

PROGRAMME SPECIFICATION

Course record information	
Name and level of final award	BA (Hons) Digital Marketing BA (Hons) Digital Marketing with International Experience BA (Hons) Digital Marketing with Professional Experience The Digital Marketing course is a BA degree that is Bologna FQ-EHEA first cycle degree or diploma compatible.
Name and level of intermediate awards	BA Digital Marketing Diploma of Higher Education Digital Marketing Certificate of Higher Education Digital Marketing
Awarding body/institution	University of Westminster
Teaching Institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Marylebone Campus
Language of delivery and assessment	English
Mode, length of study and normal starting month	Three or four years, full time. September start.
QAA subject benchmarking group(s)	Business and Management
Professional statutory or regulatory body	tbc
Date of course validation/Revalidation	July 2020
Date of programme specification approval	November 2020
Valid for cohorts	2021/22
Course Leader	Dr Richard Berry
UCAS code and URL	westminster.ac.uk/courses/undergraduate
Westminster course code	BAMRK08F (FT)
HECoS code	100075 - marketing
UKPASS code (PG only)	N/A

Admissions requirements

There are standard minimum [entry requirements](#) for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: westminster.ac.uk/courses/undergraduate/how-to-apply.

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information: westminster.ac.uk/recognition-of-prior-certified-learning.

Aims of the course

This course is designed to meet industry needs in combining user-centred, creative, media and marketing communications with strategic marketing, analysis and management. All set in the contemporary digital world of business. You will have the opportunity to tailor your programme by choosing specialist modules including user experience, ecommerce, mobile and social media.

The course aims to:

- Develop academic knowledge and a critical understanding of the conceptual frameworks upon which the study of digital marketing is based.
- Provide you with specialist skills (including but not limited to: strategic planning, customer journeys, experiences and engagement; digital channels and content creation; and web analytics) to move confidently into the world of digital marketing or pursue postgraduate study.
- Equip you with transferable skills (including effective communication, working with others, researching, problem identification, analysis, creative thinking and digital skills) to enable you to operate effectively in a variety of work contexts.
- Give you opportunities to develop your employability and enterprise skills through work-based learning and real-world experiences embedded within the course.
- Develop your self-confidence and ability to take responsibility for your own personal development and the skills you need to develop to support your personal and career aspirations.
- Prepare you for operating professionally in complex, diverse and multi-cultural contexts.
- Raise awareness of sustainability and social justice issues, to be socially, environmentally and ethically aware.
- Enable you to develop analytical and research skills relevant to a range of careers and professions.
- Develop critical and creative approaches, adopting an active, problem-solving approach.

What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall **knowledge and understanding** you will gain from your course (KU).
- **Graduate attributes** are characteristics that you will have developed during the duration of your course (GA).
- **Professional and personal practice learning outcomes** are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- **Key transferable skills** that you will be expected to have gained on successful completion of the course. (KTS)

Level 4 course learning outcomes: upon completion of level 4 you will be able to:

L4.1 Operate in a range of varied but predictable contexts that require the use of a specified range of techniques and information sources. (PPP)

L4.2 Operate with autonomy in predictable, defined contexts, with supervision that require use of a specified range of standard techniques/guidelines. (PPP)

L4.3 Understand the knowledge base, its terminology and appreciate that areas of this knowledge base are open to debate and reformation. (KU)

L4.4 Analyse and make informed and sustainable decisions with guidance using given classifications/principles recognising the needs of stakeholders. (GA)

L4.5 Apply given tools/methods creatively to a well-defined problem or process and begin to appreciate the complexity of the issues. (GA)

L4.6 Work collaboratively, building positive relationships with others as a member of a group and meet obligations to others. (KTS)

L4.7 Work within an appropriate ethos, manage time, use and access a range of learning resources to achieve goals. (KTS)

L4.8 Manage information, collect appropriate data from a range of sources and undertake simple research tasks with external guidance. (KTS)

L4.9 Use interpersonal, digital and communication skills to clarify tasks and identify and rectify issues in a range of contexts. (KTS)

