Course Title	MSc Digital Marketing
Final Award	MSc Digital Marketing
Interim Awards	Postgraduate Certificate of Higher Education in Digital Marketing Postgraduate Diploma of Higher Education in Digital Marketing
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
HECOS code (with Subject percentage Splits if applicable)	
QAA Subject Benchmark	Master's Degrees in Business and Management 2015
External Accrediting Bodies	N/A
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	N/A
Study Load	☒ Full time ☒ Part Time
Mode of study	☒ Face-to-face
Delivery Location(s)	☒ Ravensbourne University London / Online
Length(s) of Course(s)	1 year full time 2 years part time
Type (open/closed)	Open
Validation period	5 years (September 2022 – September 2027)
Intended First Cohort Start Date	September 2022
Date produced/amended	May 2022
Course Leader	Samantha Sandilands
Course Development Team Members	Samantha Sandilands
Course Administrative Contact	Charles Mullany

Course Description

The MSc Digital Marketing is a taught Masters 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.

The course sits within Ravensbourne University 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 MSc reflects and contributes to the expanding nature of Digital Marketing which is now pertinent to all forms of design and business. The new digital consumer is savvier 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 emerging digital marketing concepts, strategic marketing with emphasis on digital

1

outcomes, analytics to inform your decision making, and marketing via social media - all supported by innovation and creative practice. The combination of these areas of practice will aim to support and develop individual interests through the delivery of a distinctive, discursive, participatory, activated experience in which a series of briefs 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 not only equips you with the design and conceptual idea generation which supports work at the intersection of digital communication and modern 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 marketing. Students will therefore learn through both practical and interactive approaches, pioneering changes whilst developing both hard and soft skills pertinent to both small-scale and large-scale digital marketing concepts.

The course is cross-disciplinary in its approach of drawing on knowledge, methods, and approaches from across the range of design, business, and creative specialisms. Through a series of shared units with other postgraduate courses, Digital Marketing students are encouraged expand their own practice through examining how the course intersects with other disciplines and how, from this intersection, innovative ideas emerge.

Course Aims
• To enable students to understand features of marketing alongside strategy, adapted to a range of digital contexts
• To present critical awareness of emerging and contemporary practice, and new trends within digital marketing
• To provide students with relevant skills and knowledge to understand detailed analytics within a digital marketing context
• To explore current debates 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 and effective ways

Course 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 **MSc Digital Marketing** students will be able to:

Explore	Select, apply and evaluate information gathering techniques, using a wide range of sources, providing visual, contextual case-study research as appropriate, and demonstrating and applying knowledge and understanding.
Create	Synthesise and demonstrate research and practice in digital marketing and identify possible pathways towards implementation. Students will have the skills to validate the development of their judgement in using the most appropriate medium for successful delivery to the marketplace.
Influence	Develop a narrative technique in order to tell a 'story' around their work and projects, developing and demonstrating techniques of communication. Students will develop and demonstrate their ability to instigate, manage and record/reflect on the issues around and affecting a chosen area of research or practice, applying both knowledge and understanding.
Integrate	Determine how critical perspectives can be developed on digital marketing research. Students will explore and experiment - embracing risk, testing, prototyping and evaluation in order to determine, improve and apply knowledge and understanding of the desired outcomes across a range of appropriate processes, media, materials, and organisational models.

Where a student does not complete the full course, but exits with a Postgraduate Diploma, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **Postgraduate Diploma of Higher Education in Digital Marketing** students will be able to:

Explore	Select and apply appropriate information gathering techniques, using a range of sources, providing visual, contextual case-study research as appropriate, and demonstrating and applying knowledge and understanding.
Create	Synthesise research and practice in digital marketing, and identify possible pathways towards implementation. Students will have the skills to attempt to validate the development of their judgement in using the most appropriate medium for successful delivery to the marketplace.
Influence	Develop a narrative technique in order to tell a 'story' around their work and projects, developing and demonstrating techniques of communication. Students will develop their ability to manage and record/reflect on the issues around and affecting a particular area of research or practice, applying both knowledge and understanding.
Integrate	Students will explore risk, testing, prototyping and evaluation in order to determine, improve and apply knowledge and understanding of the desired outcomes across a range of appropriate processes, media, materials, and organisational models.

Where a student does not complete the full course, but exits with a Postgraduate Certificate, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of a **Postgraduate Certificate of Higher Education in Digital Marketing** students will be able to:

Explore	Select and apply appropriate information gathering techniques, using a selection of sources, providing visual, contextual case-study research as appropriate, and demonstrating some knowledge and understanding.
Create	Synthesise research and practice in design management and identify a possible pathway towards implementation. Students will have the skills to attempt to validate the development of their judgement in using an appropriate medium for delivery of a design-based initiative.
Influence	Develop a basic narrative technique in order to tell a 'story' around their work and projects, developing techniques of communication. Students will develop their ability to manage and record/reflect on the issues around a particular area of research or practice, applying both knowledge and some understanding.
Integrate	Students will examine risk, testing, prototyping and evaluation in order to determine and apply knowledge and understanding of the desired outcomes across a range of appropriate processes, media, materials, and organisational models.

Ravensbourne University Assessment Criteria	
Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact Environmental Impact
Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

Core Competencies
Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
Cognitive	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: • Evaluate their own beliefs, biases and assumptions • Evaluate strengths, weaknesses, and fallacies of logic in arguments and information • Apply lesson from the past or learned knowledge and skills to new and varied situations	**Explore, Create, Integrate, Influence**

	• Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques • Devise and defend a logical hypothesis to explain observed phenomenon • Recognise a problem and devise and implement a plan of action	
Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	**Create**
Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	**Integrate, Influence**
Emotional, Social and Physical	Emotional -The intrapersonal ability to identify, assess, and regulate one's own emotions and moods; to discriminate among them and to use this information to guide one's thinking and actions and where one has to make consequential decisions for oneself. Attributes may include: • Self-awareness & regulation (including metacognition) • Mindfulness • Cognitive flexibility • Emotional resilience • Motivation • Ethical decision- making Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include: • Managing your audience • Coordinating with others • Negotiation • Creativity • People management • Leadership & entrepreneurship • Service orientation • Active listening • Coaching and mentoring Physical - The ability to perceive and optimise physiological activity and responses to influence emotion,	**Explore, Influence, Integrate**

	solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include • Self-discipline & management • Attention • Reaction & response time • Cognitive & muscle memory • Managing stress • Physical resilience	
Cultural	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	**Influence, Integrate**
Enterprise and Entrepreneurial	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).	**Create, Influence, Integrate**
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	**Explore, Create, Integrate, Influence**
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	**Explore, Create, Influence, Integrate,**

Learning, Teaching and Assessment

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 also work in teams and collaborate with external partners and students from other programmes. These collaborations, which will be supported by your course tutor, can stimulate a powerful mix of individual, team-based and interdisciplinary approaches to your understanding of the parameters of professional practice. There are several mechanisms for evaluating the effectiveness of learning methods. They include: Module 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 assessments of: presentations, portfolios, learning journals, reports, peer assessment and external reviews. These methods encourage you to critically reflect on and build 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 for the modular units for this course.

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 7				
DGM22701	**Emerging Technology and Social Trends**	yes	Mandatory	20
DGM22702	**Digital Consumer Behaviour**	yes	Mandatory	20
DGM22703	**Research and Communications Strategies**	yes	Mandatory	20
DGM22704	**Digital Marketing Analytics and Social Media**	no	Mandatory	20
DGM22705	**Environmental and Social Governance (ESG) Principles**	yes	Mandatory	20
DGM22706	**Contemporary Marketing Principles and Practices**	yes	Mandatory	20
DGM22707	**Major Project**	no	Mandatory	60
				180

Learning Hours

Learning Hours (per 20 credit module)			
Staff – Student Contact Hours		**Independent Study Hours**	
Taught Hours	36	Independent Study, Self-Directed Study and Assessment	164
Total			200

Course Regulations

Entry Requirements
Please refer to the institutional regulations on the expected minimum entry requirements (found under Section 5 of the General Academic Regulations found on the website here), and the course page on the Ravensbourne University website for course specific entry requirements.
Accreditation of Prior Learning (if applicable)
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.
Conditions for Progression

Students will be deemed to have passed a module if they achieve 40% for undergraduate students; or 50% for postgraduate students.

A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

Reassessment of Failed Elements

Failure in any component will result in a Fail grade for the component.

Non-submission in any component will result in a non-submission for the component.

Students must then successfully retrieve the failed or non-submitted component by resubmission of assessment in order to pass the module.

Where a student does successfully retrieve a component failure, the grade for the component will be capped at 40% (undergraduate) or 50% (postgraduate) (except where Extenuating Circumstances have been approved). The overall grade for the module will be calculated using all achieved grades where there are 2 or more components.

Conditions for the Granting of Awards

A student who completes an approved course of study, shall be awarded MSc Digital Marketing.

Those students who exit the course without completing it may be entitled to exit with an award of either a:

1. Postgraduate Diploma of Higher Education in Digital Marketing, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
2. Postgraduate Certificate of Higher Education in Digital Marketing, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

Any derogation(s) from the Regulations required?

N/A

Student Support	https://www.ravensbourne.ac.uk/student-services
Assessment Regulations	https://www.ravensbourne.ac.uk/staff-and-student-policies

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Emerging Technology and Social Trends	x			x
Digital Consumer Journey	x	x		
Introduction to Research Methods	x			x
Digital Marketing Analytics and Social Media	x		x	
Environmental and Social Governance (ESG) Principles		x	x	x
Negotiated Research Studies	x	x	x	x

Major Project	x	x	x	*x*

Course Diagram

Trimester 01	Trimester 02	Trimester 03
DGM22701 **Emerging Technology and Social Trends** 20 credits	DGM22704 **Digital Marketing Analytics and Social Media** 20 credits	DGM22707 **Major Project** 60 credits
DGM22702 **Digital Consumer Journey** 20 credits	DGM22705 **Environmental and Social Governance (ESG) Principles** 20 credits	
DGM22703 **Research and Communications Strategies** 20 credits	DGM22706 **Contemporary Marketing Principles and Practices** 20 credits	