

Programme Specification

BSc (Hons) Digital Marketing and Data Analytics

BSc (Hons) Digital Marketing and Data Analytics (with placement)

<i>School:</i>	York St John Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2023-24
<i>in the month(s) of:</i>	September and January (Level 6) ¹
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	Chartered Institute of Marketing (CIM)
<i>Exit awards:</i>	Certificate of Higher Education Digital Marketing and Data Analytics Diploma of Higher Education Digital Marketing and Data Analytics Diploma of Higher Education Digital Marketing and Data Analytics (with placement) BSc (Ord) Digital Marketing and Data Analytics BSc (Ord) Digital Marketing and Data Analytics (with placement)
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Business and Management (2015)
<i>Mode/s of study:</i>	Undergraduate periods of study for full-time Non-standard period of study as follows: Full-time 4 years with placement
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Placement year opportunity:</i>	Yes

Introduction and special features

As the global business environment continues to become increasingly competitive and challenging, businesses need to be more innovative, take more risks and develop sustainable business models that serve their customers and have a positive impact on society's wellbeing. The BSc (Hons) Digital Marketing and Data Analytics awards aim to provide you with knowledge and understandings of digital marketing and data analytics.

How are goods and services marketed effectively across the web? Which tools and apps seem to work well? You can only answer these questions if you know how to analyze the data that the web can provide. This course looks at the ideas that marketers have for what might work, and the ways we can look at the

¹ Direct entry to Level 6 is available in September and January, but entry to other Levels is restricted to September.

data to see if they did. Data Analytics is a huge field: marketing analytics is one area, and other areas will also be introduced and discussed.

Studying the BSc (Hons) Digital marketing and data analytics programme is a great opportunity to gain a degree that is clearly focused on your long-term career prospects in a wide variety of contexts. This degree could give you a head start in data analyst jobs, or a wider appreciation of what the numbers mean, and what questions to ask as you begin in the field of marketing.

Accredited by the Chartered Institute of Marketing (CIM) and aligned with our Work-Related Experiential Learning framework (WREL), the BSc (Hons) Digital Marketing and Data Analytics degree, provides the opportunity to learn how data is essential in a competitive and ever-changing market, impacting upon organisations marketing strategies, and the role you can play when joining the workforce.

The WREL designed activities ensures that the course is delivering authentic content and the tasks and skills you will encounter in the workplace and in life after graduation. Our digital marketing students will be given the opportunity to assess, analyse and evaluate real organisations that our facing increased challenges in the global market, and propose solutions and enhancements to their marketing strategies. You will receive invaluable feedback from professionals on the skills you have shown, enabling you to reflect and build a dynamic portfolio of skills, preparing you for future employment.

As signatories to PRME (Principles for Responsible Management Education), York Business School are committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

If you are studying on the BSc (Hons) Digital Marketing and Data Analytics with placement variant you will undertake a Year in Industry (also known as a sandwich year or placement year), in between your second and third year.

Special features of the programme include:

- A focus on digital marketing, IT and analytics skills and knowledge you will need within a business environment.
- Supported Practical sessions to develop your technical skills.
- Projects to develop your logical thinking skills.
- Programme of guest speakers which will enhance your learning and links with the business community.
- Opportunity to qualify as a Microsoft Office Specialist.
- Opportunity to study abroad without extending the length of your degree.
- A 'Year in Industry' (sandwich year) for those on the with placement variant.
- Use of 'real life' (live) projects in assessments giving you practical application of the theory.
- Systematic development of employability skills through a Continuing Professional Development framework.

Admissions criteria

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

The aims of the programme are to:

1. Prepare you for a career in a rapidly changing world of Digital Marketing and Data Analytics with the skills needed to adapt and develop as the environment changes.
2. Enable you to be a graduate who is able to improve the quality of decision-making and business practice through digital and data analytic techniques.

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 4

Knowledge and understanding

- 4.1 Describe and explain a range of relevant concepts, theories and models to the solution of digital marketing problems.
- 4.2 Describe and identify the use of data analytics to solve real life business problems.

Cognitive and thinking skills

- 4.3 Demonstrate the ability to apply a range of academic, analytical and intellectual skills relevant to Level Four study including, information gathering, analysis and problem identification.

Practical/professional skills

- 4.4 Exhibit skills in relation to communication, organisation and working with others.
- 4.5 Demonstrate the ability to use relevant technical skills, such as web design, quantitative analysis, Business Analysis and Data Analysis.

Key transferable skills

- 4.6 Show independence learning with guided support to explore a wide variety of learning sources and opportunities.

Level 5

Knowledge and understanding

- 5.1 Compare and Contrast a range of relevant concepts, theories and models to the solution of digital marketing problems.
- 5.2 Apply problem solving and business analysis techniques.

Cognitive and thinking skills

- 5.3 Demonstrate the application of a range of academic and intellectual skills relevant to Level 5 study including, information gathering, problem solving, analysis and evaluation.

