Postgraduate Programme Specification

Session	2026/27	**Last Modified**	11/03/2025
Named Award Title	MSc Digital Marketing		
Award Title for Each Award	MSc Digital Marketing PG Dip in Digital Marketing PG Cert in Digital Marketing		
Date of Approval	April 2017		
Details of Cohort Applies to	Applicants with honours degree in relavant areas or equivalent.		
Awarding Institution	University of the West of Scotland	**Teaching Institution(s)**	University of the West of Scotland
Language of Instruction & Examination		English	
Award Accredited by		Digital Marketing Institute	
Maximum Period of Registration		1 year Authorised Interruption Guidance notes (uws.ac.uk) https://www.uws.ac.uk/media/6350/uws-authorised-interruption-guidance-notes.pdf	
Duration of Study			
Full-time	1 year	**Part-time**	
Placement (compulsory)	Optional		
Mode of Study	☒ Full-time ☐ Part-time		
Campus	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley	☐ Online / Distance Learning ☐ Other (specify)
School	**Business and Creative Industries**		
Divisional Programme Board	**Marketing, Innovation, Tourism Events**		
Programme Leader	Rong Li		

Admissions Criteria
Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified in Chapter 2 of the University Regulatory Framework together with the following programme requirements:

Appropriate Undergraduate Qualifications:
Applicants will typically possess a degree or equivalent. In the absence of a degree, where entry requirements do not conform to the general entry requirements, other evidence can be considered on an individual basis in line with Regulations 2.13 – 2.36 (Recognition of Prior Learning – RPL / Recognition of Credit).

Honours degree

Other Required Qualifications/Experience

Applicants may also be considered with other academic, vocational or professional qualifications deemed to be equivalent

Further desirable skills pre-application
Where English is not the first language, applicants must be able to satisfy the University with their competence in English. Either by having a TOEFL score of 550 (Paper-based test), 78 (Internet-based test) or above or an IELTS score of 6 or above (5.5 in each component) or equivalent.

General Overview
Digital marketing is the practice of incorporating platforms and customers' experience through a digital channel using traditional marketing theory & practice. It is now a priority for local, national and international businesses because of the ever-increasing digitalisation of consumer activities, and the business opportunities that arise in a dynamic online marketplace. It offers the opportunity to grow and further develop the communications and relationships between companies' current and prospective customers or clients through, social networking sites, instant messaging systems, VR and AR and mobile device platforms. For these reasons, it is essential to provide advanced study in this area.

The MSc Digital Marketing programme has a strong focus on the practical requirements currently expected for digital marketing graduates, underpinned by relevant academic theory. The programme is designed to produce critically informed, operationally capable practitioners through a flexible, student-centered delivery model. The ethos underpinning assessment for the MSc Digital Marketing is that, wherever possible, assessment should be linked not only to the demonstration of theoretical and conceptual knowledge and skillsets appropriate to the level of study but also that it should aim to assess these in a context which reflects to practical nature of the industry into which students will graduate. As such, the MSc Digital Marketing programme makes use of a range of practical-focused assignments, asking students to work on reports, case studies, portfolios, presentations and other assessment formats which will replicate the types of practice graduates will be expected to undertake in their typical working life upon completion of the programme. Assessments based on live case studies will provide students with insights into the issues facing companies and enable students to achieve high levels of employability in the digital marketing field.
The aims of the programme are:

• Develop a critical understanding of the theoretical, practical and conceptual body of knowledge relating to the growth of digital marketing and the communication of the digital products or services.
• Develop critical, analytical problem-based learning skills and transferable skills to prepare the student for post-graduate employment in the field of Digital Marketing.
• Facilitate a systematic understanding of current digital marketing theory and practice and future developments in the UK, and internationally.
• Inspire students to adopt an analytical and creative approach to study and to develop the ability to argue rationally, communicate clearly, and form sound judgements, using advanced digital marketing theory and practice.
• Develop a range of complex research and analytical skills to critically examine existing practices within the digital marketing industry.

The exit qualifications are:

• Postgraduate Certificate Digital Marketing (completion of 3 x 20 credits = 60 credits)
• Postgraduate Diploma Digital Marketing (completion of 6 x 20 credits = 120 credits)
• MSc Digital Marketing (completion of dissertation plus 6 x 20 credits = 180 credits)

The MSc Digital Marketing is accredited by the Digital Marketing Institute (DMI) and students will also undertake the Professional Diploma in Digital Marketing delivered online by DMI alongside the MSc.

