Programme Specification 201819

3670 MSc Digital Marketing

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of study	Full time
Duration in years	1 full year (12 months) following standard progression for a FT student
Accreditation details	Advance Collegiate Schools of Business (AACSB)
Final Award	Master of Science
Name of award	Digital Marketing
Interim Exit awards	Postgraduate Diploma/Postgraduate Certificate
FHEQ level of final award	7
UCAS code	N/A
QAA Subject Benchmark or other external reference	Masters awards in Business and Management. Digital Marketing corresponds to the benchmark's Programme Type IA, specialist (career entry).
Programme Lead	Dr Fenfang Lin
Date specification was written	March 2012
Date Programme was validated	14/09/2015
Date Specification last updated	27/4/2018

Programme overview

Brief outline of the programme

Digital Marketing is totally pervasive in modern business, and the demand for knowledgeable and skilled marketing professionals has never been higher. From the rise of online advertising and the advent of social media, to the increasing importance of video, this constantly changing landscape presents marketers with both challenges and opportunities.

The MSc in Digital Marketing is perfect for students who have previously studied marketing at undergraduate level and who wish to develop a deeper understanding of the tools and techniques available to marketers today. The course is designed to reflect the needs of students who are living in, and intend to work in, the digital economy, providing a breadth of knowledge and skills in key digital marketing disciplines.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

The programme is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which is an internationally recognised award of excellence in business education.

Special features of the programme

Module content is continually updated to keep pace with this rapidly developing area. Industry speakers are invited to contribute their expertise to the programme.

Students are encouraged to join the Digital Champions programme where they are offered paid opportunities to put their digital marketing skills into practice on behalf of the University. Digital Champions have been valuable ambassadors for the School by helping staff and students to build their professional digital profiles, set up blogs, support live events, and advise on the use of social media for learning, network building and employability purposes. In addition, Digital Champions from previous years have frequently returned as guest speakers to advise current students on making the most of their time at the University and preparing for their careers.

Students are also invited to attend and contribute to the regular cutting-edge events organised by the University's Web Science Institute.

There will also be some Massive Open Online Course (MOOC) opportunities for students. For example, after excellent feedback from the October 2014 running of the Digital Marketing MOOC with nearly 15,000 learners, it

is expected the Digital Marketing MOOC will be running again in the future. The introductory MSc modules will run alongside the MOOC, enhancing the learning experience for the new MSc intake by encouraging them to interact with MOOC learners from all over the world and build their learning and employability networks. There will also be opportunities for the best MSc students to gain experience as paid MOOC discussion facilitators.

Some modules include practical tasks set by and completed for the benefit of digital marketing agencies.

Learning and teaching

Through a mixture of lectures, discussion, individual and group practical exercises, workshops, case studies, seminars, reading and assessed coursework, you will gain understanding and knowledge of the techniques and approaches of Digital Marketing.

Assessment

Coursework set throughout the year may take the form of blogposts, presentations, reports or essays. Some tasks will be completed individually and others as a small group.

Educational aims of the programme

This programme aims to develop your knowledge and understanding of the evolving field of digital marketing. It provides you with education and training in the theory and application of the principles, concepts, approaches, purpose and practice of digital marketing in contemporary organisations. The programme is available in full time mode only.

The aims of the programme are to:

- Provide an appreciation of the value of digital marketing in modern organisations
- Develop an appreciation and understanding of the range and relationship of digital marketing applications, to help you prepare for or develop your career.
- Introduce and develop a breadth of knowledge in key digital marketing disciplines such as online marketing strategy, design and creativity, web applications, web analytics, marketing communications and media management and multi-channel retailing.
- Provide practicable training in applying the tools and techniques of key digital marketing disciplines
- Provide the opportunity to gain experience of applying the concepts and approaches learned
- Develop the ability to undertake rigorous, independent research.

