

## KEY PROGRAMME INFORMATION

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Bournemouth University Business School
<b>Final award(s), title(s) and credits</b>  MSc Marketing Management (Digital) 180 credits (90 ECTS)	
<b>Intermediate award(s), title(s) and credits</b>  PG Dip in Marketing Management (Digital) 120 credits (60 ECTS Credits) PG Cert in Marketing Management (Digital) 60 credits (30 ECTS Credits)	
<b>UCAS Programme Code(s) (where applicable and if known)</b> <a href="#">Click here to enter text.</a>	<b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b> 100075 (74%) 100078 (12%) 100088 (12%)
<b>External reference points</b> The UK Quality Code for Higher Education <ul style="list-style-type: none"> <li>* The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (Oct 2014)</li> <li>* Master's Degree Characteristics Framework (Sept 2015)</li> <li>* National Credit Frameworks</li> <li>* Subject Benchmark Statement: Master's Degrees in Business and Management (June 2015)</li> </ul> (only partly applicable) - AACSB - Professional, Statutory and Regulatory Body (PSRB) standards or guidelines – Institute of Direct and Digital Marketing (IDM).	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b>	
<b>Places of delivery</b> Bournemouth University	
<b>Mode(s) of delivery</b> full-time; full-time sandwich (i.e. with placement or study abroad)	<b>Language of delivery</b> English
<b>Typical duration</b> 12-16 months full-time (full-time) 20-24 month full-time (full-time sandwich)	
<b>Date of first intake</b> September 2019	<b>Expected start dates</b> September January

<b>Maximum student numbers</b> Not applicable .	<b>Placements</b> Industrial placements or study abroad (Optional 30-week non-credit-bearing placement or study abroad)
<b>Partner(s)</b> Not applicable	<b>Partnership model</b> Not applicable
<b>Date of this Programme Specification</b> December 2023	
<b>Version number</b> 1.2-0924	
<b>Approval, review or modification reference numbers</b> E20181917 EC1920 28 approved 29/01/2020 EC2021 01, FM2021 04, approved 04/11/2020 and 10/03/2021, previously v1.0 BUBS 2324 04, Approved 20/12/2023, previously v1.1	
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## PROGRAMME STRUCTURE

Programme Award and Title: MSc Marketing Management (Digital)									
<b>Level 7</b> Students are required to complete all core units									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Code (plus balanced or major/minor load)	
			Exam 1	Cwk 1	Cwk 2				
Marketing and Strategy	Core	20		100%		40	V 1.0	100075 (100%)	
Omnichannel Strategy and Supply Chain Management	Core	20		100%		40	V 1.0	100078 (100%)	
Leadership Essentials	Core	20		100%		40	V 1.0	100088 (100%)	
Marketing Communications and Brand Management	Core	20		100%		40	V 1.0	100075 (100%)	
Sustainability and Social Marketing	Core	20		50%	50%	40	V 1.0	100075 (100%)	
Digital Marketing	Core	20		40%	60%	40	V 1.0	100075 (100%)	
<b>Progression requirements:</b> A minimum of 80 credits is necessary to progress to the Research Project. Students will normally have completed 180 credits before proceeding to the placement but this requirement may be relaxed in the case of a student who needs to resit assessment(s). In such cases, decisions will be made on an individual basis and in the best interests of the student.									
<b>Exit qualification:</b> PGCert in Marketing Management (Digital) 60 Credits (30 ECTS) PGDip in Marketing Management (Digital) 120 Credits (60 ECTS)									
<b>Placement</b> The 30 week placement is optional for students. The placement is not credit-bearing and is assessed on a pass/fail basis (ie satisfactory completion of 30 weeks). The placement will appear on a student's degree transcript. Students are required to find their own placements. Students must comply with any visa requirements.									
Placement	Option	0		Pass/ Fail		5	v3.0		100075
Dissertation (PG Management and Marketing)	Core	60	-	100%		13	V1.0		100075
<b>Exit qualification:</b> MSc Marketing Management (Digital) requires 180 credits									



## **AIMS OF THE DOCUMENT**

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

## **AIMS OF THE PROGRAMME**

This programme aims to develop critically informed, agile and resourceful graduates who:

1. can demonstrate the ability, knowledge and skills to be marketing managers and digital marketers in an increasingly global environment;
2. demonstrate an understanding of the core disciplines and methods of working in the marketing management and digital marketing areas and are able to apply these in a practical context;
3. appraise current and future contexts and environments in which marketing management and digital marketing are applied, and develop competitive strategies;
4. define, investigate, analyse, evaluate and respond to tactical and strategic issues of concern regarding marketing management and digital marketing within organisations;
5. adopt an analytical and creative approach to problem solving through independent evaluation and critical self-awareness, working as individuals or as part of a team;
6. manage their own learning and development;
7. develop skills to enable them to conduct independent research and analyse secondary and primary data;
8. communicate ideas in the most appropriate media, demonstrating a capacity of logical and coherent thinking;
9. utilise a range of personal skills and competences that will enable them to operate effectively in any industry.

This programme is intended as a 'conversion' programme and is designed to cater for the needs of students who have and have not studied marketing management and/or digital marketing as their first degree. It aims to give students an advanced understanding of business, marketing management and digital marketing techniques and methods. This programme is intended to address the industry's need for graduates with the knowledge, understanding and experience to take up managerial roles that require designing and managing marketing and digital marketing strategies.

## **ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN**

### **BU's mission and strategic priorities**

Bournemouth University's mission is:

"Creating the most stimulating, challenging, and rewarding university experience in a world-class learning community by *sharing* our unique fusion of excellent education, research and professional practice and *inspiring* our students, graduates and staff to enrich the world".

This programme aligns with BU's mission and strategic priorities (as set out in the BU2025 strategic plan) in a number of ways:

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- This programme fuses relevant and contemporary curricula, with the research expertise of the teaching team, and engagement with industry practitioners (both within and beyond the university's campus) (Strategic outcomes A1; A2; B3; C1-C3: D1-D3);
- Teaching is informed by the current research and professional practice expertise of the teaching teams (Strategic outcomes A2; B1; B2; D1; D2);
- This programme equips our students with the intellectual, practical and transferable skills for future employment (Strategic outcomes A3; B1; C1; C2; D1; D2);
- Students will have the opportunity for real-world learning through engaging with external organisations, e.g. working on contemporary case studies or undertaking a work placement, or obtaining a professional certification i.e. IDM Certificate in Digital Marketing (Strategic outcomes A2; A3; D1; D2).

### Other University priorities

This programme aligns with other BU priorities as follows:

- has multiple exit points, in accordance with the Academic Regulations, Policies and Procedures that govern the University's academic provision;
- assessment strategy is fully aligned with the *Principles of Assessment Design Policy*, 6C;
- provides the opportunity for September or January starts, in accordance with the University's policies on *Programme Structure and Curriculum Design*, our Masters programmes;
- aligns with BU's internationalisation agenda in the following ways:
  - i) it has been designed to attract overseas students, thereby aligning with the University's *Global Engagement Plan*;
  - ii) provides and encourages student international mobility (through the opportunity for study abroad);
  - iii) the curriculum is international in focus and examines relevant sectors from a global perspective.

Programme delivery makes full use of BU's e-learning environment (Brightspace) through which students can remotely access programme-related materials and additional information/support. Brightspace is also the portal through which coursework is submitted (via *Turnitin*).

Delivery is informed by the aims of the University's *Centre for Excellence in Learning* (CEL) which are to inspire improvements and innovation in learning and teaching practice. In particular, the validation of this programme has been informed by the University's policy on Technology Enhanced Learning (TEL) which emphasises co-creation, flipped learning, blended learning, student engagement and feedback including feed-forward.

The curriculum seeks to align with BU's commitment to sustainability (as expressed in the University's sustainability policies and the core BU value of 'responsibility'). The programme considers the impacts of people, environments, sustainable practices and the role of responsible and ethical behaviours.

Finally, the curriculum incorporates opportunities for co-creation involving staff, students and partner organisations. For example, students can attend professional meetings and conferences organised by the BU Business School (or one of its department) as an opportunity for networking and knowledge

exchange. Students also have the opportunity to work with staff on their research and in some cases to publish together as well.

## **LEARNING HOURS AND ASSESSMENT**

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, workshops, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Each 20-credit unit should normally, unless required by PSRBs, have no more than 2 elements of summative assessments. These elements are formal (i.e. each assessment must be passed for the student to pass the unit). There should be no sub-elements.

In addition to summative assessment, formative assessment must be included in each unit to promote effective learning, but this does not contribute to the final unit mark and whilst feedback/feedforward is required, it is not required to be independently marked or moderated. The feedback/feedforward provided may be self-assessed, peer assessed or tutor-assessed.

