UNIVERSITY OF EAST LONDON
PROGRAMME SPECIFICATION

Programme Aim and Title	MSc Digital and Social Media Marketing
Intermediate Awards Available	Postgraduate Diploma Postgraduate Certificate
Teaching Institution(s)	Metropolitan College
Alternative Teaching Institutions (for local arrangements see final section of this specification)	
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	
Professional Body Accreditation	
Relevant QAA Benchmark Statements	
Additional Versions of this Programme	
Date Specification Last Updated	04/05/2018

Programme Aims and Learning Outcomes

The MSc Digital and Social Media Marketing is a specialist academic programme which aims to develop a thorough understanding of both theoretical and practical aspects of digital marketing, and of current issues in these fast – changing areas. This is an innovative programme with an integrated delivery from end-to-end covering a wide range of Digital Marketing topics. Through the development of an integrated and critically aware understanding of marketing from a digital perspective, this MSc involves students in a demanding process of personal and digital marketing development, through engagement with study and project work. It is designed to develop students' strategic perspective and broaden their understanding of digital marketing and its integration into an overall marketing strategy and structure. This way the program remains up-to-date with industry trends and best practice.

On successful completion of this MSc programme, students will be able to analyse a range of marketing and digital marketing environments from a variety of perspectives; this includes those of the digital customer, the role of social media, digital advertisement and contemporary issues.

The MSc Digital and Social Media Marketing is a flexible credit-based programme leading towards a higher degree in digital marketing with a strong focus of the application of theory to practice. The programme:
- Offers an advanced course of study of Digital Marketing within a rapidly changing business environment. The MSc explores contemporary approaches and theories in the areas of Digital Marketing both academically and professionally.
- Gives the opportunity for marketers to become familiar with current academic discourse and digital marketing related research.
- Provides training in research methods and methodology; the underpinning research in digital marketing will enable students to critically evaluate digital marketing research literature and understand contemporary issues.

- Offers the ability to create a project for a digital marketing campaign.
- Incorporates a distinctive skills curriculum that is designed to develop their interpersonal and transferable skills for work and life, enhancing their future career and employability prospects.
- Offers the ability to analyse and synthesise differing approaches to the field of Digital Marketing and to evaluate critically these approaches within academic and professional contexts.
- Is available on a full time or part time mode of study to suit the needs of busy practitioners.
- Gives the option of interim awards at certificate and diploma level, if students do not wish to, or are unable to, complete the programme

What will students learn

This programme is designed to give students the opportunity to:
- Demonstrate a critical awareness, a conceptual understanding and knowledge of current and contemporary digital marketing theory
- Critical assess digital marketing areas such as the digital marketing environment, digital consumer behavior, social media marketing, content marketing, contemporary issues such as mobile marketing, strategic digital marketing.
- Acquire an understanding of the strategic role of digital marketing in both practising firms and industry.
- Develop an in-depth appreciation of modern data-driven metrics and their relation to marketing activities and how these can be generated and used.
- Apply rigorous analytical qualitative or/and quantitative research methodologies to develop a digital project.

On successful completion of the programme students will be able to:

Knowledge
- Critically apply relevant digital marketing knowledge to a range of complex business and marketing situations taking account of its relationship and interaction with other marketing applications
- Demonstrate a critical understanding of the application of digital marketing theories in the context of application to professional practice.
- Critically evaluate and apply a range of decision-making approaches from a strategic digital marketing management perspective.
- Demonstrate an enhanced knowledge and critical awareness of digital consumers' behavior and their interactions with digital marketing activities.
- Demonstrate knowledge of current issues, debates and constraints within which digital marketing and social networks are developed and used in a marketing environment.
- Apply consistently their knowledge and subject-specific and wider intellectual skills

 Subject-specific skills
- Reflect on and evaluate digital and social media marketing campaigns

- Select and apply appropriate digital techniques and tools to create an e-marketing plan
- Demonstrate a range of practical skills to become an effective digital marketer with relevant knowledge of digital marketing issues.
- Effectively and optimally use different communication channels such as mobile platforms, social networking, email and paid search
- Design attractive content in order to create viral material and integrated digital communication
- Ability to conduct research into digital marketing issues that requires familiarity with a range of business data, research sources and appropriate methodologies, and for such to inform the overall learning process
- Demonstrate the ability to complete projects and an analytical dissertation in a relevant digital marketing issue on specific time-bound with deadline.

