance overall marketing strategy
- B.6 Apply system analysis and design theory to digital media applications.
- B.7 Plan, manage, undertake and report on a significant Digital Media Marketing project.

Benchmark Statements: 2, 4, 5, 6, 7 and 8 apply.

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

- C.1 Develop and evaluate marketing research and marketing plans with specific digital media applications.
- C.2 Advise, implement and evaluate digital media facilities and applications as part of a communication plan.
- C.3 Advise on the development of coordinated offline and online media mixes within particular marketing environments
- C.4 Advise and assist management with regard to digital media design and development.
- C.5 Advise and assist management with regard to developing digital media marketing strategies which enhance overall marketing strategy
- C.6 Advise and assist technical practitioners on elements of design and implementation relevant to marketing objectives
- C.7 Advise and assist management with respect to project management of a digital media project.
- C.8 Undertake independent research, both primary and secondary.

Benchmark Statements: 3, 4, 6, 8 and 9 apply.

D. Transferable (Graduate and Employability) Skills, able to:

- D.1 Communication: communicate effectively in writing, speaking and in appropriate forms of presentation
- D.2 Comprehension: read and understand academic articles relating to marketing and digital media topics
- D.3 Information Technology: use IT to assist in presentations, demonstrations and communications
- D.4 Application of Number: deal with numerical data as might be found in typical business oriented applications

- D.5 Problem Solving: explore complex domains and develop viable solutions
- D.6 Improving Own Learning and Performance: build on previous achievements in order to generalise
- D.7 Personal Skills Development (All KS): strategically plan and successfully manage dynamically complex work

Benchmark Statements: 6 and 7 apply.

16. Learning and Teaching Strategies and Methods

Knowledge and understanding of key principles, theories and techniques relevant to strategic marketing and digital media management will be provided by means of formal tutor delivered lectures. There will be significant use and exploration of marketing software systems and media application software. This will require some work in computer laboratories. Reinforcement of knowledge and examination of understanding will take place within subsequent class sessions and work group activities using case studies, problem solving exercises and small group work.

Individual learning is supported by directed reading, study guides, case studies, web sites, software packages and the preparation of journal article reviews

Lectures will provide the starting point for developing students cognitive skills by encouraging students to think about the evaluation and application of theories, principles etc in different situations. Class-based activity sessions, the use of academic papers, case studies, video and computer laboratory sessions will help to develop intellectual skills and prepare students to think critically and challenge conventional methods and procedures. In these sessions students will be encouraged to interact with lecturers, peers and software packages, making use of relevant examples, new developments and current research. Creativity of thought and application of theories to the solution of problems will be developed by the use of case studies and video. The ability to plan and manage marketing and digital media related projects is acquired through a range of practical class sessions.

As part of the development of practical skills all students will be provided with an introduction to the library and other key sources of information (including electronic) as part of the course induction programme. Practical skills will be further developed as part of the Digital Marketing Strategy unit, the Digital Communications and Media Development unit, and the Digital Media Marketing Project unit. Coursework assignments and Digital Media Marketing Project will require students to make use of all practical skills, collecting and interpreting data, applying relevant models, using software packages, organising and controlling resources, producing reports, and presenting and justifying results and recommendations.

The acquiring of key skills is integral to all activities within the course. Class based activity sessions in the marketing units provide a means of developing all key skills with a particular emphasis on academic related communication skills. The key skills of application of number and problem solving will be emphasised within the Digital Marketing Strategy unit, the Digital Communications and Media Development unit and the Digital Media Marketing Project. Students will be encouraged to monitor and improve their own learning and performance throughout the course including the Digital Media Marketing Project. Every effort will be made to find organisations prepared to host a Digital Media Marketing Project in order that those students who choose to experience this way of working, have the opportunity to demonstrate their analytical and application knowledge of digital media marketing.

17. Assessment Strategy

There will be a mix of assessment activities to test a range of learning outcomes and to reflect the content of the course. Coursework will be assessed through written reports, essays, portfolios and reviews of journal papers.

Coursework exercises will be used to enable students to transfer theory and apply and reflect upon the effectiveness of different marketing and digital media theories and concepts and their applicability in the workplace environment. Coursework assignments and the Digital Media

Marketing project are designed to integrate theory and practice in relation to the application of marketing knowledge in a digital media marketing environment.

All cognitive skills will be assessed by means of a variety of coursework assignments and the Digital Media Marketing Project which will necessitate the use of creative thinking, application of knowledge and critical evaluation skills.

Practical skills will be assessed by a variety of coursework assignments, for example the Digital Marketing Strategy unit, the Digital Communications and Media Development unit, and the Digital Media Marketing project. As part of the coursework and Digital Media Marketing Project, students will be required to present and justify complex arguments and to provide evidence of their ability to analyse needs, develop solutions and implement projects in order to meet specified requirements.

