

Programme Specification

MBA Digital Marketing

<i>School:</i>	York Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2027-28
<i>in the month(s) of</i>	September, November, January, March, May, July
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	Lincoln University of Business and Management, Dubai
<i>Delivery location:</i>	Lincoln University of Business and Management, Dubai - Online delivery only
<i>Programme/s accredited by:</i>	
<i>Exit awards:</i>	Postgraduate Certificate in Management Postgraduate Diploma in Management
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Subject Benchmark Statement for Business Management (March 2023)
<i>Mode/s of study:</i>	Postgraduate periods of study¹ Full-time (1 year)
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	No
<i>Study abroad opportunities:</i>	No
<i>Opt-in YSJU Placement Year opportunity:</i>	No
<i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i>	No

Introduction and special features

The MBA Digital Marketing is a globally recognised qualification designed to advance personal and professional growth in an evolving business environment. Whether you are an experienced marketing professional seeking to enhance your strategic impact or an aspiring leader preparing for senior roles, the programme equips you with the expertise, analytical skills, and practical insight needed to thrive in dynamic regional and global markets. Delivered fully online with flexible scheduling, the programme ensures accessibility for professionals across the Middle East and South Asia while maintaining a strong focus on applied digital marketing strategies and business management principles.

Throughout the programme, you will tackle real world marketing challenges, leveraging your own professional experience alongside the diverse perspectives of your peers. Assignments and projects are

¹ The standard period of study will apply unless otherwise stated

designed to enable immediate application of contemporary digital marketing theories, tools, and techniques. Learning is reinforced through interactive virtual communities of students and tutors, fostering knowledge exchange, critical discussion, and collaborative problem solving. This approach ensures that marketing solutions are rigorously analysed and strategically informed, with guidance from industry and academic experts.

The programme emphasises the integration of academic research with practical marketing applications. It encourages a critical, innovative, and data driven approach. You will gain a comprehensive understanding of digital marketing trends, consumer behaviour, brand management, and ethical considerations, enabling you to make informed, impactful decisions that drive organisational growth. Continuous personal and professional development is supported, preparing graduates to lead effectively in culturally diverse, digitally advanced, and rapidly evolving markets.

A distinctive feature of the programme is its strategically designed induction framework, aimed at enhancing student readiness, retention, and academic success, particularly for those returning to education after a professional break. The induction provides a comprehensive overview of the programme structure, delivery schedule, assessment strategy, and academic expectations, ensuring clarity from the outset. It incorporates structured training on the virtual learning environment (Moodle), academic writing and referencing standards, and detailed guidance on assessment requirements to promote academic confidence and performance. Students are also formally briefed on institutional regulations and policies, including academic misconduct, suspension of studies, mitigating circumstances, and overall academic integrity, reinforcing a culture of professionalism and ethical scholarship. This proactive and structured orientation strengthens student engagement, minimises academic risk, and supports progression through clear alignment with institutional quality assurance standards.

Special features of the programme include:

- Development of specialised digital marketing expertise applicable across industries in the Middle East, South Asia, and globally.
- Emphasis on ethical, responsible marketing practices and strategic decision making within regional and international contexts.
- Preparation for leadership and management roles in digital marketing, e-commerce, and technology driven business environments.
- Assessments designed to mirror real marketing challenges and data driven strategic planning.
- Opportunities to apply digital marketing frameworks directly to your professional experience, supporting reflective learning and practical growth.
- Engagement in interactive online forums and collaborative projects enriched by industry insights and applied practice.
- Personal and academic support tailored to the needs of professionals in the region.
- Interaction with marketing practitioners, digital agencies, and organisations to enhance expertise, employability, and career progression.

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage. In addition, you must have:

- A Bachelor's degree or equivalent, achieved at Class 2:2 or above, from an approved university or institution
- or
- Possess High School equivalent and/or a college diploma along with a minimum of 2 years' corporate work experience appropriate to enable you to contribute to the programme.

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 MBA Digital Marketing is designed to develop your critical understanding of contemporary marketing strategies, digital technologies, and business management practices, while enhancing self-awareness and reflective professional practice. The programme aims to equip you with the leadership capabilities, analytical skills, and ethical insight needed to maximise both personal and organisational potential within digital and traditional business environments. It fosters the development of innovative, responsible, and strategically minded managers who can operate effectively across diverse professional and international contexts.

You will be supported as you:

- Develop a critical understanding of digital marketing principles, strategies, and tools within organisational and regional contexts in the Middle East and South Asia.
- Connect marketing theory with practical application in creative, data-driven, and innovative ways, reflecting on both the learning process and outcomes.
- Gain insight into the role of marketing managers in promoting ethical, responsible, and sustainable business practices, preparing you to act as a strategic and accountable leader.
- Enhance lifelong learning skills and personal development, enabling you to work autonomously, with originality and self-direction, while navigating rapidly evolving digital business landscapes.