Level 5 course learning outcomes: upon completion of level 5 you will be able to:

L5.1 Operate in situations of varying complexity and predictability requiring application of a wide range of techniques. (PPP)

L5.2 Act with increasing autonomy, with limited supervision and direction, within defined guidelines, accepting responsibility for achieving personal and/or group outcomes and/or outputs. (PPP)

L5.3 Demonstrate detailed knowledge of well-established theories and concepts, with awareness of different ideas, contexts and frameworks, recognising those areas where the knowledge is most/least secure. (KU)

L5.4 Demonstrate awareness of the wider social and environmental implications of digital marketing and be able to debate issues in relation to more general ethical perspectives. (KU)

L5.5 Analyse a range of information with minimum guidance using given classifications/principles and can compare alternative methods and techniques for obtaining and analysing data, recognising the importance of compliance, regulatory frameworks and the needs of stakeholders. (GA)

L5.6 Identify key areas of problems and identify creative, sustainable and enterprising approaches for their resolution. (GA)

L5.7 Adapt interpersonal, digital and communication skills to a range of situations, audiences and degrees of complexity. (KTS)

L5.8 Respect diverse cultures, customs and values, being mindful of potentially competing needs of different communities. (KTS)

In addition, those completing the international year and achieving the 'with international experience' award will be able to:

L5Y.1 Demonstrate insight and understanding of the challenges and opportunities of working and/or studying in an international context. (PPP)

L5Y.2 Apply theories, concepts and research skills related to the cultural context(s) of the society within which the experience takes place. (KU)

Those students completing a professional experience year and achieving the 'with professional experience' award will be able to:

L5Y.3 Demonstrate acquisition of a range of professional and commercial skills required within the contemporary business environment through the completion of an extended period of professional practice in the work placement year. (PPP)

Level 6 course learning outcomes: upon completion of level 6 you will be able to:

L6.1 Operate in complex and unpredictable contexts, requiring the selection and application of innovative techniques. (PPP)

L6.2 Act autonomously, with minimal supervision or direction, within agreed guidelines. (PPP)

L6.3 Demonstrate a critical understanding of the knowledge base and its inter-relationship with other fields of study, with current understanding of some specialist areas in depth. (KU)

L6.4 Analyse new data, concepts and situations without guidance, using a range of techniques appropriate to the situation and design creative, sustainable solutions, recognising the needs of stakeholders with minimum guidance. (GA)

L6.5 Critically evaluate evidence to support conclusions/recommendations, reviewing reliability, validity and significance. (GA)

L6.6 Manage your own learning and time using full range of resources for digital marketing. (KTS)

L6.7 Apply own criteria of judgement and can challenge received opinion and reflect on action. (KTS)

L6.8 Set criteria for, and be effective in, professional and interpersonal communication in a wide range of situations using digital skills. (KTS)

L6.9 Recognize the potential impact of economic, social and cultural differences when working within diverse communities, both locally and internationally. (KTS)

How will you learn?

This vocational course has a strong focus on your future career and the curriculum is very much applied to the industry context. Your learning activities and assessments are designed to provide real world learning opportunities to combine theory and practice. The learning and the teaching of the course takes place through lectures, seminars, workshops and tutorials. Due to the nature of the course, digital media are used to facilitate a blended approach with platforms including the online learning environment, course website and course social media. The course has its own media channels for which you will create content both individually and collaboratively (social media ads, landing pages on websites, apps, blogs and user experience designs) with a view to reach and engage audiences as part of your learning and assessment. The performance of these channels will be measured and managed through web analytics.

The course team works closely with industry partners and work-related tasks and 'as live' briefs help simulate the working environment. Work-based learning and other forms of experiential and problem-based learning forms an important strand in the three or four years of the course to help engender employability into the curriculum. The blended approach also facilitates innovative teaching methods such as the flipped classroom (students access pre-

recorded lectures and the face-to-face or online seminar time is spent working on the aspects that students find problematic) which encourages active learning.

