



LEEDS  
BECKETT  
UNIVERSITY

# **Course Specification**

## **MSc Marketing & Digital Strategy**

**Programme Code: MMKDS**

**2020/21**

**Postgraduate Material Information**  
**IMPORTANT INFORMATION FOR PROSPECTIVE STUDENTS**

**Version date: August 2020**

**Postgraduate**  
**Material Course Information**  
**Summary**

**Revised Course Structure and Delivery Information for Academic Year 2020/21 in Response to Coronavirus COVID-19 and Associated Public Health England Guidance as at 3 July 2020**

**PART 1 of 2: Important General Information about Course Delivery for Leeds Beckett University Awards in 2020/21 (Information Specific to Your Course is Provided in PART 2)**

**Introduction**

This document contains important information about Leeds Beckett University's planned approach to course delivery and assessment in 2020/21. It provides an update to the information previously available in our online prospectus. You should read this document carefully so that you are aware of any changes that affect your course.

Information is provided in two parts:

The University is informed by Public Health England (PHE) COVID-19 advice and guidance for maintaining a Covid-secure learning and working environment. We have made arrangements to continue to provide a high-quality educational experience in a way that protects the safety and wellbeing of both students and staff. We are engaging closely with Leeds Beckett Students' Union to inform the arrangements and will also be informed by feedback provided by our individual students.

Public Health England guidance continues to evolve, so the arrangements for delivery of your course and use of the campus may need to change during the academic year to continue to protect students and staff.

The taught content advertised at each level of study, or its equivalent, will be delivered across the academic year 2020/21. We have identified an appropriate mix of blended learning – a mix of online and digital content and teaching and learning for each subject, reflecting what will maximise learning as well as supporting more vulnerable learners and enabling the university as a whole to minimise transmission risk.

COVID-19 social distancing measures will be implemented during 2020/21 for teaching, learning, assessment and student support.

In the event of further government lockdowns, either local or national, we will prioritise digital and online learning and support to enable students to continue with their studies.

If there is an easing of COVID-19 restrictions, we will continue to provide blended delivery for teaching block 1 or semester 1 in 2020/21. We will keep teaching blocks 2 and 3 or semester 2 under review, informed by Public Health England advice. We may revert to different proportions of on-campus learning and online learning delivery later in the academic calendar year or a later teaching block. Learning will remain accessible for students who are unable to attend on campus sessions.

## **How we will communicate with you**

Applicants who have accepted an offer by email have been sent information on the plans for delivery of your course in 2020/21, the academic calendar (teaching block delivery or alternative) applicable for your course and on the options available to you as a prospective student, to enable you to make informed choices.

As the situation evolves, further information on local course delivery arrangements will be provided to you in emails from your School.

In addition to the course-specific information set out in this document and the above communications, the University's COVID-19 microsite contains information for students and applicants, including information relating to University accommodation and University facilities and services. The COVID-19 microsite is regularly reviewed and updated as the situation, advice and planning evolves and is available at:

<https://www.leedsbeckett.ac.uk/COVID19/#tabplaceholder2>.

## **Key terms and conditions**

Further important information for applicants and students is available on our website: <https://www.leedsbeckett.ac.uk/information-for-applicants-and-students/>. This includes information about the student contract, fees and funding, your rights of cancellation, the student protection plan and the University complaints process. It is essential that you read the information on this webpage carefully as it sets out the rights and obligations that will form the contract between you and the University upon accepting an offer and information about how to make a complaint.

## **Start dates**

Our academic year will begin at the normal time. The length of the course is confirmed in the information about your course in Part 2 of this document below.

## **Location of delivery**

In academic year 2020/21, it is planned that your course will be delivered via a blend of online and digital learning and on-campus teaching and learning, with the necessary COVID-19 social distancing and other measures in place on campus informed by Public Health England advice and guidance.

Information on how blended teaching and learning may be delivered and the location of any on-campus delivery is provided in a subsequent section of this document entitled '**Teaching and Learning Activities**'.

Information on the delivery of placements and other off-campus learning opportunities is provided in a subsequent section of this document entitled '**Placements and Other Off-Campus Learning Opportunities**'.

## **Course Fees**

Your course fee is stated in your offer letter. The course fee published for 2020/21 on the University's Online Prospectus and included in your offer letter has not changed. Other additional costs remain as published on our original Online Prospectus information in addition to the areas of costs outlined below.

The course will be delivered via a blended approach that includes online teaching and learning, digital learning and on campus sessions. If a further lockdown is necessary, then delivery will be continued and supported via online and digital learning. Students are advised that they will need a personal digital device for this purpose. The University's wide range of student support services available for students also includes a laptop loans scheme. Students may wish to bring an existing personal device, or purchase/lease a laptop or similar device for their personal use which would be an additional cost. The costs of this would vary depending on your individual requirements but can be in the region of £400-800 depending on the device.

The University is developing a means-tested COVID-19 Financial Assistance Package to support students to acquire a laptop should this be needed. Students may also apply for a living expenses fund for unexpected personal hardship as a result of the COVID-19 crisis.

Students will need to follow the Public Health England advice and any specific national requirements for maintaining personal safety and hygiene to protect themselves and others

from the COVID-19 risks. These personal safety measures such as the wearing of face coverings will be an additional cost that students need to consider.

Where PPE is an essential requirement for the nature of the course you are undertaking this will be detailed below.

## **Timetable Information**

This course will be scheduled using a teaching block delivery and will be specified in timetable information. The 2020/21 academic calendar and term dates are available on our website at: <https://www.leedsbeckett.ac.uk/-/media/files/academic-calendars/2021-student-calendar-sept.pdf?la=en>

The academic year 2020/21 will start on the dates notified to you.

Taught sessions will normally be scheduled and included in your timetable. This will include on-campus sessions that you should attend. In 2020/21, depending on your course, this may also include scheduled online teaching and learning sessions where student engagement is required at a specified time and tutor pre-recorded lectures and scheduled discussion sessions. Module information will be made available online by the school for enrolled students.

Timetables will be made available to students during induction week via:

1. The Student Portal (MyBeckett)
2. The Leeds Beckett app

You should discuss any difficulties relating to your engagement with timetabled sessions with your Course Administrator.

## **Policies, Standards and Regulations ([www.leedsbeckett.ac.uk/public-information](http://www.leedsbeckett.ac.uk/public-information))**

COVID-19 social distancing measures will be in place for teaching, learning, assessment and student support in 2020/21. This means that there will be operational requirements and protocols in place for the way in which your course is delivered and the way in which University activities, facilities, and spaces operate which students and staff will need to follow.

In the event of further government lockdowns either local or national in response to COVID-19, we will prioritise digital and online learning and support to enable students to continue with their studies. We may need to implement approved emergency COVID-19 pandemic academic regulations to take account of the impact of COVID-19 general extenuating circumstances.

## **Placements and Other Off-Campus Learning Opportunities**

COVID-19 response measures are likely to impact on the arrangements for placements, field trips, volunteering and other off-campus activities. If available, these are likely to operate with appropriate social distancing arrangements. Employers may reduce the availability of placement or volunteering opportunities due to the impact of COVID-19 on their operations.

The availability or type of placements with employers, study abroad or volunteering opportunities, may be restricted. The University follows the UK Government's Foreign and Commonwealth travel advice and is also informed by any specific in-country international travel restrictions or requirements.

The University's current position is that we will not facilitate outward (from UK) international/overseas placements, study abroad or volunteering activity in 2020/21. This is to protect students and minimise the risk of you being stranded abroad in the event of a lockdown and the introduction of national/local travel restrictions. We will only consider international placements for students whose domicile address is in the country of their placement.

Inward Exchange study (from other EU countries to the UK under this scheme) will be supported where these align with the teaching blocks academic calendar delivery dates. There may be other national or international travel restrictions or quarantine measures or specific workplace COVID-19 measures that impact on these opportunities.

Should the COVID-19 response and alert level be amended, any activity may also be subject to COVID-19 employer, local or in-country requirements applicable at the time of the placement/activity. We will keep the position under review for teaching blocks 2 and 3 or semester 2, informed by Public Health England and the UK Government's Foreign and Commonwealth travel advice.

Students will have access to advice and support from the University careers and employability team during their studies via the online resources and support.

Further information on placements or other off-campus learning opportunities applicable to your course is provided below.

## **Professional Accreditation or Recognition Associated with the Course**

We will prioritise face-to-face teaching and practical teaching to meet any requirements of relevant professional, statutory and regulatory bodies (PSRB) if your course includes these elements. This will ensure that your course retains its full professional status.

Specific information on applicable professional statutory or regulatory body recognition or requirements for your course is summarised below.

## **Teaching and Learning Activities**

The way we will deliver this course and teaching, learning and assessment activities in 2020/21 will be informed by Public Health England advice and guidance on COVID-19 secure requirements and the need for social distancing for the protection of students and staff.

You will experience a blended approach to learning for 2020/21; this could include a mix of face-to-face, on campus online, and digital content, teaching and learning.

We are working within the government 2-metre social distancing measures for Teaching Block 1, so we are not planning to deliver large-group teaching on campus throughout 2020/2021. This will ensure that maximum space will be available for small-group teaching.

In most cases, the taught content will also be available online so you can still access it if you are not able to attend campus due to the pandemic (for example, due to self-isolation, shielding or travel restrictions). There will be digital content and recorded lectures available online to support students who may be unable to travel to campus. In some circumstances, other formal taught sessions may also be recorded.

In the event of a further government lockdown in response to COVID-19, we will prioritise digital and online learning and support to enable students to continue with their studies and study towards achieving any specified professional statutory and regulatory body accreditation requirements where this applies.

If there is an easing of COVID-19 restrictions, we will continue to provide blended delivery for teaching block 1 in 2020/21. We will keep teaching blocks 2 and 3 under review, informed by Public Health England advice (see Introduction section above).

Further information on local course delivery arrangements will continue to be available from your School.

Students will be kept up to date with new information when this is available via this University website.

## **Learning Support**

### **Our approach to delivering student support in 2020/21**

Given the planned social distancing measures in place on campus for 2020/21 to ensure safe delivery of services for students and staff, some of the arrangements for student support will be accessible online.

We are committed to ensuring you continue to have opportunities to access the learning and wellbeing support that you need over the forthcoming year. General learning spaces, including access to libraries, will be available to be booked online; and where specialist space is needed, this will either be provided: as normal; created in newly adapted spaces; or replicated as part of an enhanced suite of online resources.

We want to provide a safe environment for students and staff, so on-campus delivery of student support services will be limited. This may mean that campus-based school offices will operate within defined core office hours. However, full access to advice, learning support and specialist services will be delivered via telephone, email, video calls and online live chat. The Students' Union will also be implementing social distancing arrangements for student advice services.

### **Access to Library support in 2020/21**

The Library offers access to thousands of resources via MyBeckett or the Library website (<http://libguides.leedsbeckett.ac.uk/home>) which also provides full details of all our services.

In response to COVID-19, and the need for social distancing for the protection of students and staff, the libraries will be available via a booking system in 2020/21 for students to study, access PCs and laptops, printer/ copiers, and other equipment, and to use the books and journals.

The Library and Student IT Advice Service is available by online chat, email or phone, and provides support on using the University's online and digital services, finding information, borrowing, Office 365, MyBeckett, online meetings, saving your work, passwords, etc.

