

Programme Specification

Award and Title: MSc Digital Marketing

MSc Digital Marketing with Professional Experience

<i>School:</i>	London
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2027-28
<i>in the month(s) of</i>	September, February
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	YSJU London
<i>Programme/s accredited by:</i>	Not applicable
<i>Exit awards:</i>	Postgraduate Certificate Digital Marketing Postgraduate Diploma Digital Marketing
<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 (June 2015) Master's degree characteristics (September 2015)
<i>Mode/s of study:</i>	Full time (12 months) Full time with professional experience (24 months)
	Standard Postgraduate periods of study for full time apply
<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

Introduction

This programme is based on a strategic understanding of marketing, in which digitally focused tactics are integrated alongside more traditional marketing tools and practices, to capture new customers, build customer loyalty, and provide superior customer service. As a student on MSc Digital Marketing, you will understand the value of, and methods for, determining return on investment of internet marketing programmes, as well as online visitor and buyer behaviour, customer journey mapping, mobile marketing, and social media. You will also develop a critical understanding of the contemporary issues relating to digital marketing, which will enhance your skills to develop ethically sound and sustainable individual and organisational potential.

The programme includes a module on continued professional development along with an applied research project to further develop insights into the contemporary application of digital marketing and analytics in practice. Learning from academics and student peers from around the world gives an invaluable perspective into topical issues and challenges facing marketers in today's global business environment. Understanding is developed around the key skills, processes, and practices of marketing. Solutions to real problems are suggested, discussed, and analysed within the learning community, with the support of tutors and fellow learners.

Programme Special Features

The core skills developed throughout the programme are centred upon the **Four C's** giving you the ability to enhance your skills for the workplace. **C**reativity will be demonstrated through ethical marketing campaign design, **C**ritical thinking through sustainable strategic planning, **C**ommunication skills in the development of culturally sensitive messaging, and **C**ollaboration through team-based industry-focused projects.

To challenge your thinking and share best practice, an inquiry-based learning approach where work-based scenarios, problems and questions are asked will be employed to critique relevant contemporary academic theory and research as applied within organisations.

Delivery will be provided in a blended approach which emulates current working practices. The online element recognises trends towards independent ways of learning, and virtual forms of communicating, whilst maintaining the known benefits of sharing and disseminating experience in a group. This learning journey seeks to equip you with the skills required to work collaboratively, both face-to-face and virtually.

A flipped learning approach will be applied to stimulate active learning incorporating both online activities where you engage and increase your knowledge, and offline activities where you collaboratively undertake problem-solving activities.

Assessment methods used will mirror organisational based activities and will be designed in a sustainable and authentic frame, so you develop skills necessary to direct and monitor your future learning. Inclusive assessment design will be sensitive to cultural, economic, social, and personal differences.

To build your high-level thinking skills there is a supportive platform for critical reflection, applying academic theories to real work situations. Participation in active and supportive forums will be required, drawing on practical expertise.

The programme will build in development of continued professional development to ensure market relevant skills, whilst subject experts will deliver insights into emerging technologies and contemporary practices.

Students will be supported through an extensive YSJU network including wellbeing and enrichment via the Academic Tutor(s) and Wellbeing and Disability Officer(s), study skills via the Library Learning Services and London dedicated International Student Support Officer(s), and research and employability through the Dissertation Supervisor(s) and London's Careers Service; Advance to Perform Programme, placements, and Enterprise Academy.

Admissions Criteria

Students must meet the University's general entry criteria for postgraduate study. In addition, students must have:

1. A Bachelor's degree or equivalent, achieved at Class 2:2 or above, from an approved university or institution, or:
2. Current or recent work experience (within the last two years) appropriate to enable contribution the programme.

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

If they do not have traditional qualifications, they may be eligible for entry on the basis of Recognition of prior learning (RPL). York St John University also consider applications for entry with advanced standing.

