

Programme Title	BSc/BA (Hons) Digital Marketing
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
Final Award	Level 6 – BSc (Hons) Digital Marketing Level 6 – BA (Hons) Digital Marketing
Interim awards	Level 5 – Dip HE Digital Marketing Level 4 – Cert HE Digital Marketing
UCAS Code	N500
QAA Subject Benchmark	N/A
PRSB reference	N/A
Mode of study	Full Time / Accelerated
Date produced/amended	February 2020
Course Leader	Ajaz Ali

Distinctiveness

The BA and BSc programmes in Digital Marketing at Ravensbourne University are designed to develop your skills in marketing and linking creativity with digital skills.

Marketing develops the relationship with potential and existing customers, cultivating demand for new and existing products and services. With technological revolution and the reach of a seller and service provider extending to all corners of the world, digital marketing has become both a science and an art which combines creativity with data-driven decision making.

The field of digital marketing has emerged recently, as technological developments have given access to affordable digital tools to everyone. A new generation of digital-savvy marketers is needed to create and manage ways to engage audiences, sell products and grow companies. The semi-technical nature of this combines the two strands of marketing and digital technologies.

According to a recently published report by Cognizant, there will be at least 21 new roles emerging in digital marketing in next 10 years. These roles are an amalgamation of conventional marketing roles converging with new technologies resulting in roles such as ‘Loyalty Engineer’, ‘Data Ethnographer’, ‘Simulation Assistant’. ‘Algorithm Bias Auditor’. Etc.

Professionals who can leverage the power of digital marketing via mobile devices, social networks, graphic design and the web are in high demand in the marketplace. Employment of marketing managers is projected to grow 13 percent by 2022. But, for sustainable career success in this field you need skills combined with formal training to understand the complexities of modern business and how digital marketing aligns with business objectives and business strategies.

This course uses a “Tribrid” approach designed to develop your creative, technical and business talents to empower your careers as digital marketers.

BA and BSc Pathways

The course offers two pathways, BSc(Hons) pathway - for students who wish to focus more at the backend technologies, data driven analytics and wish to specialise in technical elements of marketing including Digital Content Management, Big Data, Artificial Intelligence and Machine Learning etc.

The BA(Hons) Pathway covers less maths and computing elements and focuses more on front-end of Digital Marketing, planning and delivering marketing campaigns and managing the administrative and operational side of Digital Marketing.

There is huge market potential for both pathways in the UK and around the world.

Ravensbourne University London

Ravensbourne University London is a leading University specialising in creative arts, design and digital media. By working closely with the UK high tech industry and research institutions, Ravensbourne has developed a unique proficiency and practical knowledge of the latest disruptive technologies. Ravensbourne graduates meet the skill demands across many industry sectors including media production, broadcasting, engineering, culture, fashion and architecture, and we are proud to achieve very high graduate employment rates.

Though relatively small, Ravensbourne is very well-known and respected by the UK's creative arts, media and broadcasting industry, and we are active in various relevant industry forums. We maintain a Society of Motion Picture and Television Engineers (SMPTE) Student Chapter at Ravensbourne, which gives our students valuable access to a range of technical meetings and seminars, and provides our teaching staff the opportunity to engage and collaborate with a leading global standards organisation and its respected international members.

Since most of the organisations are directly or indirectly users of digital marketing, it is imperative for Ravensbourne to develop programmes which are meeting the needs and demands of the industry.

Course Structure

The programme is divided into units of study that are taught over academic terms. In addition you will develop a wider understanding of the industrial context, including how the existing processes, management and distribution infrastructures have developed, and how new and disruptive technologies are having a great impacting on all walks of life.

Companies operating in a range of markets and application areas will require different focuses for some of the taught unit subject areas. This course is uniquely structured to meet this requirement. Most of the units are supplemented by tutorials given by experts in particular fields including external speakers. Speakers will include experts from relevant areas in industry, Ravensbourne researchers and incubatees, and representatives from leading organisations .

Potential Careers in Digital Marketing

- Digital Marketing Manager
- Social Media Manager
- User Experience Designer
- Digital Project Manager
- SEO Specialist
- Content Strategist

- Digital Event Producer
- Digital Campaign Manager
- Digital Marketing Analyst

Links with other courses

Since Digital Marketing covers a vast range of marketing expertise and skillsets, it links well with some units of other courses offered at Ravensbourne University.

The following units will be delivered with other courses:

- Coding, Figures and Visuals (BA UX/UI Design)
- Photography, Styling and Creative Direction (BA Fashion Promotion)
- Responsive Spaces (BA UX/UI Design)

Programme aims

Develop an understanding of contemporary and digital marketing concepts.

Demonstrate knowledge and understanding of responsible Marketing, Public Relations and Advertising.

Apply digital marketing knowledge in order to successfully undertake marketing tasks.

Develop and critically apply the concepts, principles and theories of marketing relevant to the interdisciplinary topics of digital marketing.

Demonstrate an understanding of the ethical considerations for marketing campaigns.

Apply the marketing mix and considerations of the business / marketing campaign.

Create contents and evaluate results for different audiences, online channels.

Demonstrate how to promote and apply content marketing effectively through the appropriate media channels, relationship management systems and communication platforms to ensure brand and cultural awareness are maintained throughout marketing strategies.

Manage and optimise key channels and content within a digital marketing plan

Engage communities through Social Media marketing to stimulate and encourage communication through positive discussion and engagement.

Apply the appropriate tools and techniques using a data-driven approach to analyse marketing information and platforms, data and social media and recognise what is actually important for insights and optimisation to provide solutions for marketing decisions.

Contribute to business, planning and marketing strategies to recognise and respond quickly to opportunities and customer requirements whilst embracing change.

Identify, recognise and understand internal and external business intelligence and factors that may impact future operations.

Interpret, communicate and brief internal or external stakeholders on digital business requirements.

Level Four	Level Five	Level Six
<p>LO 1 Research/Inspiration Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.</p> <p>Related Principle: ORIGINATE</p>	<p>LO 1 Research/Inspiration Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.</p> <p>Related Principle: ORIGINATE</p>	<p>LO 1 Research/Inspiration Select and evaluate information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.</p> <p>Related Principle: ORIGINATE</p>
<p>LO 2 Concept/Ideation Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials</p> <p>Related Principle: ORIGINATE</p>	<p>LO 2 Concept/Ideation Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.</p> <p>Related Principle: ORIGINATE</p>	<p>LO 2 Concept/Ideation Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development. Related Principle: ORIGINATE</p>
<p>LO 3 Development/Prototyping Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.</p> <p>Related Principle: INTEGRATE</p>	<p>LO 3 Development/Prototyping Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.</p> <p>Related Principle: INTEGRATE</p>	<p>LO 3 Development/Prototyping Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process. Related Principle: INTEGRATE</p>
<p>LO 4 (Pre) Production Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.</p> <p>Related Principle: COLLABORATE</p>	<p>LO 4 (Pre) Production Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.</p> <p>Related Principle: COLLABORATE</p>	<p>LO 4 (Pre) Production Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice. Related Principle: COLLABORATE</p>

<p>LO 5 Presentation /Storytelling for Influence Evidence effective communication of projects, whether in visual, oral or written form.</p> <p>Related Principle: ADVOCATE</p>	<p>LO 5 Presentation /Storytelling for Influence Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.</p> <p>Related Principle: ADVOCATE</p>	<p>LO 5 Presentation /Storytelling for Influence Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.</p> <p>Related Principle: ADVOCATE</p>
<p>LO 6 Critical and creative mindsets Demonstrate enquiry into what makes good practice - both creatively and academically Related Principle: ORIGINATE</p>	<p>LO 6 Critical and creative mindsets Analyse conceptions of diverse practice and use this to inform a course of action Related Principle: ORIGINATE</p>	<p>LO 6 Critical and creative mindsets Evaluate a range of critical approaches in order to form an independent position Related Principle: ORIGINATE</p>
<p>LO 7 Employability Evidence nurturing professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively. Related Principle: CULTIVATE</p>	<p>LO 7 Employability Demonstrate professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively. Related Principle: CULTIVATE</p>	<p>LO 7 Employability Effectively employ professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively. Related Principle: CULTIVATE</p>
<p>LO 8 Professional Identity Evidence an emerging personal creative and professional identity Related Principle: CULTIVATE</p>	<p>LO 8 Professional Identity Investigate specific professional contexts to situate your own practice Related Principle: CULTIVATE</p>	<p>LO 8 Professional Identity Align your professional identity as a practitioner with a viable career context. Related Principle: CULTIVATE</p>

Learning and Teaching methods

The learning experience is an evolving journey starting in the first year at Level 4, an introductory level, progressing through the second year at Level 5, an intermediate level, and culminating in the third year at Level 6 with an advanced level of taught units and on a Final Major Project.

Induction consists of introductory seminars explaining the course structure and content, technical and learning resource inductions and individual tutorials for informal initial assessment.

The course uses a spiral approach in teaching where students are introduced to new concepts in first year at level 4, more advanced knowledge is then developed on these foundations in second year at level 5 and then final year students develop further analytical skills at level 6.

Level 4 – Skills, technology and principles:

At Level 4, your objective is to understand the fundamentals of marketing, developing basic understanding of various theoretical and practical elements associated with modern day marketing.

You will develop practical, theoretical and technical knowledge and understanding of various elements of marketing to address problems that are well defined but complex and non-routine. At this level you should be able to analyse, interpret and evaluate relevant information and ideas.

Level 5 – ideas, development and exploration.

You will consolidate your knowledge, develop new skills and experiment technically and creatively on increasingly challenging projects. You will collaborate with other courses to broaden your experience, and with industry practitioners to better understand the uses of contemporary digital marketing techniques and practices.

At this level you should have developed an increased level of depth of knowledge and understanding of various areas of study.

Level 6 – independent professional working.

During the final year, you will consolidate your learning from Levels 4 & 5, and then focus on the analysis of emerging trends, technologies, and standards in the industry.

Investigative techniques, independent working and the application of academic and industry research form the core of Level 6 studies.

Through your Final Major Project and Dissertation, you will create individual outcomes through self-initiated work, testing of ideas, and applying solutions that will prepare you for professional practice with confidence.

Teaching is normally undertaken by a team comprising full-time lecturers, part-time specialist tutors and industry practitioners. All tutors will have recent and relevant knowledge and experience.

Ravensbourne has adopted and developed a practice-led approach to teaching and learning. This means that you are provided with opportunities to apply and practice the taught theory in real situations.

Teaching blends the following methods:

- Lectures
- Tutorials
- Seminars & Workshops
- Visits & Masterclasses
- Laboratory & Practical Sessions
- Virtual Learning Environment Study and Interaction

The practice-led, hands-on approach employed by the tutors for the core units, the support gained by additional subject specialist tutorials, and the integration of the collaborative learning stream that brings contributions from industry experts are woven into an effective and unique format in this programme.

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the course students will have acquired:

- Knowledge and understanding are often developed through lectures, tutorials, directed reading etc. and assessed via written reports, assignments etc.

- Intellectual skills may be developed through more active learning processes such as projects, group assignments, problem solving tasks and workshops etc. It may be assessed via assignments, reports, presentations etc
- Practical skills can be developed through practice in a subject specific field or work placement and assessment may be via demonstration of a skill or by providing evidence of having done so.
- Transferable skills can similarly be developed through active learning involving teamwork, communication, analytics, group working, leadership etc.

Assessment Strategy

As you progress through your course, assessment points throughout the course enable you to practise and demonstrate the learning outcomes with confidence, and receive formative and summative feedback from tutors.

Work is usually submitted in electronic form, and graded through assessments that are defined in Project Briefs and issued at the start of a unit of study. Part of the work will be assessed through presentation of the artefact or viva vouch by a panel.

Typical assessment methods used during this programme may include:

- Presentations (Individual / Group)
- Demonstration of Artefact (Individual / Group)
- Portfolio
- Video, Audio, and captioned Media
- Software Programme
- Course work

Every Taught Unit and Learning Activity has a dedicated page/section in the Virtual Learning Environment, containing all the information and documentation you require for that unit, such as Project Briefs. This includes an overview of the unit subject content and coverage, rationale of the brief, expected Learning Outcomes, assessment criteria, assessment methods, work submission deadlines, relevant reading material, tutor availability for discussion etc.

There are two types of assessment feedback, Formative and Summative:

- **Formative assessment** is provided so that you can improve on your work and achieve the project learning outcomes in an effective manner. Formative assessments are not graded but include desired performance goals. Formative assessment and feedback are made either as written or verbal feedback and takes place well before the end of the unit so you have time to integrate the feedback in your final submissions.

- **Summative assessment** is scheduled at the end of the unit along with a mark or grade. Summative assessment allows you to reflect upon your achievements and performance and provides guidance on how to improve on future modules. Summative assessment is generally written feedback, and will be made available to you via the Virtual Learning Environment.

BA / BSc (Hons) Digital Marketing

Order	Unit Code	Unit Title	Credits
	Level 4	Cert He Digital Marketing	
1.1	DGM20102	Introduction to Digital Marketing (Term 1)	30
1.2	USE18103	Coding, Figures, Visuals (Term 1)	15
1.3	DGM20103	Digital Psychology (Term 2)	15
1.4	DGM20104	Interactive Media Technologies (Term 2)	15
1.5	FPR18105	Photography, Styling and Creative Direction (Term 3)	30
1.6	C18101	<i>**Themes in Contemporary Culture (Term 2 & 3)</i>	15
	Level 5	Dip HE Digital Marketing	
2.1	EDGM20202	Viral Marketing and Digital Skills (Term 1) E	15
2.2	EDGM20203	Management Skills for Creative Industries (Term 1) E	15
2.3	CLC20204	Media Streaming and Cloud	15
2.4	USE18204	Responsive Spaces (Term 2)	30
2.5	CIE200	<i>Cross Institutional Elective (Term 2)</i>	15
2.6	DGM20205	Programming for data analysis (BSc Pathway)	30
2.6	DGM20206	Marketing Broadcast Planning (BA Pathway)	30
2.7	C18201	<i>**Big ideas and Philosophies (Term 1 and 3)</i>	15
	Level 6	BSc Digital Marketing	
3.1	DGM20302	Media and Emerging Technologies (Term 1)	15
3.2	DGM20303	Machine Learning and Artificial Intelligence (Term 2)	30
3.3	C18301	Dissertation (Term 1)	30
3.4	DGM20304	Final Major Project (Term 2 & 3)	45
	Level 6	BA Digital Marketing	
3.11	DGM20312	Personalising the Digital Experience (Term 1)	15
3.12	C18301	Dissertation (Term 1)	30
3.13	DGM20313	Mobile and Web Development	30
3.14	DGM20314	Final Major Project (Term 2 and 3)	45

* All units on this course are mandatory. Students will have the opportunity to choose cross departmental elective – one unit from any other course run under the same school. .

** These are mandatory units across all departments

*E Electives for this course

Entry Requirements

Students will normally be expected to possess five GCSEs (grade C or above) or equivalent including English (+Maths for BSc Pathway) and also to hold at least one of the following or equivalent UK or international qualifications:

- 2 A Levels (grades A-C) or 4 AS Levels (grades A-C)
- 2 vocational A Level (grades A-C)
- Level 3 Foundation Diploma or National Diploma
- Advanced Diploma (grades A-C)
- International Baccalaureate (28 points or above)

Where an applicant's first language is not English, proof of competence in English will be required. For undergraduate and postgraduate programmes, this will normally take the form of an approved English language test at B2 level in the Common European Framework of Reference. Any test for proficiency in English must have been achieved within 18 months preceding the date of entry. Individual programmes may have higher language requirements. Ravensbourne's international department will advise applicants on the language requirements for particular programmes.

Selection Criteria

Ravensbourne will use a number of methods to assess an applicant's suitability for their course of choice. Primarily applicants are selected on the basis of:

- an applicant's prior academic achievement/qualifications and/or previous employment/life experience;
- assessment of the applicant's ability and aptitude to succeed on the course for which s/he has applied.

Students will be selected according to the generic criteria set out below:

Personal attributes

- shows commitment, enthusiasm and interest in the subject area
- initiative and problem solving
- ability to communicate

Creative process

- can generate ideas and use external sources to develop them
- ability to research an idea and follow it through to a finished product

Study skills

- can understand and organise information clearly
- can investigate and analyse information
- shows reasoning and intellectual curiosity

Professional skills

- has shown they can initiate and deliver projects
- can work in a team and with people with different skills
- has shown confidence with IT

Career aspirations

- understands the relevance of the course to her/his career ambitions

- understands current debates within industry

Accreditation of Prior Learning

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne’s Accreditation of Prior Learning Policy and Procedure.

Consideration will be given to admission with advanced standing to any candidate with verifiable evidence of prior certificated and/or experiential learning covering aspects of the course at level 4 or 5. Typical examples include:

1+2 and 2+1 Routes

Students already possessing a HNC or equivalent may be eligible for direct entry into Level 5 of the programme subject to 75% of curriculum content matching the subjects covered in Level 4 of this course.

Students already possessing a HND, Foundation Degree or equivalent may be eligible for direct entry into Level 6 of the programme subject to 75% curriculum content matching the subjects covered in Level 4 and 5 of this course.