Coursework assignments and the Digital Media Marketing Project will all contribute towards assessing the key skills listed.

In Teaching Block one the Essentials of Marketing and Digital Marketing Strategy units are assessed by course work. The two Essentials of Marketing coursework artefacts are predominantly designed to test knowledge of the foundational concepts of marketing. The Digital Marketing Strategy course work is designed to assess knowledge and critical analysis of the relevant concepts and application of those concepts to address specific requirements. As part of the course work, students are also required to make an oral presentation in order to develop customer communication skills.

In Teaching Block two the Contemporary Issues in Marketing unit is assessed by course work assignment, in order to demonstrate both knowledge and understanding of the relevant concepts as well as critical analysis of these concepts and their application. The Digital Communications and Media Development unit is assessed by course work and the production of digital artefacts to demonstrate application of technical and academic concepts. This will develop students' information technology, problem solving and communication skills.

All unit assessments are designed to assess higher skills and mastery of various aspects of digital marketing. The ability to demonstrate critical thinking and analysis is very important as is familiarity with relevant academic papers. The culmination of this is the Digital Media Marketing Project in which students are rigorously tested on a range of complex skills, not least the ability to conduct an independent piece of research and development.

18. Course Structure, Progression and Award Requirements

See [Unit Web Search](#)¹ for full details on the course structure and units

The following information sets out the structure and unit portfolio, which is subject to University rules and regulations.

Essentials of Marketing	Core unit	30 credits
Digital Marketing Strategy	Core unit	30 credits
Contemporary Issues in Marketing	Core unit	30 credits
Digital Communications and Media Development	Core unit	30 credits
Digital Media Marketing Project	Core unit	60 credits

Giving a total of 180 credits for the course.

The overall structure of the scheme is as follows:

Postgraduate Certificate in Digital Marketing	60 credits
Postgraduate Diploma in Digital Marketing	120 credits
MA Digital Marketing	180 credits

¹ www.port.ac.uk/unitwebsearch

The MA scheme is unitised within a 180 'M' level credit rated programme. It will normally be delivered through class attendance based on full-time study, supplemented with periods of substantial self study (e.g. the Digital Media Marketing Project). The structure represents an appropriate suite of units that reflect the needs of students, the market and the available resources.

The rationale for the nature and content of these units is rooted within marketing and media related subjects. The units progress from establishing marketing and digital media concepts at the beginning of the course, to units that build on and develop a more strategic and integrated marketing orientation as the course advances.

Teaching Block one consists of two compulsory units which are designed to provide a foundational study of marketing and media systems.

The second Teaching Block consists of two compulsory units. This period of study builds knowledge and requires students to appraise subjects and issues common to a wide range of organisations and to integrate their understanding of marketing and digital media marketing related activities. On successful completion of these units, in addition to the successful completion of session one units, students are awarded 120 credit.

In addition to the taught units all students wishing to progress to the Masters award are required to complete the Digital Media Marketing Project (60 credits).

For the award of MA students will be required to undertake a comprehensive, rigorous and independent analysis in the marketing area, with substantial digital media content. This analysis will result in the submission of a Project consisting of a written specification and critical analysis plus a software component and a presentation.

This project is a major piece of self study, requiring students to demonstrate their ability to understand, analyse, apply and evaluate relevant marketing and digital media theories, concepts and applications. Their research should lead to critical analysis, reflection and synthesis leading to conclusions about a major digital media marketing issue. Students are encouraged to base their projects within an organisation(s) but purely conceptual pieces of work are acceptable.

Students awarded 180 credit will be entitled to the award of MA Digital Marketing.

The course is offered in full-time mode which takes 12 months to complete, and part-time mode which takes 2.5 years to complete. For full-time students the first Teaching Block consists of two compulsory units (60 credits in total). The second Teaching Block consists of a further two units (60 credits in total) plus the Digital Media Marketing Project (60 credits). The Digital Media Marketing Project phase will commence at the end of the taught period with the final project being submitted in September in the year following.

Full-time students study two 30 credits per teaching block and so complete the taught units in one academic year. Part-time students study one 30 credit unit per teaching block and complete the taught units in two years. Part-time students submit the Project in the April following the end of the taught units.

19. Employability Statement

Careers advice is provided to students during the course and is available free of charge from the University's Careers Office. The Faculty of Business and Law and the Marketing and Sales subject group have excellent links with employers and there is an active programme of Knowledge Transfer and Consultancy. The employability skills of students will be enhanced by all units on the course but in particular the Digital Media Marketing Project.

Course Management

20. Support for Student Learning

- The Course is managed by a Course Leader

- Collaborative programmes are managed on a day-to-day basis by the University Contact who may or may not be the Course Leader
- Extensive induction programme introduces the student to the University and their course
- Each student has a personal tutor, responsible for pastoral support and guidance
- University support services include careers, financial advice, housing and counselling
- The Academic Skills Unit (ASK)
- The Additional Support and Disability Advice Centre (ASDAC)
- Excellent library facilities
- Student course and unit handbooks provide information about the course structure and University regulations
- Feedback is provided for all assessments
- Personal Development Planning (PDP) for all awards

21. Admissions Criteria

A. Academic Admissions Criteria

Either a good quality first degree from a UK university or equivalent. This would normally be a 2:1 or 2:2 classification. Alternatively students with a strong profile of experience within marketing management may be admitted.

Students for whom English is a second language are required to have attained an IELTS score of at least 6.5 with a minimum score of 6 in each component, or to provide evidence of studying in English at Higher Education level for a minimum of 3 years.

All candidates must have suitable personal references, submit a personal statement, and be able to use word processing, spreadsheet and database software.

B. Disability

The University makes no distinction in its admissions policy with regard to disability and will endeavour to make all reasonable adjustments in order to make it possible for students to study at Portsmouth on a course of their choice.

22. Evaluation and Enhancement of Standards and Quality in Learning and Teaching

A. Mechanisms for Review and Evaluation

- Course Leader's Annual Standards and Quality Evaluative Review
- Head of Department's Annual Standards and Quality Evaluative Review
- Unit and Course Level student feedback considered at Board of Studies
- Unit Assessment Board consideration of student performance for each programme
- Annual Standards and Quality Reports to Board of Studies, including consideration of Subject and Award External Examiner Reports
- Periodic Programme Review
- Student Representatives and Student/Staff Consultative Committees
- National Student Survey
- National Postgraduate Taught Experience Survey
- Staff Performance and Development Review
- Peer Review and Development Framework
- Faculty Learning and Teaching Committee

B. Responsibilities for Monitoring and Evaluation

- Unit Co-ordinators for unit content and delivery

- Course Leader for day-to-day running of course
- Board of Studies with overall responsibilities for operation and content of course
- Head of Department
- Associate Dean (Academic)
- Associate Dean (Students)
- Quality Assurance Committee
- Unit, Award and Progression Board of Examiners

C. Mechanisms for Gaining Student Feedback

- Student Representation on Board of Studies
- Student Staff Consultative Committees
- Unit and Course level student feedback questionnaires
- University participates in external student surveys, e.g. National Student Survey (NSS), Postgraduate Taught Experience Survey (PTES), Postgraduate Research Experience Survey (PRES) and International Student Barometer (ISB)

D. Staff Development Priorities

- Academic staff undertake activities related to research, scholarship, teaching and learning and student support and guidance
- Annual staff performance and development reviews match development to needs
- Managers undertake a variety of management development programmes
- New academic staff required to undertake appropriate University of Portsmouth learning and teaching programmes
- All academic staff encouraged to seek Higher Education Academy membership
- Academic staff undertake initial and continuing professional development within the Academic Professional Excellence Framework (APEX) programme which is aligned with the Higher Education Academy (HEA)'s UK Professional Standards Framework (UKPSF)
- Support staff are encouraged to attend short courses in areas such as minute taking, and specific IT packages

23. Assessment Regulations

The current University of Portsmouth academic regulations will apply to this programme (see [Assessment and Regulations²](#)).

24. Role of Externals

Subject External Examiners who will:

- Oversee unit assessment and usually attend Unit Assessment Boards
- Review unit assessment strategy
- Sample assessment artefacts
- Present report to Unit Assessment Boards

Award External Examiners (usually also a Subject External Examiner) who will:

- Oversee and attend Award/Progression Boards
- Scrutinise and endorse the outcomes of assessment
- Ensure that the standard of the award is maintained at a level comparable with that of similar awards elsewhere in the United Kingdom

² www.port.ac.uk/departments/services/academicregistry/qualitymanagementdivision/assessmentandregulations/

25. Indicators of Standards and Quality

A. Professional Accreditation/Recognition

None.

B. Periodic Programme Review (or equivalent)

November 2016 - the fitness of purpose of curriculum was confirmed and the annual monitoring and review processes were found to be effective.

C. Quality Assurance Agency

QAA Higher Education Review, March 2015, judgements about standards and quality meet UK expectations (*for full report see [Higher Education Review of the University of Portsmouth, March 2015](#)*³).

D. Others

None.

26. Further Information

Further information may be found in:

- Student Handbook
- University of Portsmouth Curriculum Framework Document
- University of Portsmouth Prospectus
- [University of Portsmouth](#)⁴ and [Subject Group](#)⁵ websites

³ www.qaa.ac.uk/en/ReviewsAndReports/Documents/University%20of%20Portsmouth/University-of-Portsmouth-HER-15.pdf

⁴ www.port.ac.uk/

⁵ www.port.ac.uk/marketing-and-sales/