

## Programme Specification

MSc Digital Marketing (full-time)

PFTZDIGMKTTHM

For students entering in 2024/25

**This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.**

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	MSc Digital Marketing (full-time) - 12 months
Accreditation	CIM The Association to Advance Collegiate Schools of Business (AACSB) EFMD Quality Improvement System (EQUIS)
Programme Start Dates	September
QAA Subject Benchmarking Group	QAA Type 1: Specialist master's degrees

### Programme information and content

The programme is designed to provide students with a comprehensive understanding of Digital Marketing and Digital Marketing Strategy. The compulsory marketing modules explore the key concepts upon which modern marketing practice is based. Students are provided with a broad analytical toolkit that will enable them to evaluate and apply to real digital marketing campaigns, understand the digital consumer and engage in important topics in the field including digital media design, social media, data mining and digital marketing analytics. In addition, the programme requires students to develop the kind of critical understanding of business strategy, research methods, responsibility and ethics that would be expected of any marketing executive.

Students on this programme will develop a deep understanding of theories and methodologies across digital marketing platforms. The graduates will learn how to create, target, and measure digital marketing messages and contents to have the most impact on behalf of a business, organisation, or cause. The aim is to produce graduates who understand not only why firms operate the marketing practices that they do, but how these practices are likely to evolve in a complex and changing digital business environment. A compulsory dissertation or business project will enable students to apply their learnings to digital marketing practices.

### Programme Learning Outcomes

-MSc Digital Marketing (full-time)

During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:

<b>Learning outcomes</b>	
1	Appraise critically key concepts, theories and models in digital marketing, including implications for practice.
2	Apply qualitative or quantitative analysis to solve digital marketing related problems.
3	Recognise the value of diversity and multiculturalism brings to the digital business world.
4	Identify how to effectively support organisations using a range of appropriate digital methods and tools.
5	Communicate complex digital marketing related information persuasively to specialist and non-specialist audiences.
6	Reflect critically on their ability to work effectively and professionally in diverse teams.
7	Synthesise their knowledge of current digital marketing practices and challenges from the internal and external business environment to support original thinking.
8	Provide recommendations and strategies for digital marketing projects based on their practical experience of real marketing situations or via marketing simulations.

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

### **Module information**

The programme comprises 180 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

#### **Compulsory modules**

<b>Module</b>	<b>Name</b>	<b>Credits</b>	<b>Level</b>
MMM077	Digital Marketing	20	M
MMM147	Measuring Marketing Performance	20	M
MMM176	Strategic Marketing	20	M
MMM178	Market Insights	20	M
MMM179	Digital Marketing Analytics	20	M
MMM186	Marketing Simulations	20	M

Remaining credits will be made up of optional modules available in the Henley Business School or modules from elsewhere in the University. One of them must be the Marketing Dissertation or Marketing Project in a field related to Digital Marketing.

#### **Part-time or flexible modular arrangements**

This programme is only available for full time study.

### **Placement opportunities**

N/A

### **Study abroad opportunities**

The international dimension of this programme is important, and all students will have the opportunity to undertake some portion of their studies outside the UK in the form of an international study visit.

### **Optional modules**

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your programme can be found online in the Course Catalogue. Details of optional modules for each part, including any additional costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

### **Teaching and learning delivery**

Teaching is organised in modules. You will be taught primarily through a mixture of lectures, tutorials and seminars, depending on the modules you choose. Some modules may include group work. The delivery of material varies among the modules, especially in the proportion of time allocated to lectures, classes and seminars.

Total study hours for your programme will be 1800 hours. The contact hours for your programme will depend upon your module combination; an average for a typical set of modules on this programme is 290 hours.

Elements of your programme will be delivered via digital technology.

The scheduled teaching and learning activity hours and amount of technology enhanced learning activity for your programme will depend upon your module combination. In addition, you will undertake some self-scheduled teaching and learning activities, designed by and/or involving staff, which give some flexibility for you to choose when to complete them. You will also be expected to undertake guided independent study. Information about module study hours including contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

### **Accreditation details**

Chartered Institute of Marketing (CIM) accredit this programme at level 7.

Henley Business School is triple-accredited by the Association to Advance Collegiate Schools of Business (AACSB), Quality Improvement System (EQUIS) and Association of MBAs (AMBA).

**Assessment**

All modules involve coursework, which takes a variety of forms reflecting the aims of the module. Final assessment of the modules usually involves a two hour examination and coursework. A project supervisor is appointed for each student.

Assessment of taught modules will take place by April/May. Students will have the opportunity to re-sit any failed modules in late August or early September. The marketing dissertation must be submitted in early September (date varies) or a month thereafter if there are re-sits.

**Progression**

N/A

**Classification**

The University's taught postgraduate marks classification is as follows:

**Mark Interpretation**

70 - 100% Distinction

60 - 69% Merit

50 - 59% Good standard (Pass)

**Failing categories:**

40 - 49% Work below threshold standard

0 - 39% Unsatisfactory Work

**For Masters Degree**

The following conditions must be satisfied for the award of a Master's degree:

**Award of a Master's degree**

(i) an overall weighted average of 50% or more over 180 credits

(ii) a mark of 50% or more in at least 120 credits

(iii) not more than 20 credits with a mark below 40%

(iv) a mark of 50% or more for the Dissertation

In addition to the threshold conditions for the award of a Master's degree, the following **further** conditions must be satisfied for a classification of Distinction or Merit:

**Distinction**

An overall weighted average of 70% or more over 180 credits

OR

an overall weighted average of 68% or more over 180 credits and marks of 70% in at least 90 credits

AND

A mark of at least 60% in the dissertation

AND

No marks below 40%.

**Merit**

An overall weighted average of 60% or more over 180 credits

OR

an overall average of 58% or more over 180 credits and marks of 60% in at least 90 credits

AND

No marks below 40.

**For Postgraduate Diploma**

The following conditions must be satisfied for the award of a Postgraduate Diploma:

**Award of a Postgraduate Diploma**

(i) an overall weighted average of 50% or more over 120 credits

(ii) a mark of 50% or more in at least 80 credits

(iii) not more than 20 credits with a mark below 40%

In addition to the threshold conditions for the award of a Postgraduate Diploma, the following further conditions must be satisfied for a classification of Distinction or Merit:

**Distinction**

An overall weighted average of 70% or more over 120 credits

OR

an overall weighted average of 68% or more over 120 credits and marks of 70% in at least 60 credits

AND

No marks below 40.

**Merit**

An overall weighted average of 60% or more over 120 credits

OR

an overall average of 58% or more over 120 credits and marks of 60% in at least 60 credits

AND

No marks below 40.

**For Postgraduate Certificate**

The following conditions must be satisfied for the award of a Postgraduate Certificate:

**Award of a Postgraduate Certificate**

(i) an overall weighted average of 50% or more over 60 credits

### **Additional costs of the programme**

There might be textbooks which you must buy and students are encouraged to discuss the purchase of textbooks or other resources with the module convenor before purchasing. Some books may be available second-hand, which will reduce costs.

A range of resources to support your curriculum, including textbooks, electronic resources and computer facilities, are available through the Central Library and the Business School Academic Resource Centre.

Printing and photocopying facilities are available on campus at a cost per A4 page of £0.05 (black and white) and £0.30 (colour). Essential costs in this area will be low as most coursework is submitted electronically.

Students will have the opportunity for an international field trip. More information on costs for the trip can be obtained from the Programme Director.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. The estimates were calculated in 2023.

**For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.**

MSc Digital Marketing (full-time) for students entering in session 2024/25

14 July 2023

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