

## COURSE SPECIFICATION

Course Aim and Title	MBA (Digital Marketing)
Intermediate Awards Available	<ul style="list-style-type: none"> <li>• Postgraduate Certificate (60 credits)</li> <li>• Postgraduate Diploma (120 credits)</li> </ul>
Teaching Institution(s)	UEL
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	N000
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	Master's Degree in Business and Management (2015)
Additional Versions of this Course	MBA (Digital Marketing) with Placement
Date Specification Last Updated	08 April 2020

### Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Study organisations, their management and the changing external context in which they operate.
- Develop the ability to apply knowledge and understanding of business and management to complex or difficult issues, both systematically and creatively, to improve business and management practice, including within an international context.
- Develop key marketing management skills and techniques for the development of professional marketing consultancy
- Gain knowledge and understanding of business innovation - creativity, intrapreneurial - and entrepreneurial behaviour and enterprise development, and the management and exploitation of intellectual property.
- Develop leadership and management skills – leadership and management of people within organisations - leadership, organisational behaviour and motivation.



- Develop lifelong learning skills, including engendering an enthusiasm for business and for learning more generally as part of continuing personal and professional development.

What you will learn:

### *Knowledge*

You will be able to:

- Demonstrate understanding of the assumptions, logical structure, implications and limitations of business, management and marketing concepts, theories and ideas.
- Understand the sources, uses and management of finance, including the use of accounting and other information systems for managerial applications
- Understand the role of marketing planning in terms of organisational strategy

### *Thinking skills*

You will be able to:

- Critically evaluate the relevance of diverse business, management and marketing theories and concepts
- Apply these theories and concepts to various issues and contexts
- Develop market research designed to answer key strategic management questions

### *Subject-Based Practical skills*

You will be able to:

- Develop and implement appropriate strategies within a changing environment, including strategic risk management and issues of compliance
- Solve complex problems using appropriate decision-making techniques including identifying, formulating and solving business problems
- Design and execute marketing plans that are appropriate to an organisation's requirements

### *Skills for life and work (general skills)*

You will be able to:

- Abstract and simplify in order to identify and model the essence of a problem.
- Analyse and reason – both deductively and inductively.
- Gather evidence and to assimilate, structure, analyse and evaluate qualitative and quantitative data and information.
- Communicate results concisely to a variety of audiences, including those with no training in business and management
- Recognise the need for and initiate change and to be able to manage change



- Recognise and address ethical dilemmas, corporate social responsibility and sustainability issues, applying ethical and organisational values to situations and choices.

## Learning and Teaching

Knowledge is developed through

- Guided reading
- Knowledge-based activities with feedback
- Online discussions and activities

Thinking skills are developed through

- Reflective activities with feedback
- Online discussions and activities

Practical skills are developed through

- IT activities with feedback
- Research skills-based activities with feedback

Skills for life and work (general skills) are developed through

- The demands of the study medium (e.g. distance learning)
- Planning activities with feedback
- Project work

## Assessment

Knowledge is assessed by

- Coursework
- Essays
- Examinations

Thinking skills are assessed by

- Coursework
- Examinations
- Project work

Practical skills are assessed by

- Practical reports
- Portfolio completion

Skills for life and work (general skills) are assessed by

- Project work
- Group work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

### Work or Study Placements

Students on the MBA (Digital Marketing) with Placement route will be expected to undertake a 30 weeks work placement. The placement is worth an additional 120 credits. UEL will assist you in finding a placement and will advertise opportunities on the UEL Employment Hub. However, it is ultimately the student's responsibility to source a valid placement. To be eligible for placement, the student must have passed all their taught modules and completed a mandatory 12-week employability module. As academic placements are exempt from National Minimum Wage they are typically unpaid. However, reimbursement for lunch and travel is sometimes offered. Further details on placement is contained in the placement handbook

### Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning?



					Y/N
7	SG7001	Managing Strategy, Operations and Partnerships	30	Core	N
7	HR7003	Managing Financial and Human Resources for Sustainable Business Success	30	Core	N
7	MK7040	Responsible Marketing in the Digital Age	30	Core	N
7	HR7004	Mental Wealth: Professional Exchange and Applied Research	30	Core	N
7	XXXXX	Digital Marketing Strategy	30	Core	N
7	XXXXX	Applied Digital Marketing Project	30	Core	N
7	SG7120	Industrial Placement	120	Option	N
7	SG7006	Extended Work Project	120	Option	N

*Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.*

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 180 credits (for the standard MBA) and 300 credits (for the Placement/Extended Work Project pathway). If for some reason



you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

#### Course Specific Regulations

N/A

## Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The duration of this course is one calendar year full-time and two calendar years part-time.

The time limit for completion of a course is four years after first enrolment on the course.

<p><b>For September Intake:</b></p> <p>Term 1 (Sem A: Sept. – Dec.)</p> <p>Term 2 (Sem B: Jan – April)</p> <p>Term 3 (Sem C: May – July)</p>	<p>Mental Wealth Module (30 credits) &amp; Taught modules (1 x 30 credits)</p> <p>Taught modules (2 x 30 credits)</p> <p>Taught modules (1 x 30 credits) &amp; Applied Digital Marketing Project (30 credits)</p>
<p><b>For January Intake:</b></p> <p>Term 1 (Sem B: Jan – April)</p> <p>Term 2 (Sem C: May – July)</p> <p>Term 3 (Sem A: Sept. – Dec.)</p>	<p>Mental Wealth Module (30 credits) &amp; Taught modules (1 x 30 credits)</p> <p>Taught modules (2 x 30 credits)</p> <p>Taught modules (1 x 30 credits) &amp; Applied Digital Marketing Project (30 credits)</p>
<p><b>For May Intake:</b></p> <p>Term 1 (Sem C: May – July)</p> <p>Term 2 (Sem A: Sept. – Dec.)</p> <p>Term 3 (Sem B: Jan – April)</p>	<p>Mental Wealth Module (30 credits) &amp; Taught modules (1 x 30 credits)</p> <p>Taught modules (2 x 30 credits)</p> <p>Taught modules (1 x 30 credits) &amp; Applied Digital Marketing Project (30 credits)</p>

### Further Information

More information about this course is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages
- Placement handbook

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

N/A

### Alternative Locations of Delivery

N/A