- online (including 24/7 chat): [http://libguides.leedsbeckett.ac.uk/contact\\_us](http://libguides.leedsbeckett.ac.uk/contact_us)
- by phone - 0113 812 1000 (24/7 IT support)

The Library Academic Support Team can help you develop your academic skills such as critical thinking, academic writing and analysing data, and research skills such as how to find, use and evaluate information for your studies. The team liaises with your lecturers to provide the information resources you need for your subject and to arrange academic skills sessions to support you in your studies. They also have a wide range of short tutorials available on the Library's YouTube channel:

<https://www.youtube.com/channel/UCCFd5u75zmy00EnkM9F2zPQ>

### **Support from your School**

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to university specialist support services as appropriate. They can also arrange for a confirmation of attendance letter, and a transcript on your behalf. You may also like to contact your Course Representative or the Students' Union Advice team for additional support with course-related questions.

## **Student Advice and Support**

If you have any questions about life at our University in general, you may contact the Student Advice Hub to speak to one of our Student Services Advisers. This team, consisting of recent graduates, are able to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. Our Student Advice Hub will be operating via live chat, video, telephone and email services. Telephone lines - 0113 812 3000 will open as usual 09.00-17.00 Mon-Fri. You can book an appointment via telephone or online video chat with an adviser via the link at: <https://www.leedsbeckett.ac.uk/studenthub/student-experience-team/>. This is where contact details for all specialist support services can also be found. You can also email the team at [studentadvicehub@leedsbeckett.ac.uk](mailto:studentadvicehub@leedsbeckett.ac.uk).

## **Range of Support Services Available**

There is a range of support for disabled or vulnerable students. Any student with a disability, who may or may not have declared this to the University and wishes to discuss their learning support for the year ahead or their status as a COVID-19 extremely vulnerable person, should contact their Disability Adviser for their School who is based in Student Services to discuss their support needs in the first instance. The service contact details are [disabilityadvice@leedsbeckett.ac.uk](mailto:disabilityadvice@leedsbeckett.ac.uk) or telephone 0113 812 5831. Students who are classed as COVID-19 Extremely Vulnerable (i.e. you have received a Shielding Letter from the NHS) but who do not regard themselves as disabled, and have not registered with the Disability Team, should discuss any support arrangements they may need, directly with their Course Director and if resident in halls, their Residential Life Team.

Once enrolled, you will have access to our virtual learning environment, MyBeckett. Within this system you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration. The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.

You can also access details of all University student support teams at our web A-Z of Services. This can be found at <https://www.leedsbeckett.ac.uk/studenthub/student-support/>. Here you can obtain further information including service contact details, access self-help resources or book an appointment with a range of support services.

In order to provide you with information on student services support in 2020/21 in response to the changing COVID-19 position, updated information will be provided on our University COVID-19 microsite.

## Part 2: Important Information Specific to MSc Marketing & Digital Strategy for 2020/21

<b>Award</b>	MSc Marketing & Digital Strategy
<b>Contained Awards</b>	PG Diploma Marketing & Digital Strategy PG Certificate Marketing & Digital Strategy
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification &amp; Credits</b>	Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England

### Course Lengths & Standard Timescales

The standard start date for Leeds Beckett University induction week is reproduced below and relates to the majority of students starting a course in September 2020. A proportion of courses have alternate start dates which are displayed on the online prospectus and additionally will be notified to the students concerned via the offer letter. Non-September starters will also have their start dates confirmed in their offer letters.

- 1 year (full time, online/campus based)  
Starts 21<sup>st</sup> September 2020 / ends September 2021
- 2-3 years (part time, online/campus based)  
Starts 21<sup>st</sup> September 2020 / ends September 2022-23

### Timetable Information

This course will be taught via teaching block delivery. Details of on-campus and other scheduled sessions will be confirmed in your timetable.

Further information on learning and teaching activities and your modules is provided in a later section of this document.

### Policies, Standards and Regulations ([www.leedsbeckett.ac.uk/public-information](http://www.leedsbeckett.ac.uk/public-information))

There are no additional or non-standard regulatory exemptions that apply to your course.

## Key Contacts

**Your Course Leader / Academic Advisor:** Dr Carl Clare ([c.clare@leedsbeckett.ac.uk](mailto:c.clare@leedsbeckett.ac.uk))

**Your Course Administrator** Lindsey Eden ([MarketingAdmin@leedsbeckett.ac.uk](mailto:MarketingAdmin@leedsbeckett.ac.uk))

## Professional Accreditation or Recognition Associated with the Course

N/A

## Course Overview

### Aims

Students will study a range of specialist strategic marketing modules (Strategic Brand Management, Strategic Marketing), specialist digital marketing modules (Digital Strategy) and modules which bring these two elements together (Marketing Communications Strategy, Social Media Marketing & Management, Marketing Metrics).

It is envisaged that a student's Dissertation will be in the cognate area of strategic and/or digital marketing.

In detailed terms, the course's aims are as follows:

- To provide students with a programme of advanced and challenging study in the marketing field that allows them to build upon prior marketing knowledge obtained from undergraduate studies and/or workplace experience;
- To provide students with both a wide academic context and a course experience that encourages an understanding of the application of relevant concept and theories;
- To permit the successful student with prior marketing (and business) experience to enhance their careers in marketing;
- To facilitate the early contribution by successful students without prior marketing experience in marketing roles gained on completion of the programme.
- To provide students with a pathway to progress to further academic study at PhD level.

## Course Learning Outcomes

<b>1</b>	Critically evaluate theories and concepts in the fields of strategic and digital marketing in the context of current marketing issues and developments.
<b>2</b>	Demonstrate a critical, analytical, ethical and reflective approach to their professional / subject / work domain.
<b>3</b>	Learn independently and inter-dependently and use reflective skills to enable students to become lifelong learners and capable problem solvers in a marketing environment.
<b>4</b>	Critically apply relevant theory related to concepts in strategic marketing and digital marketing to a range of complex, open ended marketing problems, using a full range of transferable professional skills and, thereby, generate innovative solutions.
<b>5</b>	Make informed marketing decisions, based on incomplete data, where appropriate.
<b>6</b>	To effectively carry out a project (either dissertation or consultancy project), which will involve secondary and primary research with due regard to ethical considerations and research methodologies.

## Teaching and Learning Activities and Your Modules

The programme is usually delivered using the conventional 'Western' model, i.e. lectures, seminars, workshops and blended learning using the VLE, although the content of the programme draws from national and international sources thereby permitting the review and discussion of a variety of examples and approaches to the marketing discipline, which is, itself, inherently global and multicultural in nature.

During 2020/21 all essential content will be delivered online, with 'consolidation' sessions delivered on-campus. These sessions will also be made available online where possible so as not to disadvantage students who are self-isolating or shielding.

With regard to access to specialist help, the Induction Programme is key to the required signposting and complements the pastoral support provided.

There is also a dedicated session on academic integrity (including plagiarism and unfair practice) wherein students will be briefed on what is considered unfair practice and the consequences of being found guilty of this offence.

In-depth consideration is given to designing modules and assessments that allow students to develop and demonstrate their knowledge and understanding irrespective of their preferred learning styles.

<b>Level 7</b>	
<b>Teaching Block 1</b>	<b>Core (Y/N)</b>
Digital Strategy	Y
Strategic Marketing	Y
<b>Teaching Block 2</b>	<b>Core (Y/N)</b>
Marketing Communications Strategy	Y
Social Media Marketing & Management	Y
<b>Teaching Block 3</b>	<b>Core (Y/N)</b>
Marketing Metrics	Y
Strategic Brand Management	Y
<b>Teaching Blocks 1, 2 &amp; 3</b>	<b>Core (Y/N)</b>
Dissertation	Y

For further module information and teaching and learning activities for part-time delivery please contact your Academic School.

### **Assessment Balance and Scheduled Learning and Teaching Activities**

The assessment balance and overall workload associated with this course are calculated from core modules and a sample of option module choices undertaken by a typical student. They have been reviewed and confirmed as representative by the Course Director.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, placement activities and independent study. Modules may have more than one component of assessment.

The course is assessed predominantly by coursework with some examinations and practical activities.

<b>Overall Workload</b>	<b>Level 7</b>
Teaching, Learning and Assessment	264 hours
Independent Study	1536 hours
Placement	N/A