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Level 7 Final Projects are distinct from other assessment types: the word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

## **STAFF DELIVERING THE PROGRAMME**

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

## INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

### PROGRAMME LEVEL 7 INTENDED PROGRAMME OUTCOMES

<p><b>A: Subject knowledge and understanding</b></p> <p>This programme/level/stage provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>
<p>A1 cohesive, holistic, cutting edge and current knowledge of theoretical and practical aspects of marketing management and digital marketing;</p> <p>A2 creative, critical and analytical thinking in order to develop international visionary leaders who are informed decision makers, and extraordinary communicators who are able to verbalise and implement ethical strategies;</p> <p>A3 creative and analytical skills in order to assist in the process of examining valid and reliable resources so they can produce advanced academic assessed outputs i.e. reports, essays, dissertations; as well as organisational reports;</p> <p>A4 research and analytical skills in order to assist in the process of marketing management and digital marketing that help organisation to make informed decision, to manage and critically appraise the delivery of their value proposition.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (A1-A4);</li> <li>seminars (A1-A4);</li> <li>workshops (A1-A4);</li> <li>self-managed learning (A1-A4);</li> <li>independent study (A1-A4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework essays (A1-A4);</li> <li>dissertation (A1-A4);</li> <li>coursework reports (A1-A4);</li> <li>presentations (A1-A4);</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme/level/stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level outcomes:</p>
<p>B1 critically assess and apply appropriate knowledge and skills to various and multifaceted situations taking into consideration complex relationships and multiple stakeholders;</p> <p>B2 collect, evaluate, analyse and synthesise marketing and related information from a range of sources in order to interpret and further inform business knowledge both at an individual level and in a group context;</p> <p>B3 use conceptual subject area in order to define organisational and user problems, consider possible solutions and apply the most effective ones ensuring they are supported by evidence;</p> <p>B4 outline and design appropriate tools to appraise marketing decisions and finalise a research project</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (B1-B4);</li> <li>seminars (B1-B4);</li> <li>workshops (B1-B4);</li> <li>self-managed learning (B1-B4);</li> <li>independent study (B1-B4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework essays (B1-B4);</li> <li>dissertation (B1-B4);</li> <li>coursework reports (B1-B4);</li> <li>presentations (B1-B4);</li> </ul>



that denotes acquired knowledge and independent thinking.	
<b>C: Practical skills</b>  This programme/level/stage provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:
C1 understand the cross-cultural and multidisciplinary nature of businesses in order to provide marketing and digital marketing tools in an increasingly digital and global environment;  C2 demonstrate a range of knowledge and skills regarding internal and external environmental issues faced by companies related to marketing;  C3 display marketing management and digital marketing specific skills through application of related theories, concepts, and organisational best practice;  C4 interpret, analyse and use effectively as much academic and professional practice literature in order to understand the processes of digitalisation in a national and international context.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):  <ul style="list-style-type: none"> <li>lectures (C1-C4);</li> <li>seminars (C1-C4);</li> <li>workshops (C1-C4);</li> <li>self-managed learning (C1-C4);</li> <li>independent study (C1-C4).</li> </ul> Assessment strategies and methods (referring to numbered Intended Learning Outcomes):  <ul style="list-style-type: none"> <li>coursework essays (C1-C4);</li> <li>dissertation (C1-C4);</li> <li>coursework reports (C1-C4);</li> <li>presentations (C1-C4);</li> </ul>
<b>D: Transferable skills</b>  This programme/level/stage provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:
D1 communicate effectively by oral, written and visual means and be skilled to transfer and disseminate information, ideas and concepts related to marketing management;  D2 use IT effectively, including the web and relevant software;  D3 analyse theoretical and empirical data;  D4 work in collaboration with staff, and other students in order to facilitate and manage group processes, negotiations and participation;  D5 undertake independent work of an original nature in the field of digital marketing;  D6 demonstrate problem solving skills and the application of knowledge across discipline areas;  D7 be independent and reflective learners.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):  <ul style="list-style-type: none"> <li>lectures (D1-D7);</li> <li>seminars (D1-D7);</li> <li>workshops (D1-D7);</li> <li>self-managed learning (D1-D7);</li> <li>independent study (D1-D7).</li> </ul> Assessment strategies and methods (referring to numbered Intended Learning Outcomes):  <ul style="list-style-type: none"> <li>coursework essays (D1-D7);</li> <li>dissertation (D1-D7);</li> <li>coursework reports (D1-D4, D6);</li> <li>presentations (D1-D4, D6, D7).</li> </ul>

## **ADMISSION REGULATIONS**

The regulations for this programme are the University's Standard Postgraduate Admission Regulations: <https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.pdf>

Applicants for whom English is not their first language must provide evidence of qualifications in written and spoken English.

## **ASSESSMENT REGULATIONS**

The regulations for this programme are the University's Standard Postgraduate Assessment Regulations: <https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate.pdf>

## **WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS**

Level 7 students can opt to do a placement. Such an offering is considered to provide competitive advantage to the programme, as students can gather work experience, and in the case of non-native speakers of English, use the placement as an opportunity to improve their business English, thereby enhancing their employability. The placement unit allows "Tier 4" students the opportunity to stay in the UK for two years.