Programme Aim(s)

The MSc Digital Marketing programme is designed to provide a strategic understanding of the digital marketing landscape, and to develop the key skills needed to thrive in this sector in an ethically charged, practical and structured way. The overall aim is to develop critical understanding and self-awareness to cultivate cutting edge skills and knowledge, enhancing individual and organisational potential.

You will be supported to:

1. Develop a critical understanding of contemporary strategic digital marketing and experience the impact digital marketing and data analytics have within national and global contexts.
2. Enhance the ability to connect theory with real-world practice in ethically conscious, creative, and innovative ways.
3. Develop professional and personal marketing skills with lifetime value, ensuring confidence to work with self-direction and originality.

Programme Learning Outcomes

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

- 7.1. Demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the study of opportunities and challenges of digital marketing.
- 7.2. Demonstrate a systematic, integrated, and critical awareness of the strategic marketing process.
- 7.3. Formulate a critical awareness of current issues in digital marketing and data analytics informed by knowledge at the forefront of the study, contemporary research, and ethical practice.
- 7.4. Demonstrate a deep knowledge and critical understanding of organisations, context, and response to changes in the global business environment.

- 7.5.** 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.
- 7.6.** Design, conduct, analyse and disseminate an extended independent research project from inception to completion.
- 7.7.** Develop a critical understanding of the issues relating to digital marketing, enhancing their skills to develop sustainable and ethical, individual, and organisational potential.

Programme Structure

Full Time Programme Structure (12 months) - September

Code	Level	Semester	Title	Credits	Module Status	
					Compulsory (C) or Optional (O)	Non-Compensable (NC) or Compensable (X)
LDD7001M	7	1	Global Marketing and Data Analytics	20	C	X
LDD7002M	7	1	Digital Marketing Strategy	20	C	X
LDD7003M	7	1	Communicating in the Digital Age	20	C	X
LDD7004M	7	2	Digital Technologies for Market Analysis	20	C	X
LDD7005M	7	2	Digital Change, Innovation and Disruption	20	C	X
LDD7006M	7	2	Contemporary Digital and Data Skills	20	C	X
LDD7007M	7	All	Applied Research Project	60	C	NC

Full Time Programme Structure with Professional Experience (24 months) - September

Code	Level	Semester	Title	Credits	Module Status	
					Compulsory (C) or Optional (O)	Non-Compensable (NC) or Compensable (X)
LDD7001M	7	1	Global Marketing and Data Analytics	20	C	X
LDD7002M	7	1	Digital Marketing Strategy	20	C	X
LDD7003M	7	1	Communicating in the Digital Age	20	C	X
LDD7004M	7	2	Digital Technologies for Market Analysis	20	C	X
LDD7005M	7	2	Digital Change, Innovation and Disruption	20	C	X

LDD7006M	7	2	Contemporary Digital and Data Skills	20	C	X
LDD7008M	7	All	Applied Research Project (Professional Experience)	60	C	NC

Professional experience will take place during the second year of the programme, with the option of a professional placement, or YSJU London's Enterprise Academy. Skills acquired will be assessed via the Applied Research Project. Please see the 'professional experience option' section below.

Full Time Programme Structure (12 months) - February

Code	Level	Semester	Title	Credits	Module Status	
					Compulsory (C) or Optional (O)	Non-Compensable (NC) or Compensable (X)
LDD7004M	7	2	Digital Technologies for Market Analysis	20	C	X
LDD7005M	7	2	Digital Change, Innovation and Disruption	20	C	X
LDD7006M	7	2	Contemporary Digital and Data Skills	20	C	X
LDD7001M	7	1	Global Marketing and Data Analytics	20	C	X
LDD7002M	7	1	Digital Marketing Strategy	20	C	X
LDD7003M	7	1	Communicating in the Digital Age	20	C	X
LDD7007M	7	All	Applied Research Project	60	C	NC

Full Time Programme Structure with Professional Experience (24 months) - February