Practical/professional skills

- 5.4 Exhibit analytical problem-solving skills to develop and utilize qualitative and/or quantitative data, as well as theories and models needed to solve complex and unstructured business problems.
- 5.5 Demonstrate the use of research and enquiry to further their understanding.

Key transferable skills

- 5.6 Be independent in analysis, evaluation and learning to explore a wide variety of learning sources and opportunities

Level 6

Knowledge and understanding

- 6.1 Apply a range of relevant concepts, theories and models to the solution of digital marketing problems.
- 6.2 Exhibit deep understanding of opportunities and challenges within digital marketing and data analytics.
- 6.3 Critically evaluate the use and or application of digital marketing theories, models, as well as data analytics skills through an extended piece of research.

Cognitive and thinking skills

6.4 Demonstrate the ability to apply a range of academic and intellectual skills relevant to undergraduate level study including, information gathering, problem solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid business decision making

Practical/professional skills

6.5 Exhibit the development and achievement of skills in relation to communication, organisation and working with others in a professional manner.

6.6 Demonstrate effective digital marketing and data analytics skills.

Key transferable skills

6.7 Manage own learning to explore a wide variety of learning sources and opportunities

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take C or O	non-compensatable or compensatable NC or X
BMB4001M	4	1	Practising Responsible Business Behaviours	20	C	X
BMM4001M	4	1	Principles of Marketing	20	C	X
BMD4001M	4	1	Website Craft and Creation	20	C	X
BMD4002M	4	2	Business Analytics and the Block Chain	20	C	X
BMF4002M	4	2	Developing Analysis Techniques	20	C	X
BMM4011M	4	2	Marketing Communications	20	C	X
BMM5002M	5	1	Marketing through Digital Activity	20	C	X
BMD5003M	5	1	Creative Coding for Marketers	20	C	X
BMN5014M	5	1	Consumer Behaviour	20	C	X
BMR5002M	5	2	Research Methods for Service Industries	20	C	X
BMW5003M	5	2	Career Development and Employability	20	O	X
BMW5004M	5	2	Entrepreneurship and Business Development	20	O	X
BMD5002M	5	2	Creating Effective Information Systems	20	C	X
For students taking the 'with placement' programme						
BMB5009P	5P	Y	Placement Year	0	C	NC
BMR6001M	6	1&2	Research Investigation	40	C	NC
BMD6004M	6	1	Designing Your Marketing Career	20	C	X
BMM6012M	6	1	Social Media, Content and Influencer Marketing	20	C	X
BMD6002M	6	2	Using E-CRM and Web Analytics	20	C	X
BMD6003M	6	2	Technological Issues in Digital Era	20	O	X
BMM6004M	6	2	Global and Cross Cultural Marketing	20	O	X

Continuing professional development

You are strongly encouraged to undertake Continuing Professional Development throughout your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events under the guise of 'Success Lab' which will help you to progress through the course and into the job market and provide the work-based skills employers require.

Success Lab, a three-year programme that runs alongside your degree, has been developed in partnership with leading graduate recruiters and industry leaders. You will attend events and short courses that are offered in addition to your degree. We will offer you additional qualifications and experience in areas that are important for employers such as public speaking, Sage accounting and copywriting.

You will be offered the chance to attend exhibitions and make visits, to take part in our leadership and management programme and to attend a series of inspiring lectures with executive speakers. In the past we have hosted CEOs and Chief Executives from Pandora, Royal Mail, ASDA and Welcome to Yorkshire among others.

Study abroad

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester or full year abroad² as part of your studies during your second year.²

Learning, teaching and assessment

A key feature of this programme is that you will have many hand-on learning opportunities to analyse and evaluate real life business projects and case studies. This will help you understand the latest and leading knowledge in the areas of Digital Marketing and Data Analytics. In Level 5 and 6, you will be provided with opportunities to practice some of the most popular Digital Marketing and Data Analytics software and system.

In addition, all modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities. Each module has a Virtual Learning Environment (VLE) where you and other master's level students will be encouraged to be involved with online debate and collaborative approaches to learning. You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations, exams and tests, and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace. You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme.

Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice. You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of Digital Marketing and Data Analytics.

As a graduate searching for employment, you will likely come across the term **transferable skills**. Employers value these skills because they can be used in so many ways in the workplace. If you want to secure a graduate opportunity, you are going to have to demonstrate a specific set of skills needed for the role. Some of these skills will be specific to the industry while others (transferable skills) are those that you can build on and develop throughout your career. York Business School, seeks to develop and enhance your skills in communication, problem solving and team working through teaching, learning and

² If you are taking the placement award you are only eligible for one semester abroad.

assessment activities and the opportunities to engage in a range of activities which will not only support this but which will provide clear evidence of your achievement of them.

Progression and graduation requirements

The University's [general regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

The exit award of BA Ordinary is not available to students entering at Level 6.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised: 25/02/19

Programme originally approved July 2019: