COURSE SPECIFICATION

MA Marketing Analytics

Quality Assurance, Academic Standards and Quality and Partnerships

Department of Student and Academic Administration

COURSE SPECIFICATION

Course Title	MA Marketing Analytics
Final Award	MA
Exit Awards	PG Dip, PG Cert
Course Code / UCAS code (if applicable)	P3099FTC & P3099PTC
Mode of study	Full-Time & Part-Time
Mode of delivery	Campus
Normal length of course	Full-Time (1 year) Part-Time (2 year)
Cohort(s) to which this course specification applies	From September 2021 intake onwards *Part time students will need to complete 60 credits taught modules in each year; The final Independent Marketing Research Project (60 credits) for part time students will be started in Teaching Block 2 and completed in the summer in the 2nd year
Awarding Body	University of Portsmouth
Teaching Institution	University of Portsmouth
Faculty	Faculty of Business and Law
School/Department/Subject Group	Marketing
School/Department/Subject Group webpage	http://www.port.ac.uk/portsmouth-business-school/
Course webpage including entry criteria	https://www.port.ac.uk/research/research-areas/business-and-management
Professional and/or Statutory Regulatory Body accreditations	
Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level	Level 7

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 MA Digital Marketing is designed to meet the needs of a growing industry. It aims to prepare students for successful employment by encouraging the development of a range of skills that will enable them to work effectively, both collaboratively and individually. This programme will help students with no or a limited knowledge of marketing to develop essential knowledge and skills in understanding and the application of analytics in marketing practices.

The MA Digital Marketing Programme aims to:

- Provide students with the advanced level of study in marketing analytics, strategy, research, practices and the changing contexts in which these operate and are applied.

- Provide a wider agenda for the understanding of marketing management from a sustainable, ethical and global perspective.

- Encourage on-going critical, evaluative and strategic thinking, which would help students to identify and critique digital marketing and related practice (applications and techniques) that are compatible with the prevailing marketing requirements of industry and commerce.

- Preparation for development of career in marketing analytics and associated areas by developing skills at a professional and equivalent level.

- Equip graduates with necessary transferable skills for lifelong learning and flexibility in the current global environment.

- Integrated research undertaken by academic staff into teaching.

- Equip students with a range of skills required for Doctoral level study for those who are intending to further their education.

- Provide a challenging and stimulating study environment.

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:

LG A	Graduates will have a systematic knowledge and critical awareness of marketing using digital technology	Learning and Teaching methods	Assessment methods
A1	*Demonstrate a critical awareness of current issues in the discipline of marketing analytics.*	*Teaching and learning are delivered by lectures supplemented by seminars, practical sessions and workshops. Lectures together with online materials provide theoretical/conceptual foundations. Seminars, practical sessions and workshops build on*	*Assessment is via a mix of coursework and examination. Coursework includes individual and group work, presentations, case studies, live client work and assessments.*
A2	*Work effectively with theoretical knowledge at the forefront of the discipline.*		

LG A	Graduates will have a systematic knowledge and critical awareness of marketing using digital technology	Learning and Teaching methods	Assessment methods
		and develop further knowledge and understanding. Learning is supported with directed study.	

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

LGB	Graduates will be developed critical thinkers	Learning and Teaching methods	Assessment methods
B1	*Show a critical awareness in the analysis and evaluation of current issues in the marketing analytics field*	*The teaching and learning of how to evaluate and analyse problems and synthesise solutions is signposted in lectures, developed in seminars and practiced in assessments. Learning is supported through formative feedback.*	*Reports, essays, simulations and class-based activities are used to assess analysis and synthesis.*
B2	*Synthesise information in a way that utilises knowledge or processes from the forefront of the discipline*		

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

LGC	Graduates will have an entrepreneurial mindset that allows them to apply their knowledge to solve real life problems in their field, working independently and with originality	Learning and Teaching methods	Assessment methods
C1	*With minimal support, critically evaluate the issues in a problem*	*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. Student learning is supported with directed study and supervision.*	*A range of assessments including live client work, case studies, and presentations are used to assess practical skills.*
C2	*Show originality of thinking in proposing credible, workable solutions to a problem*		

		Students are provided with an opportunity to build up their own Marketing Agency and work with the local business community.	

D. Transferrable (Graduate and Employability) skills, able to:

LGD	Graduates will be effective communicators Graduates will have a critical awareness of ethical and sustainability issues, including aspects of economic, environmental and social responsibility in a global context.	Learning and Teaching methods	Assessment methods
D1	*Communicate their conclusions on complex issues so that they can be clearly understood by experts in the field of marketing analytics.*	*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, presentations, student lead research conference, dissertation and live digital marketing consultancy project.*
D2	*Communicate their critical understanding of issues in the field such that they could be clearly understood, even by non-experts*		
D3	*Critically discuss the impact of international perspectives*		
D4	*Approach the solution of sustainability issues with originality of thinking*		
D5	*Identify ethical issues and evaluate appropriate ways to resolve them*		

Academic Regulations

The current University of Portsmouth Academic Regulations will apply to this course.

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.

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 **QAA Subject Benchmark Statement, Master's Degrees in Business and Management, Type 1: Specialist Master's Degree**
- [Quality Assurance Agency Framework for Higher Education Qualifications](#)
- Requirements of Professional and/or Statutory Regulatory Bodies: **Institute of Digital Marketing**
- 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.

Copyright

The contents of this Course Specification are the copyright of the University of Portsmouth and all rights are reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, such as electronic, mechanical, photocopied, recorded or otherwise, without the prior consent of the University of Portsmouth.

Document details

Template Date	*March 2018*
Author	*Stacey Li*
Date of production and version number	*02 Feb 2020 V1*
Date of update and version number	*06 Sep 2021 V2*
Minimum student registration numbers	*15*