The course is designed to offer a number of different learning and teaching approaches. For example, in your first year, in Professional Development for Marketers you will work in groups on a live brief for an agency client, in Digital Marketing Enterprise and Innovation you will develop creative and innovative solutions to a real-world business problem, presenting your solutions to an industry panel. In other modules you will develop a range of digital skills in creating content for websites and social media, you will learn how to understand what content drives traffic, engages audiences and converts into sales. You will get to know the consumer, prototype and test your messages, creative and channels, analyse online behaviour and how to manage relationships. You will learn how to work as a team and present your work using digital and presentation skills.

The aims of the course are achieved as you learn through the levels of the course.

In your first year (level 4). Developing a rigorous approach to the acquisition of a broad knowledge base of Digital Marketing; employing a range of specialist skills; evaluating information, using it to plan and develop investigative strategies and to determine solutions to a variety of unpredictable problems; and operate in a range of varied and specific contexts, taking responsibility for the nature and quality of outputs.

In your second year (level 5). Generating ideas through analysis of concepts and at an abstract level with a command of specialist skills and the formulation of responses to well-defined and abstract problems; analysing and evaluating information; exercising significant judgment across a broad range of functions of Digital Marketing; and accepting responsibility for determining and achieving personal or group outcomes.

In your final year (level 6). Critically reviewing, consolidating and extending a systematic and coherent body of knowledge, utilising specialised skills across Digital Marketing; critically evaluating concepts and evidence from a range of sources; transferring and applying diagnostic and creative skills and exercising significant judgment in a range of situations; and accepting responsibility for determining and achieving personal outcomes.

The modules in which course aims are particularly emphasised are listed by level below:

- Develop your academic knowledge and critical understanding (Marketing Principles at level 4; Consumer Insights at level 5 and your Final Major Project at level 6);
- Providing you with specialist and transferable skills (Web Design and Content Creation at level 4; Marketing Metrics and Digital Marketing Communications and Channel Optimisation at level 5; Marketing Analytics and Customer Relationship and Permission Marketing at level 6; but also through the many specialist skills modules available as options);
- Developing your employability and enterprise skills (Professional Development for Marketers and Digital Marketing Enterprise and Innovation at level 4; Consumer Insights at level 5 which is designed to include work-based learning; and the optional placement year);
- Building your self-confidence (through group work and reflective practice);
- Preparing you for diverse and multi-cultural contexts, raising awareness of sustainability and social justice issues (through group work and inclusive learning, teaching and assessment);
- Enabling you to develop analytical and research skills (Buyer Behaviour at level 4; Consumer Insights at level 5; and your Final Major Project at level 6);

- and, to develop critical and creative approaches to problems (Digital Marketing Enterprise and Innovation at level 4; Digital Marketing Communications and Channel Optimisation at level 5; and Digital Marketing Strategy and Planning at level 6).

The university's Virtual Learning Environment (Blackboard) contains learning materials to complement and enrich face to face contact lectures, seminars and workshops. You will be referred to articles, cases, quizzes and other activities on Blackboard in advance of, and following taught sessions, to help structure and direct your independent study time, undertake preparatory work for seminars and prepare for assessments. Often your modules will have a blend of online and face-to-face activities.

The university has invested extensively in Panopto lecture capture technology to enable lectures to be recorded and uploaded to Blackboard. This aids your learning as it allows you to access lectures when you need them and to refer back to them in preparing for assessments. You will also have the opportunity to take part in online discussions and use the Collaborate communication platform to work virtually in groups, reflecting industry practice in digital marketing.

The approach to teaching and learning on your course also embraces the practice of reflection to the benefit of your learning, development and confidence. With the support of your academic mentor you will be encouraged to reflect on and further develop your knowledge, skills and professional behaviours drawing on the totality of the experiences you have encountered as a student on the course.

The School of Management and Marketing has a long-standing commitment to investing resources in state-of-the-art facilities, often replicating industry practice. An example of this is the innovative teaching space Switch-23 that provides a collaborative digital marketing space where students can develop and present their emerging ideas for campaigns, websites and apps with the same Adobe Creative Cloud applications used in the agency environment including Adobe XD to prototype all aspects of the user experience.

