University of the West of Scotland

Postgraduate Programme Specification

Session: 2024/2025
Last Modified: 30/04/2024
Status: Draft / Published [click here to add detail]

1	**Named Award Title:**	MSc Digital Marketing
2	**Award Title for Each Award:** [1]	MSc Digital Marketing PG Dip in Digital Marketing PG Cert in Digital Marketing
3	**Date of Validation / Approval:**	April 2017
4	**Details of Cohorts Applies to:**	
5	**Awarding Institution/Body:**	**University of the West of Scotland**
6	**Teaching Institution(s)[2]:**	**University of the West of Scotland** [click here to add detail]
7	**Language of Instruction & Examination:**	**English**
8	**Award Accredited By:**	Digital Marketing Institute
9a	**Maximum Period of Registration:**	[click here to add detail] Authorised Interruption Guidance notes (uws.ac.uk)
9b	**Duration of Study:**	1 year
10	**Mode of Study:**	Full time
11	**Campus:**	Paisley
12	**School:**	School of Business & Creative Industries
13	**Programme Board:**	Marketing, Innovation, Tourism & Events
14	**Programme Leader:**	**Rong Li**

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[1] Include main award and all exit awards e.g. PgD, MSc

[2] University of the West of Scotland and include any collaborative partner institutions involved in delivery.

15. Admission 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:

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 (i.e. to satisfy additional PSRB requirements or other)

Where English is not the first language, applicants must be able to satisfy the University of 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.

16	**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.
17	**Graduate Attributes, Employability & Personal Development Planning**	
		Upon completion of the course, students will have attained SCQF level 11 skills in relation to employment and PDP in the following areas: Knowledge and Understanding; Generic Cognitive Skills; Communication, ICT and Numeracy Skills; Autonomy, Accountability and Working With Others.
18	**Work Based Learning/Placement Details**	
		The MSc Digital Marketing offers a 'Developing Professional Practice' route as an alternative to the traditional MSc dissertation route. Students will be required to agree 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.
19	**Attendance and Engagement**	
		In line with the [Student Attendance and Engagement Procedure](), Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time.
20	**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]())

A.	SCQF LEVEL 11 - Postgraduate Certificate (PgCert) Learning Outcomes (Maximum of 5 per heading)	
	Knowledge and Understanding	
	A1	

	Practice - Applied Knowledge and Understanding
B1	
	Communication, ICT and Numeracy Skills
C1	
	Generic Cognitive Skills - Problem Solving, Analysis, Evaluation
D1	
	Autonomy, Accountability and Working With Others
E1	

Learning Outcomes – Postgraduate Certificate (PgCert) Core Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	Term 2	Term 3	Footnotes

Footnotes for Core Modules:

Learning Outcomes – Postgraduate Certificate (PgCert) Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	Term 2	Term 3	Footnotes

Footnotes for optional modules

22a	Level 11 – Postgraduate Certificate (PgCert) Criteria for Progression and Award
	Criteria for Progression and Award

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.

Students will be awarded the PG Cert in Digital Marketing when they have successfully obtained a total of 60 credits of which a minimum of 40 is at least SCQF 11.

Students will be awarded the PG Cert 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 In addition to two core modules representing 40 credits student need to accrue 20 credits from the optional module selection giving the student a total of 60 credits of which a minimum of 40 are at least SCQF 11.

B	Level 11 – Postgraduate Diploma (PgDip) Learning Outcomes (Maximum of 5 per heading)
	Knowledge and Understanding
A1	
	Practice - Applied Knowledge and Understanding
B1	
	Communication, ICT and Numeracy Skills
C1	
	Generic Cognitive Skills - Problem Solving, Analysis, Evaluation
D1	
	Autonomy, Accountability and Working With Others
E1	

Learning Outcomes – Postgraduate Diploma (PgDip) Core Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	2	3	Footnotes

Footnotes for Core Modules:

Learning Outcomes - Postgraduate Diploma (PgDip) Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	

Footnotes for optional module

22b	**Level 11 - PgDip** **Criteria for Progression and Award**
	Criteria for Progression and Award 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. 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.

C	**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.
	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 range of in
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
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
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

Learning Outcomes - MASTERS Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
11	MARK11019	Creative Research	20		√		
11	BUSN11126	Developing Professional Practice	60	√	√	√	
11	MARK11033	Digital Branding	20	√			
11	MARK11020	Digital Marketing Practice	20	√			
11	MARK11021	Digital Marketing Theory	20		√		
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:**
- **Marketing, Events and Tourism Dissertation**
  OR
- **Developing Professional Practice module (DPP)**.

Learning Outcomes - MASTERS Optional Modules

SCQF Level	Module Code	Module Name	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

Criteria for Award

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.

To successfully complete the Masters stage of the MSc Digital Marketing, a student must achieve a minimum grade of C in the dissertation and 180 credits of which a minimum of 160 are at least SCQF11.

A distinction will be awarded to students who meet the criteria set out in the University Regulations - 7.5.2 (d) – Award of Distinction

23	**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.

24	**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.

Change/Version Control

Changes made to the programme since it was last published:

Version Number: PG 1 (2024-25)