Recent alumni have moved into roles including Digital Marketing Manager, Marketing Manager, Paid Social Manager and Knowledge Transfer Associate in companies across the world. Graduates may also move into further doctoral study.

Modules within the programme, with exception of Developing Professional Practice and Dissertation modules, share a standard delivery model based around four hours of contact time per module per week, two hours of which are supplied online as recorded materials and two hours of which are face to face delivery as a workshop or tutorial. These sessions will make use of a variety of teaching tools including case studies, student-led presentations, discussion tasks and practical activities designed to enable students to take responsibility for their own learning and develop a rounded understanding of the subject matter. Each module is supported by further online content hosted on virtual learning environments (VLEs). This will include access to directed readings, online discussions, and embedded content from a variety of other settings.
Students should ensure they have access to suitable electronic devices prior to starting the course. Students will be expected to take responsibility for their own learning by accessing content through the VLE platforms and contributing to the activities supplied online and through class discussions.

Typical Delivery Method
Full-time students will typically watch online lecture videos and be given reading tasks to prepare them for weekly 2 hour tutorial sessions on campus.

Any additional costs
N/A

Graduate Attributes, Employability & Personal Development Planning

Please refer to UWS Graduate Attritues on UWS website.

Upon completion of the course, students will have attained SCQF level 11 skills in relation to employment and Personal Development Planning in the following areas: Knowledge and Understanding; Generic Cognitive Skills; Communication, ICT and Numeracy Skills; Autonomy, Accountability and Working With Others.

Work Based Learning/Placement Details

The MSc Digital Marketing offers a 'Developing Professional Practice (DPP)' route as an alternative to the traditional MSc dissertation route. Students will be required to agree on a project of suitable size and scope in partnership with their academic mentor and an organisation. Students will complete a practically or strategically orientated task appropriate to their typical employment, underpinned by relevant theoretical knowledge and a reflective element examining their own performance and personal development planning needs upon completion. However, this is not compulsory and students can either take DPP or dissertation.

Attendance and Engagement

In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this programme, academic engagement equates to the following:

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.

Programme structures and requirements, SCQF level, term, module name and code, credits and awards (Chapter 1, Regulatory Framework)

Learning Outcomes

SCQF LEVEL 11 - Postgraduate Certificate (PgCert) Learning Outcomes	
Knowledge and Understanding	
A1	Demonstrate extensive, detailed and critical knowledge of the literature relevant to digital marketing and contemporary marketing filed.
A2	Display a critical and analytical understanding of some core areas of marketing and digital marketing in particular which may include: web content management, social media management, big data analysis and online branding.
A3	Demonstrate a range of complex analytical skills and abilities, including research skills, in order to critically examine existing practices within the digital marketing industry.
A4	Demonstrate a systematic understanding of current digital marketing theory and practice and future developments in the UK, and internationally.
A5	
Practice - Applied Knowledge and Understanding	
B1	Apply a significant range of skills, techniques and practices associated with digital marketing operations.
B2	Critically evaluate research and a wide streams of literature in digital marketing area
B3	Apply an appropriate research strategy to the selection and conceptualisation of relevant information from a wide range of sources and a large body of knowledge
B4	Analyse, evaluate and interpret evidence and theory underpinning a focused digital marketing management project
B5	
Communication, ICT and Numeracy Skills	
C1	Use a range of advanced skills including academic writing and referencing skills, analysis and interpretation of complex information and the use of appropriate ICT skills to aid dissemination of information
C2	Use of appropriate ICT skills to aid dissemination of information.
C3	Undertake critical evaluations of a range of numerical and graphical material
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Critically review, consolidate and extend knowledge through the production of a dissertation

D2	Demonstrate analysis of complex issues and make informed judgements in the absence of complete or inconsistent data/information
D3	
D4	
D5	
Autonomy, Accountability and Working with Others	
E1	Demonstrate the ability to interact with supervisors in an effective manner
E2	Demonstrate reflective practice
E3	Deal with complex ethical and professional judgements on key issues
E4	Demonstrate reflective practice relating to personal development and business practice
E5	

Postgraduate Certificate (PgCert) Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	MARK11019	Creative Research	20	☐	☒	☐	
11	MARK11033	Digital Branding	20	☒	☐	☐	
11	MARK11020	Digital Marketing Practice	20	☒	☐	☐	
11	MARK11021	Digital Marketing Theory	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Postgraduate Certificate (PgCert) Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	MARK11034	Content and Media Management	20	☐	☒	☐	
11	MARK11044	Future Marketing & Transformational Tech	20	☒	☐	☐	
11	TOUR11007	Practical Issues in Events	20	☒	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	

				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Level 11- Postgraduate Certificate (PgCert)
Criteria for Award
Please refer to UWS Regulatory Framework for related regulations

Students will be awarded the PGCert in Digital Marketing when they have successfully completed two core modules from a combination of either: Digital Marketing Theory, Digital Marketing Practice, Digital Branding or Creative Research and an additional module of 20 credits from the remaining modules (core and optional modules) as named in the programme, giving the student a total of 60 credits of which a minimum of 40 are at least SCQF 11.

Where a student has met the credit requirements for an award in line with SCQF credit minima (see Regulation 1.21), but cannot continue on the named award, the School Board of Examiners is empowered to make an exit award of PgCert in Combined Studies.

SCQF LEVEL 11 - Postgraduate Diploma (PgDip) Learning Outcomes	
Knowledge and Understanding	
A1	Demonstrate extensive, detailed and critical knowledge of the literature relevant to digital marketing and contemporary marketing filed.
A2	Display a critical and analytical understanding of some core areas of marketing and digital marketing in particular which may include: web content management, social media management, big data analysis and online branding.
A3	Demonstrate a range of complex analytical skills and abilities, including research skills, in order to critically examine existing practices within the digital marketing industry.
A4	Demonstrate a systematic understanding of current digital marketing theory and practice and future developments in the UK, and internationally.
A5	
Practice - Applied Knowledge and Understanding	
B1	Apply a significant range of skills, techniques and practices associated with digital marketing operations.
B2	Critically evaluate research and a wide streams of literature in digital marketing area
B3	Apply an appropriate research strategy to the selection and conceptualisation of relevant information from a wide range of sources and a large body of knowledge
B4	Analyse, evaluate and interpret evidence and theory underpinning a focused digital marketing management project
B5	
Communication, ICT and Numeracy Skills	
C1	Use a range of advanced skills including academic writing and referencing skills, analysis and interpretation of complex information and the use of appropriate ICT skills to aid dissemination of information
C2	Use of appropriate ICT skills to aid dissemination of information.
C3	Undertake critical evaluations of a range of numerical and graphical material
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Critically review, consolidate and extend knowledge through the production of a dissertation
D2	Demonstrate analysis of complex issues and make informed judgements in the absence of complete or inconsistent data/information
D3	
D4	
D5	
Autonomy, Accountability and Working with Others	
E1	Demonstrate the ability to interact with supervisors in an effective manner

E2	Demonstrate reflective practice
E3	Deal with complex ethical and professional judgements on key issues
E4	Demonstrate reflective practice relating to personal development and business practice
E5	

Postgraduate Diploma (PgDip) Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	MARK11019	Creative Research	20	☐	☒	☐	
11	MARK11033	Digital Branding	20	☒	☐	☐	
11	MARK11020	Digital Marketing Practice		☒	☐	☐	
11	MARK11021	Digital Marketing Theory		☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Postgraduate Diploma (PgDip) Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	MARK11034	Content and Media Management		☐	☒	☐	
11	MARK11044	Future Marketing & Transformational Tech		☒	☐	☐	
11	TOUR11007	Practical Issues in Events		☒	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Level 11- Postgraduate Diploma (PgDip)
Criteria for Award
Please refer to UWS Regulatory Framework for related regulations

Where a student has met the credit requirements for an award in line with SCQF credit minima (see Regulation 1.21), but cannot continue on the named award, the School Board of Examiners is empowered to make an exit award of PgDip in Combined Studies.

Students undertaking the PgDip in Digital Marketing must obtain 120 credits by undertaking the core modules (80 credits) and obtaining 40 credits from the specified optional modules.