Thinking skills
- Develop analytical and thinking skills
- Synthesise and apply in a practical context, the knowledge, understanding and skills developed in the taught elements of the programme.
- Identify and develop autonomous learning skills
- Analysis, interpretation and report of data collected and analytics
- Monitor, control and evaluate the implementation of a digital marketing strategic plan
- Demonstrate competencies in critical and creative thinking to key issues

Skills for life and work (general skills)
- Communicate research findings in a clear and logical manner
- Work effectively and sensitively with peers either on an individual basis or in groups
- Develop capability for completing independent research within time constraints through management of own time and group time, where appropriate
- Enhance interpersonal and communications skills, including presentations and written reports
- Develop an aptitude for lifelong learning
- Ability to operate effectively in a variety of team roles and take leadership roles, where appropriate
- Strengthen competence in lifelong learning and continuing professional development
- Creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to develop and interpret knowledge in business and management

Learning and Teaching

The proposed programme incorporates a range of approaches to teaching and learning to take into consideration the variety of learning styles among students.

All modules consist of a combination of the following learning approaches: scheduled lectures and seminars which may include: class discussions and debates, case studies, group work activities, presentations and applications based on written and audio-visual leaning materials. In order to support and complement the development of students skills, selected Digital Marketers professionals will be invited to provide guest lectures on the programme. There will be guided and independent learning activities such as the revision of lecture material; preparation for lectures, seminars; the completion of formative and summative assessments and guided and independent reading and research. Formative assessments will be designed to reflect the types of summative assessment which students will experience on each module and will be timed appropriately so that they receive feedback on the formative assignment in adequate time to use the feedback to improve their performance on the summative assignment.

Increased emphasis is placed on higher thinking skills, criticality and deeper learning. Teaching and learning activities are supported by the Metropolitan College Moodle platform allowing students to access and engage with lecture notes, core and recommended reading materials, moderated online discussions and formative quizzes.

Teaching takes place in classrooms which are all equipped with computers and visualizers. Students will be able to access these facilities to practice their presentation skills in preparation for assessments. The programme is designed to be highly participative and encourages the sharing of information, ideas, experiences and values.

Assessment

Students' progress in each individual module will be examined by at least one and a maximum of two assessment tasks. A range of different types of assessment will be used throughout the programme to reflect the learning outcomes in each module and to assist in developing a range of skills – subject based, cognitive, transferable and lifelong skills.

Some assessments may require students to work individually or in groups and can include types of assessments such as essays, reports, case study analysis, time constrained assignments, presentations, closed book examinations etc. The form of assessment for each module will be identified in the module handbook at the beginning of each term.

Examinations take place at the end of the term (January and June) with re-sits in August/September. To obtain the award of MSc Digital and Social Media Marketing a student must pass all of the modules. The overall pass mark for each module is 50% made up of the aggregate of the various components of assessment. For each component, a mark of at least 40% must be obtained in each module. Students would normally be expected to complete all components of the first term before progressing on to the second term.

UNIVERSITY OF EAST LONDON
PROGRAMME SPECIFICATION

Should students have disabilities and/or particular learning needs they should discuss assessments with the Programme Leader to ensure that they are able to fully engage with all assessment within the programme.

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

Work or Study Placements

N/A

Programme Structure

All programmes 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 programme.
4   Equivalent in standard to the first year of a full-time undergraduate degree programme.
5   Equivalent in standard to the second year of a full-time undergraduate degree programme.
6   Equivalent in standard to the third year of a full-time undergraduate degree programme.
7   Equivalent in standard to a Masters degree.

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

The module structure of this programme:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
7		Strategic Digital Marketing	30	Core	N

7		Digital Consumer Behavior	15	Core	N
7		Social Media Marketing	15	Core	N
7		Digital Advertising & Analytics	15	Core	N
7		Building Successful Web Presence	15	Core	N
7		Contemporary Issues in Digital Marketing	30	Core	N
7		Dissertation	60	Core	N

Please note: Optional modules might not run every year, the programme 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 programme module structure:

A core module for a programme 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 programme is a module selected from a range of modules available on the programme.

The overall credit-rating of this programme is 180 credits. 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.

Programme Specific Regulations

N/A

Typical Duration

The expected duration of this programme is one year full-time or two years part-time. There are two intake points, in October and in February.

If enrolment is in September, the duration of this programme is one calendar year full-time and two calendar years part-time. If enrolment is in February, the duration becomes 15 months full time, and 27 months part-time.

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.

A student cannot normally continue study on a programme after three years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a programme in part time mode is six years from first enrolment.

Further Information

More information about this programme is available from:

- The UEL web site (www.uel.ac.uk)
- The programme 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
- Metropolitan College web site (www.mitropolitiko.edu.gr)

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

Additional costs:

None.

Alternative Locations of Delivery

Metropolitan College, Greece: Programme is offered in both the Greek and English language, at Maroussi, Thessaloniki and Piraeus campuses.