Programme learning outcomes

A. Knowledge and understanding

Having successfully completed this programme you will be able to demonstrate knowledge and understanding of:

A1. the concepts and techniques that are required for the effective implementation of the core digital marketing disciplines in contemporary organisations.
A2. the decisions faced by organisations and the techniques and approaches that support the development of digital marketing across a broad range of functional areas.

Teaching and learning methods
You will achieve A1 and A2 through a mixture of lectures, individual and group practical exercises, workshops, case studies and reading.

Assessment methods
Achievement of A1 and A2 will be assessed through a combination of coursework, presentations, and examination. Some modules have a group work element where marks are awarded as a group, but the larger percentage, or the entirety of a module, will be assessed by an individual's work.

B. Subject specific intellectual and research skills

Having successfully completed the programme you will be able to:

B1. Critically assess digital marketing problems.
B2. Select and apply tools and techniques used in digital marketing for approaching a particular problem, and then reflect upon the selected approach.
B3. Think analytically, reflectively, creatively and logically, drawing on useful approaches developed in a wide range of cognate disciplines.

Teaching and learning methods
You will achieve B1 and B2 through a mixture of lectures, individual and group practical exercises, workshops, case studies and reading. To achieve B3 your reflective and creative skills will be developed through exercises, case studies, coursework, and discussion groups.

Assessment methods
Achievement of B1 – B3 will be assessed through a combination of coursework, presentations, and examinations. Some modules have a group work element where marks are awarded as a group, but the larger percentage, or the entirety of a module, will be assessed by an individual's work.

C. Transferable and generic skills

Having successfully completed this programme you will be able to:

C1. Collect and critically evaluate information.
C2. Communicate ideas and arguments fluently and effectively in a variety of written formats.
C3. Communicate ideas and arguments orally and through formal presentations.
C4. Work effectively in a team and recognise problems associated with team working.
C5. Manage yourself, time and resources effectively.
C6. Use library and other resources effectively, and apply bibliographical skills.
C7. Understand and, where appropriate, undertake leadership skills.
C8. Tackle planning and problem solving skills.

Teaching and learning methods
Learning outcomes C1 – C8 will be achieved through the wide range of individual and group exercises and coursework set throughout the programme. At different points these will require research (C1 and C6), effective communication (C2 and C3), teamwork (C4), time management (C5), leadership (C7) and problem solving (C8).
Assessment methods
Achievement of C1 - C8 will be assessed through a combination of coursework, presentations, and examinations. Some modules have a group work element where marks are awarded as a group, but the larger percentage, or the entirety of a module, will be assessed by an individual's work

D. Subject specific practical skills

On successful completion of the programme, you will be able to:

D1. develop technical, analytical and presentational skills.
D2. apply the methods, techniques and skills learned in the taught part of the programme to a large project for the completion of the MSc.

Teaching and learning methods
D1 will be achieved on various modules throughout the programme and D2 by means of your final dissertation.

Assessment methods
Achievement of D1 and D2 will be assessed through a combination of coursework, presentations, and completion of the final dissertation.

Postgraduate Certificate learning outcomes

Having successfully completed the PG Certificate you will be able to demonstrate:

- An overview of the concepts and techniques that are required for the effective implementation of the core digital marketing disciplines in contemporary organisations;
- An outline appreciation of the decisions faced by organisations and the techniques and approaches that support the development of digital marketing across a broad range of functional areas.

You should be aware that as the PG Certificate is based on the attainment of credit rather than on passing specific modules you will be able to demonstrate the specific learning outcomes relating to the modules which you have passed.

Postgraduate Diploma learning outcomes

Having successfully completed the PG Diploma you will be able to demonstrate:

- A more comprehensive overview of the concepts and techniques that are required for the effective implementation of the core digital marketing disciplines in contemporary organisations;
- A reasonably detailed appreciation of the decisions faced by organisations and the techniques and approaches that support the development of digital marketing across a broad range of functional areas.

You should be aware that as the PG Diploma is based on the attainment of credit rather than on passing specific modules you will be able to demonstrate the specific learning outcomes relating to the modules which you have passed.

Programme structure

Typical course content

There is a range of taught compulsory on this MSc Digital Marketing programme. Compulsory modules provide a balanced grounding in the key skills of the discipline, and up to 15 ECTS points may be compensated for if failed at the first attempt. There are no optional modules on this programme. The Dissertation is core and must be passed.

Programme details

The programme will normally be completed in 12 months. The first 9 months involves taught study, divided into two 14 week semesters (including examinations). In the following description, the term "module" is taken to mean a discrete component of the programme with its own learning outcomes and assessment requirements. All modules are at Masters level and are taught at the Highfield campus.

Additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study.

Progression requirements

The programme follows the University's regulations for **Progression, Determination and Classification of Results: Standalone Masters programmes** as set out in the University Calendar.

Intermediate exit points

You will be eligible for an interim exit award if you complete part of the programme but not all of it, as follows:

Qualification	Minimum overall credit in ECTS /CATS	Minimum ECTS/CATS required at level of award
Postgraduate Diploma	at least 60/120	45/90
Postgraduate Certificate	at least 30/60	20/40

Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia)
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards

- Career Destinations, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls (18.00-08.00)
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Union Southampton provides

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; Union Southampton provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

Associated with your programme you will be able to access:

- A dedicated study skills development induction programme for new entrants in their first week, including a library tour.
- A personal tutor.
- Programme handbooks.
- Module support material (increasingly in electronic form).

Methods for evaluating the quality of teaching and learning

You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation surveys for each module of the programme
- Acting as a student representative on various committees, e.g. Staff: Student Liaison Committees, Faculty Programmes Committee OR providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group

The ways in which the quality of your programme is checked, both inside and outside the University, are:

- Regular module and programme reports which are monitored by the Faculty
- Programme validation, normally every five years.
- External examiners, who produce an annual report
- A national Research Assessment Exercise (our research activity contributes directly to the quality of your learning experience)
- Higher Education Review by the Quality Assurance Agency for Higher Education

Career opportunities

Employers report significant skills shortages in this rapidly developing area which is relevant to organisations large and small in all economic sectors.

External Examiner(s) for the programme

Name Sarah Quinton **Institution**. Oxford Brookes University

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison

Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their personal tutor in the first instance.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook (or other appropriate guide) or online at https://www.sbs.ac.uk/

As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our Disclaimer to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's programme validation process which is described in the University's Quality handbook.

Revision History

1. Validated 14/09/2015
2. Transferred to new template 21/09/2015
3. Transferred to new template 28/02/17
4. Removed Admissions information 27/4/2018

Appendix 1:

3670 MSc Digital Marketing Programme Learning outcomes document -Core and Compulsory modules

Core = (Cr), Optional Core = (OCr), Compulsory = (Cm)

Module Code	Module Title	Knowledge and Understanding		Subject Specific Intellectual Skills			Transferable and Generic Skills								Practical Skills	
		A1	A2	B1	B2	B3	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2
MANG6262	Marketing in the 21st Century (Cm)	X	X			X		X				X	X	X	X	X
MANG6267	Building Customer Insight (Cm)	X	X	X	X	X	X	X	X	X			X	X		
MANG6180	Web Applications (Cm)	X	X	X	X	X	X	X		X		X	X	X	X	X
MANG6337	Communications and Media Management (Cm)	X	X	X	X	X		X	X	X	X	X	X	X	X	X
MANG6266	Advanced Digital Communications (Cm)	X	X	X	X	X	X	X		X	X	X	X	X	X	X
MANG6233	Web Analytics (Cm)	X	X	X	X	X	X	X					X	X		
MANG6265	Retailing in the Digital Age (Cm)	X	X	X	X	X		X		X			X	X	X	X
MANG6264	Design Thinking in Marketing (Cm)	X	X	X	X	X					X	X	X	X	X	X
MANG6330	Designing and Managing Research Projects (Cm)	X	X	X	X	X	X	X			X	X		X	X	X
MANG6095	Dissertation (Cr)	X	X	X	X	X	X	X			X	X		X	X	X

Appendix 2

3670 MSc Digital Marketing assessment mapping document-Core and Compulsory modules

Module Code	Module Title	Assessment 1	Assessment 2
MANG6262	Marketing in the 21st Century (Cm)	Production of a personal 'marketing blog' with assessed entries totalling 2500 words or equivalent (video blogs may be used up to 20 minutes as alternative) and a minimum of 3 entries. 100%	
MANG6337	Marketing Communications and Media Management (Cm)	Group Presentation (25 minutes) 50%	Group Project Report (2,000 words) 50%
MANG6267	Building Customer Insight (Cm)	Group Presentation 30%	Exam (2 hours) 70%
MANG6266	Advanced Digital Communications (Cm)	Essay (2,000 words) 50%	Group Report (2,000 words) 50%
MANG6180	Web Applications (Cm)	Group Project (web app development proposal, no word count) 70%	Assignment 30%
MANG6265	Retailing in the Digital Age (Cm)	Group Assignment (5,000 words) 50%	Essay (2,000 words) 50%
MANG6264	Design Thinking in Marketing (Cm)	Business Case (2000 words) 100%	
MANG6233	Web Analytics (Cm)	Project (2000 words), 100%	
MANG6330	Designing and Managing Research Projects (Cm)	Coursework (3,000 word) 100%	
MANG6095	Dissertation (Cr)	Dissertation (15,000 words) 100%	

Appendix 3

3670 MSc Digital Marketing programme Structure

Semester 1				Semester 2			
Modules	**ECTS**	**CATS**	**Core or Compulsory**	**Modules**	**ECTS**	**CATS**	**Core or Compulsory**
MANG6262 Marketing in the 21st Century	7.5	15	Comp	MANG6095 Dissertation	30	60	Core
MANG6265 Retailing in the Digital Age	7.5	15	Comp	MANG6180 Web Applications	7.5	15	Comp
MANG6267 Building Customer Insight	7.5	15	Comp	MANG6233 Web Analytics	3.75	7.5	Comp
MANG6337 Marketing Communications and Media Management	7.5	15	Comp	MANG6264 Design Thinking in Marketing	3.75	7.5	Comp
				MANG6266 Advanced Digital Communication	7.5	15	Comp
				MANG6330 Designing and Managing Research Projects	7.5	15	Comp

Appendix 4:

3670 MSc Digital Marketing additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme typically also have to pay for the items listed in the table below.

In some cases you will be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at www.calendar.soton.ac.uk.

Main Item	Sub-section	PROGRAMME SPECIFIC COSTS
Approved Calculators		Candidates may use calculators in the examination room only as specified by the University and as permitted by the rubric of individual examination papers. The University approved models are Casio FX-570 and Casio FX-85GT Plus. These may be purchased from any source and no longer need to carry the University logo.
Stationery		You will be expected to provide your own day-to-day stationary items, e.g. pens, pencils, notebooks, etc). Any specialist stationery items will be specified under the Additional Costs tab of the relevant module profile.
Textbooks		Where a module specifies core texts these should generally be available on the reserve list in the library. However due to demand, students may prefer to buy their own copies. These can be purchased from any source. Some modules suggest reading texts as **optional** background reading. The library may hold copies of such texts, or alternatively you may wish to purchase your own copies. Although not essential reading, you may benefit from the additional reading materials for the module.
Printing and Photocopying		In most cases, written coursework such as essays; projects; dissertations are submitted online and by hard copy. The costs of printing a hard copy for submission of such coursework will be the responsibility of the student. The cost of photocopying will also be the responsibility of the student. https://www.southampton.ac.uk/isolutions/students/printing