How will you be assessed?

The course team takes an 'assessment as learning' approach and has an inclusive learning, teaching and assessment strategy to provide culturally-inclusive learning materials, varied, innovative teaching methods and providing flexible pathways to meet learning outcomes. Students are encouraged to work in an inclusive and engaged manner, recognising that they are developing a rich range of understandings, skills, values and attributes to take into their professional lives. In this a variety of assessments are designed to support you in demonstrating your achievement of module learning outcomes. There is an emphasis on industry-focused, 'real world' assessments such as reports, portfolios, presentations and plans, though meeting professional body requirements may mean that there are some exams. Formative assessments and specific and timely feedback are an intrinsic part of the assessment process. Often a review of work in progress, this is a valuable learning opportunity and helps you improve your work and grade. You will be offered a range of formative feedback opportunities throughout each module to help prepare you for your assessments. In some cases, you will critically reflect on your experiences in order to understand what you have learned and apply it in your career and other aspects of life. The assessments for these modules provide opportunities for you to demonstrate the achievement of the learning outcomes through undertaking work-based and other experiential learning activities in order to distil the learning and to help plan for your future personal and professional development.

At each level you will be assessed on academic knowledge, practical application and on your ability to re-contextualise knowledge, relating theory to practice and developing your

own theory about practice. Often assessed tasks will draw on real-world digital marketing problems such as consultancy exercises and responding to creative briefs. Other assessments may require you to reflect on work-based and other forms of experiential learning.

As you move through the levels of the course the scope and depth of assessment builds, allowing you to incrementally gain confidence and improve your knowledge, skills and understanding. Assessments are progressively designed to facilitate and develop independent critical thinking skills and your ability to analyse and critically evaluate theories, concepts and ideas. In the final year of the course assessment methods are likely to test your ability to synthesise your ideas and take a more holistic view of the discipline.

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

The BA Digital Marketing course aims to create work ready graduates who meet the needs of industry, preparing students for a career in digital marketing. The course combines content creation, marketing communications, strategy, data and analytics, all of these elements driven by industry-need for creative digital technologists. As such it covers understanding digital consumer behaviour; developing digital and channel marketing strategies; employing digital tactics, tools and channels; and applying data-led approaches to planning, measurement and analysis. In your career it is likely you will take the lead on the creation and execution of a digital marketing strategy, identifying business opportunities and customer needs using digital channels including social media, websites, email and content. The course prepares you for roles including Digital Marketing Manager, Digital Marketing Account Manager, Digital Marketing Analyst, Digital Marketing Campaign Manager, E-commerce Marketing Specialist, Social Media Specialist, Content Marketing Executive, Pay Per Click Analyst, Search Engine Optimisation Executive, Display Advertising Executive, Digital Producer and Programmatic Executive, Planner, Strategist, Client servicing/Account management, Data Analyst and SEO specialist. Some students will go on to study for higher degrees including MA/MSc Marketing Communications, MA/MSc Marketing Management or MSc Digital Business as well as pursuing your continued professional development with the Chartered Institute of Marketing.

Work experience is a very useful way of gaining relevant, professional experience and knowledge of digital marketing and can greatly improve your employability. As part of the University of Westminster's Employability Strategy the course offers core modules incorporating work-based learning and optional year-long placements. At level 4 as part of the Professional Development for Marketers module, one of our partner agencies will provide a 'live brief' and at level 5 as part of the Consumer Insights module, student groups will be required to negotiate the scope of a 'live' customer experience project, propose a plan of action, carry out the project and report on results. The year-long 'sandwich placement' (Professional Experience Project in the UK) or study-abroad (International Experience Year)

is optional for all students between Levels 5 and 6. In this, students may opt to work in the UK abroad for an overseas employer as a part of their degree programme.

Professional Placement Year

The Westminster Business School encourages students to take a placement year in industry. During the year you will identify skills' goals to work towards achieving whilst on placement; carry out research to develop awareness of the business sector you are working in, using a range of data sources; and, familiarise yourself with a range of employer branding techniques in recruitment and analyse contemporary selection techniques.