The placement involves working in a company relevant to the student's programme for 30 weeks full-time. If students do not choose to do a placement, the programme lasts 12/15 months; if they elect to do a placement, the programme lasts for 24 months. "Tier 4" students are covered for a 2-year programme as far as visa regulations are concerned (at the time of the publication of this document). Students start their placement when the Research Project part of the programme finishes, usually in September (for September students) and in June (for January students). The work placement is assessed on a pass/fail basis. The student must satisfactorily complete their placement in order for it to appear on their degree transcript. Upon completion of the placement, students write a reflective report of their placement experience and provide evidence from the company that they worked with during their period of employment.

Whilst on placement, students are supported by the placement unit leader regarding academic issues (such as queries related to the reflection and the dissertation) and by their Placement Development Adviser who monitors the quality of their placement experience.

Students who choose to do a placement are supported through a programme of seminars and workshops designed to improve their employability, with topics including: searching for a placement, writing a CV and covering letter, completing an application form, being interviewed (by phone and face-to-face), and networking. Students also receive language support in order to help them to perform well in interviews and written applications.

Students also have the option of incorporating a period of Study Abroad within their 30 week placement, with the option to study in a variety of destinations world-wide.

## Programme Skills Matrix

Units		Programme Intended Learning Outcomes																		
		A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6	D7
<b>STAGE 1</b>	Marketing and Strategy		x	x		x	x	x		x	x			x	x	x	x		x	x
	Omnichannel Strategy and Supply Chain Management	x	x	x		x	x	x		x	x	x	x	x	x	x				x
	Leadership Essentials		x	x											x	x	x			x
	Marketing Communications and Brand Management	x	x	x			x	x		x	x			x	x	x	x		x	x
	Sustainability and Social Marketing		x	x		x	x	x		x	x			x	x	x	x		x	x
	Digital Marketing	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x
<b>STAGE 2</b>	Dissertation (PG Management and Marketing)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
<b>A – Subject Knowledge &amp; Understanding</b>							<b>C – Subject Specific/Practical Skills</b>													
A1 cohesive, holistic, cutting edge and current knowledge of theoretical and practical aspects of marketing management and digital marketing;							C1 understand the cross-cultural and multidisciplinary nature of businesses in order to provide marketing and digital marketing tools in an increasingly digital and global environment;													
A2 creative, critical and analytical thinking in order to develop international visionary leaders who are informed decision makers, and extraordinary communicators who are able to verbalise and implement ethical strategies;							C2 demonstrate a range of knowledge and skills regarding internal and external environmental issues faced by companies related to marketing;													
A3 creative and analytical skills in order to assist in the process of examining valid and reliable resources so they can produce advanced academic assessed outputs i.e. reports, essays, dissertations; as well as							C3 display marketing management and digital marketing specific skills through application of related theories, concepts, and organisational best practice;													
							C4 interpret, analyse and use effectively as much academic and professional practice literature in order to understand the processes of digitalisation in a national and international context.													

<p>organisational reports;</p> <p>A4 research and analytical skills in order to assist in the process of marketing management and digital marketing that help organisation to make informed decision, to manage and critically appraise the delivery of their value proposition.</p>	
<p><b>B - Intellectual Skills</b></p> <p>B1 critically assess and apply appropriate knowledge and skills to various and multifaceted situations taking into consideration complex relationships and multiple stakeholders;</p> <p>B2 collect, evaluate, analyse and synthesise marketing related information from a range of sources in order to interpret and further inform business knowledge both at an individual level and in a group context;</p> <p>B3 use conceptual subject area in order to define organisational and user problems, consider possible solutions and apply the most effective ones ensuring they are supported by evidence;</p> <p>B4 outline and design appropriate tools to appraise marketing decisions and finalise a research project that denotes acquired knowledge and independent thinking.</p>	<p><b>D – Transferable Skills</b></p> <p>D1 communicate effectively by oral, written and visual means and be skilled to transfer and disseminate information, ideas and concepts related to marketing management;</p> <p>D2 use IT effectively, including the web and relevant software;</p> <p>D3 analyse theoretical and empirical data;</p> <p>D4 work in collaboration with staff, and other students in order to facilitate and manage group processes, negotiations and participation;</p> <p>D5 undertake independent work of an original nature in the field of digital marketing;</p> <p>D6 demonstrate problem solving skills and the application of knowledge across discipline areas;</p> <p>D7 be independent and reflective learners.</p>

