

Template C4



Programme Specification

Title of Course: *MSc Digital Marketing and Analytics*

Date first produced	11/10/2024
Date last revised	04/07/2024
Date of implementation of current version	01/09/2025
Version number	1
Faculty	Faculty of Business and Social Sciences
Cross-disciplinary	
School	Kingston Business School
Department	Department of Strategy, Marketing and Innovation
Delivery Institution	

This Programme Specification is designed for prospective students, current students, academic staff and employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

SECTION 1: GENERAL INFORMATION

Award(s) and Title(s):	MSc Digital Marketing and Analytics
Exit Award(s) and Title(s):	PgDip Digital Marketing and Analytics PGCert Digital Marketing and Analytics
Course Code <i>For each pathway and mode of delivery</i>	PFDMA1DMA20 and PFDMA1DMA99 (Professional Placement route)
UCAS code <i>For each pathway</i>	

Awarding Institution:	Kingston University
Teaching Institution:	
Location:	Kingston Hill
Language of Delivery:	English
Delivery mode:	
Learning mode(s):	Full-time
Minimum period of registration:	Full-time - tbc
Maximum period of registration:	Full-time - tbc
Entry requirements	<p>The minimum entry qualification for this course is a Bachelor's degree in any discipline at 2:2 honours degree level, or equivalent.</p> <p>Holders of overseas degree qualifications are subject to the University's normal entry procedures with regard to the assessment of the equivalence of overseas qualifications.</p> <p>Candidates with non-standard qualifications will be considered on a case by case basis. Evidence of satisfactory knowledge of the foundation subjects through the possession of an appropriate qualification, training, or work experience will be required.</p> <p>International students whose first language is not English shall be required to demonstrate evidence of satisfactory competence.</p>
Regulated by	
Programme Accredited by:	The programme will be accredited by the Digital Marketing Institute (DMI)
Approved Variants:	None

Is this Higher or Degree Apprenticeship course?	

SECTION 2: THE COURSE

A. Aims of the Course

The specific aims of the programme are:

- To build students' understanding and critical appreciation of digital marketing concepts, strategy, techniques, and analytics
- To develop students' subject-related practical skills
- To enable students to research specific areas of digital marketing, via modules and, more specifically, the dissertation
- For students to gain an understanding of research methods and analytics necessary for digital marketing
- To equip students with the necessary skills to make an immediate effective contribution upon their employment in the digital marketing industry

B. Programme Learning Outcomes

Programme Learning Outcomes					
	Knowledge and Understanding On completion of the course students will be able to:		Intellectual Skills On completion of the course students will be able to		Subject Practical Skills On completion of the course students will be able to
A1	Demonstrate an understanding of digital marketing and analytics within the overall context of business	B1	Think in a critically reflective and creative manner	C1	Operate as flexible and skilled marketing professionals.
A2	Critically reflect upon and demonstrate an advanced level of understanding of the theoretical concepts relevant to digital marketing and analytics	B2	Critically appraise relevant knowledge in the fields of digital marketing and analytics and apply it to the solution of digital marketing and analytics problems	C2	Plan and conduct independent research
A3	Identify, source, critically appraise and apply the latest approaches and literature in the subject area	B3	Organise and synthesise complex information from a variety of data sources	C3	Assemble and analyse qualitative and quantitative data (as appropriate) from a wide variety of sources

C. Future Skills Graduate Attributes

D. Outline Programme Structure

tbc

MSc Digital Marketing and Analytics

Level 7							
MSc Digital Marketing and Analytics							
Core modules	Module code	Credit Value	Level	Teaching Block	Pre-requisites	Full Time	Part Time
Financial Investments	BA7778	15	7	1		1	

Exit Awards at Level 7

tbc

E. Teaching, Learning and Assessment

Teaching, Learning

The teaching and learning philosophy of the programme is to engage students actively and to enable students to demonstrate their ability to study independently and work in groups on Masters level tasks.

The following teaching and learning approaches are used:

- Tutor-led classroom sessions to facilitate the reinforcement of key concepts and principles which would have been provided in the associated open learning study packs and/or textbooks provided.
- Learner-centred activities and participative learning via group exercises, computer laboratory practical sessions, case studies and presentations, problem-centred learning, and discussion.
- Study groups to encourage and foster mutual support and sharing of learning and developing teamwork and leadership skills.
- A Virtual Learning Environment: Canvas, that gathers all course content, daily lessons, assignments, tests/quizzes, feedback, and grading. It also handles student-educator communications and serves as a place for faculty and students to meet virtually.

- Academic Skills Language support is offered by the School of Languages to the full-time international learners with language difficulties.

The course integrates theory and practice by a variety of means. It provides inputs to student learning from practising managers, entrepreneurs, and other stakeholders through curriculum cocreation and development and in supporting live briefs in assessment. Guest speakers are used in most modules to provide industry context and relevance, while employability initiatives are delivered through the Careers and Employability Service.

Assessment

Assessment is planned to reflect the aims and to achieve the learning outcomes of the programme. It is designed to monitor student performance regularly in the context of specific requirements of individual subjects, the personal and group management skills required in business, the theoretical background and applied skills necessary for effective use of business tools and ultimately the knowledge and skills essential to meet the overall requirements of a Masters degree.

The programme includes a mix of formative and summative assessment methods, each one designed to draw out the students' inquisitive, questioning, and critical thinking ability, and to allow them to demonstrate clear acquisition and development of employability skills as well as evidencing knowledge.

Throughout the programme there is also a significant emphasis on continuous assessment in which the student's ability to write (in such formats as essays, reports, industry briefing papers and reflective statements) and to offer evidence of in-depth research and analysis, will be assessed with formative opportunities for practice, discussion, and feedback.

Assessment methods include business and academic reports, reviews and essays, presentations, reflections, portfolios and research-informed dissertation.

Students are strongly encouraged to make use of the Business and Social Sciences Academic Skills Centre to get feedback on their work in advance of submission.

The assignment briefs are transparent and shared with students along with the relevant marking criteria at the beginning of the course. Assessment briefs and submission dates are designed with the student workload in mind.

See Module descriptors directory set for a more detailed discussion of the assessment for each module.

F. Support for Students and their Learning

Students are supported by:

- Module leader for each module
- Specialist In-session English classes
- Course Director to oversee the overall development of the programme
- A personal tutor for academic and pastoral issues
- Supervisor for the dissertation
- Technical support to advise students on IT and the use of software
- A designated programme administrator
- An induction session at the beginning of the programme
- Canvas – a versatile on-line interactive learning environment
- School Student Support Officer

- Central university Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support etc.
- Disabled student support
- Union of Kingston Students
- Careers and Employability Service team that provides valuable guidance in supporting students with their placements, whether work, research, entrepreneurial or study abroad
- Placement Tutor will visit during the placement and meet with the student and workplace supervisor
- Guest speakers from other academic institutions and active practitioners
- LinkedIn Learning – professional training to support and complement the academic syllabus

G. Ensuring and Enhancing the Quality of the Course

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

- External examiners
- Student Voice Committee
- School Education Committee
- Annual Monitoring and Enhancement
- Continuous Monitoring of courses through the Kingston Course Enhancement Programme (KCEP+)
- Student evaluation including Module Evaluation Questionnaires (MEQs) and the Postgraduate Taught Experience Survey
- Moderation policies

H. External Reference Points

I. Development of Course Learning Outcomes in Modules

This table maps where programme learning outcomes are **summatively** assessed across the **core** modules for this course. It provides an aid to academic staff in understanding how individual modules contribute to the course aims, a means to help students monitor their own learning, personal and professional development as the course progresses and a checklist for quality assurance purposes.

Module Code	Level 7
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		BA7778
Knowledge & Understanding	A1	
	A2	
	A3	
Intellectual Skills	B1	
	B2	
	B3	
Practical Skills	C1	
	C2	
	C3	

Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.

Additional Information