Programme learning outcomes

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

Level 7

- 7.1 Demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the study of opportunities and challenges of business and digital marketing management
- 7.2 Demonstrate an advanced and critical understanding of concepts, information and techniques informed by knowledge at the forefront of contemporary business digital marketing issues within the context of society
- 7.3 Demonstrate a systematic, integrated and critically aware understanding of business digital marketing management, leadership, and teamwork
- 7.4 Critically reflect and evaluate management, leadership and team working skills and take a proactive, independent and self-reflective role in working and developing professional relationships
- 7.5 Formulate a critical awareness of current issues in business digital marketing management, informed by contemporary research and practice
- 7.6 Demonstrate a deep knowledge and critical understanding of digital marketing organisations, context and response to changes in the global business environment
- 7.7 Extrapolate information critically and creatively utilising appropriate decision-making techniques in order to extract meaning and understanding, solve problems, and identify and evaluate options in a world of uncertainty and imperfect information
- 7.8 Design, conduct, analyse and disseminate an independent research project relevant to digital marketing management

Programme structure

Full Time

Intake – first module	Code	Level	Semester	Title	Credits	Module status	
						Compulsory (C) or optional (O)	non-compensable (NC) or compensable (X)
September	MBB7066M	7	1	Strategic Leadership and Change	30	C	X

November	MBB7067M	7	1	Global Business Strategy and Development	30	C	X
January	MBB7068M	7	2	Strategic Resource Management	30	C	X
March	MBM7012M	7	2	Strategic Digital Marketing Communication	30	C	X
May	MBB7072M	7	All	Capstone Project	60	C	NC

Intake ➔	Sep-26	Nov-26	Jan-27	Mar-27	May-27	Jul-27	Sep-27
Modules ➔	MBB7066M	-	-	-	-	-	-
	MBB7067M	MBB7067M					
	MBB7068M	MBB7068M	MBB7068M	MBB7012M	MBB7066M	MBB7067M	MBB7068M
	MBB7012M	MBB7012M	MBB7012M				
	MBB7072M	MBB7066M	MBB7066M	MBB7066M	MBB7066M	MBB7067M	MBB7068M
	-	MBB7072M	MBB7067M	MBB7067M	MBB7067M	MBB7067M	MBB7068M
		-	MBB7072M	MBB7068M	MBB7068M	MBB7068M	MBB7068M
			-	MBB7072M	MBB7012M	MBB7012M	MBB7012M
				-	MBB7072M	MBB7066M	MBB7066M
					MBB7072M	MBB7067M	MBB7067M
					-	MBB7072M	MBB7072M

N.B. The programme will have six intakes per year as part of a carousel recruitment model whereby each new cohort of students joins the previous cohort.

Any modules that must be passed for progression or award are indicated in the table above as non-compensable. A non-compensable module is one that must be passed at the relevant level (with a mark of 50 in order to progress).

Learning, teaching and assessment

A central tenet of the York St John University MBA Digital Marketing in collaboration with LUBM is that of combining relevant academic theory with practical, industry-focused experience enables students to develop both as professionals and as leaders in marketing. Modules are delivered using a variety of teaching, learning, and assessment strategies, including lectures, seminars, tutorials, workshops, and hands-on digital labs. Each module has a Virtual Learning Environment (VLE), encouraging you to engage in online discussions, collaborative marketing projects, and knowledge sharing, fostering meaningful interaction with a diverse, internationally informed cohort.

Many students are working professionals who may not have studied at a postgraduate level recently. From the outset, students are supported with study skills, academic conventions, and scholarly writing, ensuring a smooth transition into advanced study. LUBM's strong academic support, combined with consistently high student satisfaction, reflects the institution's commitment to personalised guidance within a collaborative and inclusive learning environment.

All modules are assessed through a structured programme of work. Assessment methods include presentations, critical essays, group projects, case studies, and digital marketing campaign development. Tutors provide formative feedback to guide your progress prior to submission, with detailed feedback supporting continuous development, enhanced research capabilities, and practical application of marketing theory.

You will also benefit from guidance in academic writing, research, and industry-relevant digital tools, reinforcing employability and career development within marketing, branding, and communications roles across regional and global markets.

In alignment with institutional quality assurance standards and the programme's fully online mode of delivery, teaching and learning methods are purposefully designed to maximise engagement, interactivity, and academic rigour within a structured virtual environment. All learning activities are delivered through the Virtual Learning Environment (VLE), with live synchronous sessions conducted via Zoom meetings to ensure consistency, accessibility, and monitored participation. Sessions incorporate structured group discussions, breakout room activities, collaborative problem-solving tasks, polls, and appropriately integrated open-source gamified tools to enhance active engagement and applied learning. Students regularly deliver online presentations and participate in peer-to-peer critique, fostering confidence, critical reflection, and professional communication skills within a digitally mediated academic setting.

Progression and graduation requirements

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

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

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised:

Programme originally approved: July 2026