Code	Level	Semester	Title	Credits	Module Status	
					Compulsory (C) or Optional (O)	Non-Compensable (NC) or Compensable (X)
LDD7004M	7	2	Digital Technologies for Market Analysis	20	C	X
LDD7005M	7	2	Digital Change, Innovation and Disruption	20	C	X
LDD7006M	7	2	Contemporary Digital and Data Skills	20	C	X
LDD7001M	7	1	Global Marketing and Data Analytics	20	C	X
LDD7002M	7	1	Digital Marketing Strategy	20	C	X
LDD7003M	7	1	Communicating in the Digital Age	20	C	X
LDD7008M	7	All	Applied Research Project (Professional Experience)	60	C	NC

Professional experience will take place during the second year of the programme, with the option of a professional placement, or YSJU London's Enterprise Academy. Skills acquired will be assessed via the Applied Research Project. Please see the 'professional experience option' section below.

Professional Experience (Option)

Professional experience is the perfect opportunity to enhance your career prospects and deepen your understanding of your chosen area of expertise. The MSc Digital Marketing programme is available with a 12-month optional professional experience, allowing you to gain knowledge and skills in the UK to evidence your capabilities.

YSJU London offers support to those students seeking professional experience, through tailored services provided by our London Placement Team, such as career appointments, employer visits, career fairs in London and York and access to exclusive jobsites. While there is no guarantee you will secure a placement, as this decision sits entirely with employers, we can guarantee you will have access to professional experience through our Enterprise Academy (EA). EA is our flagship entrepreneurship and leadership development programme, giving you the chance to design and develop your business as well as yourself. The experience takes place over semester one and two, with optional student consultancy projects designed to enhance employability occurring during the summer months.

Learning, Teaching and Assessment

The learning, teaching and assessment philosophy is based on the principles of learner-driven pedagogy, integrative curriculum design, and sustainable assessment, to develop the innovative professional and reflective practitioner. The programme is focused on developing an array of desirable graduate attributes, through inclusive and equitable teaching and assessment practices, that prioritise your experience and leaders of tomorrow. As a result, there are several tenets that underpin the programme's design including:

- The use of active learning approaches, which are practical, authentic, and experiential in nature
- Developing your levels of responsibility, accountability, and autonomy over time
- Focusing on holistic competence, as well as programme content
- Encouraging reflection as an aid to learning

The programme recognises that you are likely to bring significant experience and knowledge, that can be shared, and subsequently shape the learning environment. Therefore, the programme's pedagogy is divergent, rooted in project-based and inquiry-led learning. If you have not engaged in conventional education for some time or have never formally studied digital marketing at undergraduate level, support with study skills, conventions of academic analysis and scholarly writing will be available throughout the duration of the programme.

All modules are designed and delivered utilising a range of blended teaching, learning and assessment techniques, including (online/video) lectures, workshops, seminars, debates, discussion forums and tutorials. Digital marketing as a discipline is a dynamic area with wide ranging frameworks, theories, philosophies, and practices, that are scrutinised and critically applied to the real world.

By utilising a range of assessment practices, the programme will ensure an inclusive and individualised experience, through mechanisms such as reflective portfolios, continuous professional development logs, marketing plans, presentations, vivas, and project-based research. Each module will include formative assessment opportunities and feedback/forward, to inform your work prior to

submission. You will benefit from a variety of feedback modes (as appropriate to the method of assessment), encompassing verbal/audio, written/rubric, live/in-person and via individual and/or group coaching techniques. Feedback received will detail how you can develop areas of research, subject knowledge, and professional practice. Continued professional development is a key aspect of this programme in aid of identifying and maintaining a personalised plan, will be included as a part of the programme.

Progression and Graduation Requirements

The University's [general regulations for](#) 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 and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
- [Freedom of Speech Code of Practice](#)
- [The University's Approach to Dignity and Respect](#)

Date written: March 2022

Programme originally approved: