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| Programme Title | MSc Digital Marketing |
| Awarding Body | Ravensbourne University London |
| Teaching Institution | Ravensbourne University London |
| Final Award | Level 7 – MSc Digital Marketing |
| Interim awards | PG Cert  PG Dip |
| UCAS Code | N/A |
| QAA Subject Benchmark | QAA Master’s Degree Characteristics Statement (2015) |
| PRSB reference | N/A |
| Mode of study | Part-time and Full-time modes |
| Date produced/amended | Nov 21 |
| Course Leader |  |

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| Distinctiveness |
| Ravensbourne’s Postgraduate Department provides a research and practice-led framework to allow designers, creative practitioners, entrepreneurs, technology specialists and changemakers to take a holistic view of the impact of their creative and professional practice. The Master’s courses allow learners to respond to the dramatic and on-going changes in the field of design as it becomes the basis for actionable insights and creative problem solving methodologies.  Our area of specialism applies across a wide range of creative, economic, technology and social fields – from the nature of human interactions, to brand innovation and service systems, from the emergence of new business models to the challenge of consumption, health, wealth and wellbeing, from biodiversity to biotechnology. At the heart of Postgraduate Studies is an understanding of collaborative competencies, critical making, creative practice, real world engagement and interaction.  Learners will be taught, collaborate and co-create with a staff team of interdisciplinary design and business practitioners working across but not limited to: business management, leadership, service design, content creation, information technology, visual communication, social sciences, design criticism, design systems, communication platforms, social and economic change.  MSc Digital Marketing  The *MSc Digital Marketing* is a taught Master’s programme which offers students the opportunity to develop a broad range of professional practices and emergent processes around Digital Marketing concepts with an emphasis on digital outcomes. The MSc is delivered over three terms alongside the other postgraduate courses within Ravensbourne’s Institute of Creativity and Technology: the MSc suite of technology courses, our leadership, social innovation and design MA and Mdes courses.  The course sits within Ravensbourne University’s new Institute for Creativity and Technology located in the Design District on the North Greenwich Peninsula at the heart of London. This geographic and conceptual alignment connects practitioners, researchers and students with local and global partnerships to explore the interplay between creativity, communications and technology for education, industry and society. No other institution is offering an MSc in this context.  The MScreflects, and contributes to the expanding nature of Digital Visual Communications which is now pertinent to all forms of Design and Business. The new digital consumer is more savvy than ever and this course will identify how marketing looks different in the social-digital age and beyond.  The course has been created to encompass a broad range of practice and emergent processes which include Merging Digital Marketing concepts, Strategic Marketing with emphasis on digital outcomes, Analytics to inform your decision making, Social media all supported by innovation and creative practice. The specialisation in and/or combination of these areas of practice will be determined by the interests of the individual student. The course will aim to support and develop these individual interests through the delivery of a distinctive, discursive, participatory, activated studio experiences in which a series of briefs, provocations and collaborative projects are used to bring students critically closer to the kind of practitioner they wish to become.  The unique advantage of studying an MSc in Digital Marketing is that it will not only equip you with the design and conceptual idea generation which supports work at the intersection of digital communication and technology, but also enhances your professional practice skills which support entrepreneurial and business focus.  This course has been designed to enable students to explore the interplay between creativity and digital realms of marketing practice for education, industry and society. The fields of digital communications are broader than at any time in history, and yet with the multiplex of channels that communication of various kinds is required to occupy and work within, there is a need for specificity in intention and invention derived from a real understanding of the potential of the technology that both shapes and carries marketing communications of all kinds.  The course recognises the need for more defined skills in the field of digital communications. Students will therefore learn through both practical and interactive approach, pioneering changes whilst developing both hard and soft skills pertinent to digital marketing concepts.  The course is cross-disciplinary in its approach drawing on knowledge, methods and approaches from across the range of design, business and creative specialisms at the Institute for Creativity and Technology. Through a series of shared units with other postgraduate courses, *Digital Marketing* students are encouraged expand their own practice through examining how it intersects with other disciplines and how, from this intersection, innovative ideas emerge. The course aims to support and develop individual interests through the delivery of highly participatory activated studio experiences in which a series of design concepts, briefs, provocations and collaborative projects are used to bring students critically closer to the kind of service designer they wish to become. This course is distinctive in that it offers a continuous learning loop across Digital Marketing related fields including Platform Design, Open Innovation, technological development and new venture incubation. |

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| Programme aims |
| * To enable students to understand features of marketing alongside strategy in a range of digital contexts |
| * To Present critical awareness of contemporary practice and new insights in Digital Marketing |
| * To be at the forefront of academic and professional practice in Digital Marketing |
| * To equip students with independent study skills that support their research, practice and professional development |
| * To equip students with the means to communicate their ideas in the most appropriate ways |

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| Programme Learning Outcomes |
| 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 be able to: |
| Learning Outcome 01: Identify and Research  You should be able to select, use and evaluate information gathering techniques using a wide range of sources, providing visual, contextual case-study research as appropriate and demonstrate and apply knowledge and understanding. You should demonstrate how you use research to develop critical perspectives on research and its ethical dimension of your professional practice in order to enhance your capacity for judgement. You should demonstrate that you are able to use your research to further identify key areas of practice in which you as a practitioner wish to be involved.  Assessment Criteria aligned to Learning Outcome 01  Assessment on: Evidence of research, development, evidence of developed criticality, identification of key areas of practice, relationship to and understanding of professional practice. |
| Learning Outcome 02: Investigate and Analyse  By building on your research process you should develop the ability to critically appraise and evaluate appropriate materials to generate concepts and strategic project themes to inform and underpin your project development. You should maintain a log/evidence /journal demonstrating your process and thinking around key issues you have identified in order to communicate your progress.  Assessment Criteria aligned to Learning Outcome 02  Assessment on: reflective narration of process, clarity and coherence in application of research; clear analysis of issues and problems arising, definition of interests in relation to practice. |
| Learning Outcome 03: Ideate and Develop  You should be able to develop iterative processes that will allow you to explore and experiment embracing risk, testing, prototyping and evaluation in order to determine, improve and apply your knowledge and understanding of the desired outcomes across a range of appropriate processes, media, materials and organisational models.  Assessment Criteria aligned to Learning Outcome 03: Ideate and Develop  Assessment on: evidence of iteration, design of test systems, prototyping, process-oriented analysis of outcomes desired and otherwise, strategy for development of process based analysis of results, evidence and communication of development and application of knowledge and understanding. |
| Learning Outcome 04: Innovate  You should be able to demonstrate your ability to question and critique the orthodoxy of your chosen subject area/ discipline and show how this is reflected in the work and projects you are developing. You should be able to demonstrate and communicate how you have innovated in the work and projects you choose to present in terms of your ability to evaluate and apply judgement to the process and the outcome.  Assessment Criteria aligned to Learning Outcome 04: Innovate  Assessment on: demonstration of originality of idea and execution; knowledge of cultural, commercial and critical contexts; importance of innovation, development and communication of critical analysis and judgement. |
| LO 5 Instigate and Influence  You should be able to develop your narrative techniques in order to tell the best story you can around your work and your projects developing and demonstrating your techniques of communication. You should develop and demonstrate your ability to instigate, manage and record/reflect on the issues around and affecting your chosen area of research or practice, applying the knowledge and understanding you have gained.  Assessment Criteria aligned to Learning Outcome 05: Instigate and Influence  Assessment on: the clarity and currency of your message, the communication of your project purpose; structure and delivery of narrative. |
| LO 6 Implement  You should be able to synthesise and demonstrate your research and practice and demonstrate possible pathways towards implementation, you should demonstrate the development of judgement in using the most appropriate medium for successful delivery.  Assessment Criteria aligned to Learning Outcome 06: Implement  Assessment on: the positioning of your practice within broader critical, cultural, creative and commercial contexts. |

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| Learning and Teaching methods | Assessment Strategy |
| A variety of learning methods and technologies are employed across all units. They include: Briefings, Lectures, Project work, Tutorials, Seminars, Workshops, Group work, Field Trips, Online activity, Individual Presentations and critiques, Group presentations, and self-directed independent study.  Although you are individually assessed, you may work in teams and collaborate with external partners and students from other programmes. These collaborations will build an individual and interdisciplinary approach to your understanding of the parameters of professional practice.  The course is underpinned by a mentoring programme and throughout each unit you will be provided with the opportunity to have regular meetings and touchpoints with your allocated industry mentor. Mentorship meeting will take place when students have specific progress or problems to discuss.  There are several mechanisms for evaluating the effectiveness of learning methods. They include: Unit evaluation, Staff Student Liaison Committee meetings, and Personal Progress Reviews. | A variety of assessment methods are employed across all units. They include: formative and summative presentations, peer assessment and external reviews. These methods encourage you to critically reflect on your learning and progress.  Formative feedback is given at the end of each term and students will receive ongoing advice and guidance (feed forward) alongside a critique against learning outcomes and assessment criteria. At the end of the unit summative assessment will provide conclusive feedback in response to an online submission of the assessment requirements. |

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| Unit Code | Unit Title | Credits |
|  | **Core Units** |  |
|  | Emerging Digital Marketing | 15 |
|  | Digital Marketing and Social Media | 15 |
|  | Digital Marketing Analytics | 30 |
|  | Innovation and Transformation | 15 |
|  | Entrepreneurship and Business Development | 15 |
|  | Innovation and Strategy - Research Methods | 30 |
|  | Dissertation Final Project | 60 |
|  |  | **180 credits** |

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| Entry Requirements | |
| First or Upper Second Class honours degree (or equivalent non-UK qualifications) in a relevant subject, or an equivalent professional qualification in a related subject area. If you are applying directly from an undergraduate degree course without experience or professional practice you must be able to demonstrate a good knowledge of your chosen subject area.  In order to be eligible for a course, you will need to be a competent speaker and writer of English. This also applies if you are from the European Union, or if you're from a country outside the EU. You need to provide us with an IELTS or equivalent English language qualification demonstrating an overall of 6.0 and a minimum of 5.5 or CEFR Level B2 in each component. | |
| 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. | |
| Student Support | <https://www.ravensbourne.ac.uk/student-services> |
| Assessment Regulations | <https://www.ravensbourne.ac.uk/staff-and-student-policies> |

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|  | | Level 7 | | | | | | |
| Course LOs | Emerging Digital Marketing | | Digital Marketing and Social Media | Digital marketing Analytics | Innovation and Transfo-rmation | Entrepreneurship and Business Development | Strategy and Research Methods | Dissertation |
| LO1 |  | |  |  |  | x |  | x |
| LO2 | x | |  | x | x | x |  |  |
| LO3 |  | |  |  |  | x | x | x |
| LO4 |  | | x |  |  | x |  | x |
| LO5 |  | |  |  |  | x | x | x |
| LO6 |  | |  |  |  | x |  | x |

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| Description of the Course |
| The MSc Digital Marketing is a new and unique masters programme running within Ravensbourne University’s new Institute for Creativity and Technology in the heart of London’s new Design District.  The course offers participants the chance to develop their thinking and practice at the intersection of creativity, communication and technology. As the global communication multiplex expands and the demand for distinct and coherent messaging grows, the demand for practitioners who understand, question and shape both the content and the means of delivery across multiple platforms and channels is clear and present and destined to grow, too. This programme aims to embed participants in a dynamic physical and conceptual matrix of practice and potential with strong links to industry, an incubation programme for start-ups and a unique industry-based mentorship programme. |

**Course Diagram Full Time**

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|  | **Term 1** |  | **Term 2** |  | **Term 3** |
| **Level 7**  MSc Digital  Marketing    180 credits | Emerging Digital Marketing  15 credits | Digital Marketing and Social Media  15 credits | Innovation and Transformation  15 credits | Entrepreneurship and Business Development  15 credits | Dissertation      60 Credits |
| Digital Marketing Analytics  30 Credits | | Strategy and Research Methods  30 Credits | |