A distinction will be awarded to students who meet the criteria set out in the University Regulations – 3.25 – Award of Distinction

SCQF LEVEL 11 – Masters Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Demonstrate extensive, detailed and critical knowledge of the literature relevant to digital marketing and contemporary marketing filed.
A2	Display a critical and analytical understanding of some core areas of marketing and digital marketing in particular which may include: web content management, social media management, big data analysis and online branding.
A3	Demonstrate a range of complex analytical skills and abilities, including research skills, in order to critically examine existing practices within the digital marketing industry.
A4	Demonstrate a systematic understanding of current digital marketing theory and practice and future developments in the UK, and internationally.
A5	
Practice - Applied Knowledge and Understanding	
B1	Apply a significant range of skills, techniques and practices associated with digital marketing operations.
B2	Critically evaluate research and a wide streams of literature in digital marketing area
B3	Apply an appropriate research strategy to the selection and conceptualisation of relevant information from a wide range of sources and a large body of knowledge
B4	Analyse, evaluate and interpret evidence and theory underpinning a focused digital marketing management project
B5	Select and apply appropriate research techniques for data and information collection to enable the successful completion of a major piece of independent research
Communication, ICT and Numeracy Skills	
C1	Use a range of advanced skills including academic writing and referencing skills, analysis and interpretation of complex information and the use of appropriate ICT skills to aid dissemination of information
C2	Use of appropriate ICT skills to aid dissemination of information.
C3	Undertake critical evaluations of a range of numerical and graphical material
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Critically review, consolidate and extend knowledge through the production of a dissertation
D2	Demonstrate analysis of complex issues and make informed judgements in the absence of complete or inconsistent data/information
D3	
D4	
D5	
Autonomy, Accountability and Working with Others	
E1	Demonstrate the ability to interact with supervisors in an effective manner
E2	Demonstrate reflective practice

E3	Deal with complex ethical and professional judgements on key issues
E4	Demonstrate reflective practice relating to personal development and business practice
E5	

Masters Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	MARK11019	Creative Research	20	☐	☒	☐	
11	MARK11033	Digital Branding	20	☒	☐	☐	
11	MARK11020	Digital Marketing Practice	20	☒	☐	☐	
11	MARK11021	Digital Marketing Theory	20	☐	☒	☐	
11	BUSN11126	Developing Professional Practice	60	☒	☒	☒	
11	MARK11024	Marketing, Events and Tourism Dissertation	60	☒	☒	☒	

Footnotes for Core Modules

The student will be able to take only ONE of the following options at MSc level:

- MARK11024 Marketing, Events and Tourism Dissertation

OR

- BUSN11126 Developing Professional Practice module (DPP).

Masters Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	MARK11034	Content and Media Management	20	☐	☒	☐	
11	MARK11044	Future Marketing & Transformational Tech	20	☒	☐	☐	
11	TOUR11007	Practical Issues in Events	20	☒	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Option Modules

Level 11- Masters **Criteria for Award** ***Please refer to UWS Regulatory Framework for related regulations***
On successful completion of 180 credits at SCQF level 11 including all core modules, a student will be entitled to the award of MSc Digital Marketing. A distinction will be awarded to students who meet the criteria set out in the University Regulations – 3.25 – Award of Distinction Where a student has met the credit requirements for an award in line with SCQF credit minima (see Regulation 1.21), but cannot continue on the named award, the School Board of Examiners is empowered to make an exit award of PgC/PgD in Combined Studies.

Regulations of Assessment
Candidates will be bound by the general assessment regulations of the University as specified in the University Regulatory Framework. An overview of the assessment details is provided in the Student Handbook and the assessment criteria for each module is provided in the module descriptor which forms part of the module pack issued to students. For further details on assessment please refer to Chapter 3 of the Regulatory Framework. To qualify for an award of the University, students must complete all the programme requirements and must meet the credit minima detailed in Chapter 1 of the Regulatory Framework.

Combined Studies
There may be instances where a student has been unsuccessful in meeting the award criteria for the named award and for other more generic named awards existing within the School. Provided that they have met the credit requirements in line with the SCQF credit minima (please see Regulation 1.21), they will be eligible for a Combined Studies award (please see Regulation 1.61). For students studying at Level 11, they will normally be eligible for an exit award of PgCert / PgDip / Masters in Combined Studies.

Version no: 1

Change/Version Control

What	**When**	**Who**
Programme Leader change	01/04/2024	Rong Li