3+1 route

Students already possessing a degree in computing or related field may apply for final year top-up (Level 6) to obtain a specialist degree in this field. This is subject to demonstration of sufficient prior knowledge or work experience to the course team.

Course LOs	Level 4					Level 5							
	DG	DM	DD	DF	DC	DE	EE	EU	EC	CC	CD	DD	1
	2	0	1	0	1	0	2	8	8	0	0	0	1
	1	0	1	1	1	0	0	2	2	2	2	2	C
	0	2	3	4	5	0	0	4	0	4	5	6	
LO1	X	x	X	X		X	X		X	x	X	x	X
LO2					X				X	x	x	x	X
LO3		X		x	X	X				x			
LO4	X	X	X	X	X	X		X	X	x	X	x	
LO5	X		x	X	X		X	X	X			x	X
LO6	X	X	X			X	X	X			X		X
LO7							X						
LO8								X					

Level 6 (BSC)			
DGM20 302	DGM20 303	C18301	DGM2 0304
x	x		x
x		x	x
x	X		x
x		x	x
	X		X
		x	X
		X	x
	X		x

Level 6 (BA)			
DGM20 12	C18301 DGM	DGM2 0313	DGM2 0314
X	X	X	X
			X
X	X	X	X
X		X	X
	X		X
X		X	X
			X
	X		

Description of the Course

This degree will provide a critical appreciation of digital marketing technologies including web site development and analytics, consumer behaviour, social media marketing, digital campaign planning and branding within the global marketing context. You will be introduced to current and relevant examples of digital marketing and be given the opportunity to develop digital marketing plans for a range of companies and situations.

Digital Marketing is the chosen marketing approach for many companies and is now a major component of any marketing plan. If you want to study the most up-to-date, Digital Marketing degree around then this is for you. You will be introduced to current and relevant examples of digital marketing and be given the opportunity to develop digital marketing plans for a range of companies and situations. Contemporary issues in digital marketing will be discussed and used in class groups to develop your understanding of the opportunities and multi-channel management decisions facing marketers.

Academic Framework – Course Diagram (BSC) .

	Term1	Term2	Term 3
Level 4 120 credits	Induction (Inc. contribution from Theory) 0 credits	<i>Themes in Contemporary Culture</i> 15 credits	
	Introduction to Digital Marketing 30 credits	Digital Psychology 15 Credits	Photography, Styling and Creative Direction 30 Credits
	Coding, Figures and Visuals 15 credits	Interactive Media Technologies 15 credits	
Level 5 120 credits	Part 1 <i>Big Ideas and Philosophies</i> (7.5 out of 15 credits)		Part 2 <i>Dissertation Proposal</i> (remaining 7.5 out of 15 credits)
	Elective 1 Viral Marketing and Digital Skills Or Elective 2 Management Skills for Creative Industries 15 credits	Elective 2: <i>Cross Institutional Elective</i> 15 credits	Programming for Data Analysis 30 credits
	Media and Cloud Streaming 15 credits	Responsive Spaces 30 credits	
Level 6 120 credits	Dissertation Unit 30 credits	Dissertation submission	
		Final major Project 45 Credits (term 2 and 3)	
	Media and Emerging Technologies 15 credits	Programming for the industry 30 credits	

Academic Framework – Course Diagram (BA)

	Term1	Term2	Term 3
Level 4 120 credits	Induction (Inc. contribution from Theory) 0 credits	<i>Themes in Contemporary Culture</i> 15 credits	
	Introduction to Digital Marketing 30 credits	Digital Psychology 15 Credits	Photography, Styling and Creative Direction 30 Credits
	Coding, Figures and Visuals 15 credits	Interactive Media Design 15 credits	
Level 5 120 credits	Part 1 <i>Big Ideas and Philosophies</i> (7.5 out of 15 credits)		Part 2 <i>Dissertation Proposal</i> (remaining 7.5 out of 15 credits)
	Elective 1 Viral Marketing and Digital Strategy Or Elective 2 Management Skills for Creative Industries <i>15 credits</i>	Elective 2: <i>Cross Institutional Elective</i> 15 credits	Marketing Broadcast Planning 30 credits
	Mobile Marketing and Search Engine Optimisation 15 credits	Responsive Spaces 30 credits	
Level 6 120 credits	Dissertation Unit 30 credits	Dissertation submission	
		Final major Project 45 Credits (over 2 terms)	FMP presentation & Degree Show
	Personalising the Digital Experience 15 credits	Mobile and Web Development 30 credits	