**Course Diagram - Part Time (2 years)**

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| Year 1 | Term 1 | | Term 2 | | Term 3 |
|  | Emerging Digital Marketing  15 credits | Digital Marketing and Social Media  15 credits | Innovation and Transformation  15 credits | Entrepreneurship and Business Development  15 Credits | Dissertation |

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| Year 2 | Term 1 | Term 2 | Term 3 |
|  | Digital Marketing Analytics  30 credits | Strategy and Research Methods  30 credits | Dissertation  60 credits |

Contact teaching – 1 x 5 hour day per week =– 12 weeks + 1 reading week per term = 36 weeks per year + 3 reading weeks

**Appendix A Student Journey**

**MSc Digital Marketing**

The student journey at The Institute is underpinned by all of the support structures offered by the University including language support, disability support, and the safeguards on wellbeing and mental health. In terms of learning and teaching, Masters programmes at the Institute are designed with the idea of experimentation and exploration at the forefront. Students are encouraged to work collaboratively in order to strengthen their own critical faculties in terms of the work they produce as individual practitioners.

The MSc Digital Marketing aims to provide the opportunity for students to develop creative thinking and innovative strategies through an advanced understanding of the practical application of marketing and digital communication skills to, complex multichannel communication in order to equip students with the knowledge and skills to apply their learning and creativity in a global context. In particular, the MSc aims:

* To equip students with an advanced knowledge and understanding of the contextual background and emerging digital frameworks in Marketing and communication and to reflect on that learning in order to advance their own practice and subject area and to innovate.
* To develop Marketing practitioners and communicators with effective organisational and narrative skills who through their creativity and global cultural awareness are able to influence and create positive change whether at an individual or collective level.
* To equip individuals with independent study skills that support their research, practice and professional development and allow them to continue developing as life-long learners throughout their professional lives maintaining contact with emerging practice from a variety of fields.
* To provide a stimulating environment, which is supportive, flexible and collaborative and allows each individual to develop to his/her potential.

**Emerging Digital Marketing**

The first taught unit enables all students to gain deep level understanding of what is happening in the Emerging Digital world and Understand the impact of the disruptive digital environment, emerging themes and current trends. The unit will enable student to explore new and contemporary approaches to marketing practice which further pushes the boundaries of just digital but to consider the omnichannel strategy and to start to look at how you can build contemporary touchpoints across all channels online and offline to support your unified marketing strategy. Students will delve into how the phygital world affects B2C and also how it affects client relationships to explore unique strategies in the B2B environment.

**Strategic Marketing Management**

In the unit for strategic Marketing management students will gain advanced knowledge, skills, and competencies to shape strategic digital priorities for complex organisations in a way that creates sustainable value and competitive advantage. Students will apply strategic marketing management tools, techniques and concepts and create innovative action plans that foster the strategic Digital Marketing plans for the future.

**Digital Marketing analytics**

Students will adapt the traditional marketing mindset to consider apps not ads and discover what metrics to measure and how to measure them. They will explore how search engines work and what elements make for a good SEO strategy. Deconstruct paid search, how it works, and which marketing strategies convert the best. They will identify with digital marketing models and algorithms to highlight insights, and also specialise in analytics which present ROI optimisation, customer segmentation through buying personas and recommendation engines.

**Digital Marketing and Social Media**

Identifying with loyalty strategies through personalising digital content for varied platforms on social media. Students will explore the benefits of Content marketing, mobile and video. Students will identify with contemporary digital communication and its impact on the wider macro environment. They will establish and analyse the significance, development and contemporary uses of social media. Students will develop an understanding of how the integration of social media effects the creative sector and the place of businesses within it.

**Innovation and Strategy – Research Methods**

This unit provides students with the opportunity to undertake a research investigation into a specific digital Marketing challenge, issue or problem culminating in creating a marketing strategy for final resolution. This unit can offer potential links with employers, but it will also demonstrate the application of research principles to real-world situations.

**Digital Marketing Final project**

The final degree project will provide students with an integrative bridge between the research and innovative strategy completed in research methods and the determination of critically applied solutions and/or evidence-based conclusions. Your final project can take the approach of a real-world solution in the practice of Digital Marketing or a 15,000 word dissertation.