International Experience Year

Students can choose to undertake an international experience year as part of their degree at one of our partner overseas institutions. You will study and reside in the country of a host institution during the year. The content of your study is agreed through a Learning Agreement between you, the home institution and the Westminster Business School.

Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students' study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

COURSE STRUCTURE TABLE				
Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4MARK003W	Fundamentals of Marketing	Core	20	10
4MARK007W	Professional Development for Marketers	Core	20	10
4MARK005W	Buyer Behaviour	Core	20	10
4MARK010W	Web Design and Content Creation	Core	20	10
4MARK009W	Digital Marketing Enterprise and Innovation	Core	20	10
	Elective	Elective	20	10
<i>Award of Certificate of Higher Education available</i>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5MARK005W	Marketing Metrics	Core	20	10
5MARK015W	Social Media Marketing	Core	20	10
5MARK016W	Digital Marketing Communications and Channel Optimisation	Core	20	10
5MARK019W	Consumer Insights	Core	20	10
5MARK018W	Search Marketing	Option	20	10
5MARK017W	Global Consumer Engagement	Option	20	10
5MARK003W	Product and Brand Management	Option	20	10
5MARK007W	Marketing Ethics and Social Responsibility	Option	20	10
5MEST003W	Convergent Media	Option	20	10
	Elective	Elective	20	10
<i>Award of Diploma of Higher Education available</i>				
Optional Year Abroad or Placement Year				
The following modules must be passed for the award title 'with International Experience'				

Module code	Module title	Status	UK credit	ECTS
5BUSS013W	WBS International Experience Year Semester 1	Option	60	30
5BUSS014W	WBS International Experience Year Semester 2	Option	60	30
The following modules must be passed for the award title 'with Professional Experience'				
5BUSS011W	Professional Placement Project Part 1	Option	60	30
5BUSS012W	Professional Placement Project Part 2	Option	60	30
Credit Level 6				
6MARK016W	Marketing Analytics	Core	20	10
6MARK019W	Digital Marketing Strategy and Planning	Core	20	10
6MARK020W	Final Major Project	Core	40	20
6MARK018W	Customer Relationship Management	Option	20	10
6MARK014W	Global Marketing Management	Option	20	10
6MARK011W	Managing Brands	Option	20	10
6MMCS001W	Mobile User Experience	Option	20	10
6MMCS002W	Digital Marketing, Social Media and Web Analytics	Option	20	10
	Elective	Elective	20	10
<i>Award BA available</i>				

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot do your first choice of modules.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

How will you be supported in your studies?

The course team aims to provide a supportive environment for you when you join us and as part of the course community throughout your time at Westminster. Personal tutor sessions help introduce you to the University the first eight weeks of the first semester (the year is divided into two teaching periods) but you can arrange to see your Personal Tutor when you require individual support.

Course Management

The course is managed through a Course Leader, Level Leaders and Module Leaders. All members of the team have office hours when you can arrange to meet them. Course Representatives are elected in the first few weeks. This is a really valuable role and as a rep you would have regular formal meetings with the course team and less formally throughout the course in reflecting the student voice. This helps us work together to communicate and respond to any issues as they arise, to provide a strong course community.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides

advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at westminster.ac.uk/blackboard.

Equality and Diversity

The course team has a strong commitment to decolonising and diversifying our curriculum and teaching practices, taking an approach to learning, teaching and assessment that draws from a wide range of contexts and practical examples to enhance inclusivity. In line with the University's commitment to equality and diversity, an inclusivity strategy facilitates an environment for learning that anticipates the varied requirements of learners and aims to ensure that all students have equal access to educational opportunities. This includes enabling access for people who have differing individual requirements as well as eliminating arbitrary and unnecessary barriers to learning by means of inclusive design and by means of reasonable individual adjustments wherever necessary.

Learning Support

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students¹ can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at westminster.ac.uk/student-advice. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at westminster.ac.uk/students-union.

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel in **2020**. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys,

student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

Please note: This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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