



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Digital Marketing
Course Code: BDMKV

2021/22

leedsbeckett.ac.uk

Award & Title: BA (Hons) Digital Marketing (BDMKV)

Applicant Facing Course Specification for 2021/22 Undergraduate Entrants

Confirmed at 03/2021

General Information

Award	Bachelor of Arts with Honours Digital Marketing
Contained Awards	Bachelor of Arts Digital Marketing Diploma of Higher Education Digital Marketing Certificate of Higher Education Digital Marketing
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total).
Course Lengths & Standard Timescales	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below: The format is: <ul style="list-style-type: none">• 4 years (full time sandwich, campus based)• 3 years (full time, campus based)
Location(s) of Delivery	City Campus, Leeds
Entry Requirements	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning . Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk .
Course Fees	Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk .

Timetable Information

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

- i) The Student Outlook Calendar
- ii) The Student Portal (MyBeckett)
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/public-information)

There are no additional or non-standard regulations which relate to your course.

Key Contacts

Your Course Director	Neil Kelley
Your Academic Advisor	Allocated during induction each year
Your Course Administrator	Julie Barrow and Lindsey Eden marketingadmin@leedsbeckett.ac.uk

Sandwich or Other 'In Year' Work Placement Information

Summary

Placements will be co-ordinated via module teams with the support of the Placements office, and companies that approach the course to offer a placement will be sent a proforma to complete and issued with a short-term placements booklet, detailing minimum requirements for student assessment. Short term placements will be advertised on the portal and promoted to students in lectures and via email.

Students develop skills on CV development and interview techniques in the core skills modules at levels 5 and 6 specifically. Placement workshops for all students covering interviews, employability and training plus CV support are delivered at level 5. Employers are also encouraged to support students via a professional mentoring scheme supported by the CIM and Beckett Careers/All In Leeds, guest lectures, workshops and module assessment where appropriate.

Year-Long Sandwich Placement

Students may opt to spend the third year of their degree in a Work Placement of 48 weeks' duration. This is a paid placement with an organisation to be agreed with the School. This is supported by a visit from a course team

supervisor and completion of the *Digital Marketing Placement* module either during or on return to the programme in level 6 depending which version of placement module they undertake: this is dependent on the type of placement the student undertakes. The work placement must be formalised and approved by the City Placements Team.

The Work Placement is an opportunity but is not guaranteed; students have to show initiative in securing a placement in liaison with the Placements Team. Where possible course team staff will help to acquire placements through their own contacts in industry, but this is done on a pragmatic basis. Students undertaking the *Digital Marketing Placement* will use this as a final year module replacing *Digital Marketing Futures*.

To ensure that all students gain insights into vocational aspects of their studies, it is envisaged that one of the additional duties of the level 6 Year Tutors will be to liaise with key stakeholders (such as the Placements Office and Beckett Careers) regarding students' progression into finding employment/postgraduate study.

Length

48 weeks.

Location

Students may gain placements with various companies usually within the UK, although occasionally students undertake placements overseas. Further information on the allocation process is provided by the module leader prior to option choices being made.

Professional Accreditation or Recognition Associated with the Course

Professional Body

Chartered Institute of Marketing (CIM)

Accreditation/ Recognition Summary

The course has Dual Award professional accreditation with the CIM as one of its major themes. Being part of CIM's Graduate Gateway provides a brand distinctiveness and adds value through an increase in the likelihood of higher salaries and higher employment rates for graduates. This accreditation enhances the opportunity to increase students' employability and leverage enhanced salary starting points as against sectoral destination norms. Full exemption from the Level 3 and Level 4, as well as part exemption from L6, CIM Professional Marketing qualifications has been mapped against the Professional Marketing Standards Framework with the CIM.

Course Overview

Aims

The aims of the BA (Hons) Digital Marketing course are:

1. To provide both an academic and vocationally oriented curriculum which will enable students to develop a comprehensive knowledge and understanding of the structures, concepts and processes involved in digital marketing, communications and marketing management in organisations.
2. To understand and positively respond to the changing social, economic, financial, technological, political, international, ethical and legal frameworks within which organisations operate both strategically and tactically.
3. To provide a stimulating and engaging business-led learning environment that fosters a critical, reflective, creative and challenging approach to the study of digital marketing in the 21st century.
4. To provide opportunities that encourage students to develop their capability to take positive initiatives, respond effectively to new ideas, adapt to changing circumstances, and address complex business, organisational and societal problems with an open and critical mindset.
5. To offer students opportunities for specialisation in preparation for their career in digital marketing, marketing, integrated, cross disciplinary or related areas.
6. To facilitate the development of a range of skills and values which encourage students to use their talents to the full in achieving their personal and career aspirations, particularly in relation to communications disciplines, specialisation and integrated fields.

Course Learning Outcomes

At the end of the course, students will be able to have:

No.	Learning Outcome
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1	Demonstrated the development and application of the necessary knowledge, transferable skills, professionalism and creativity to prepare to pursue a career in a range of communications-based roles in digital marketing professions across diverse local, regional and global environments.
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2

Developed a comprehensive knowledge and understanding of the structures, concepts, ethics and processes involved in planning and managing integrated and multi-platform marketing for organisations and synthesise and apply different elements of theory to critique changing dynamic relationships in business, economic, socio-cultural, financial, legal, ethical and political landscapes in which they operate.

3

Gained digital literacy and knowledge of areas of specialisation in preparation for their career in digital marketing, marketing, integrated, cross disciplinary or related roles in a way that has established professional resilience and values, the capability to take pro-active positive initiatives, respond effectively to new ideas, be adaptable to changing circumstances, be enterprising and address multi-faceted problems with curiosity, creativity and an open mind.

4

Demonstrated development of personal and professional attributes and talents, reflective learning and ethical understanding in order to become entrepreneurial, self-directive, confident, effective communication practitioners and life-long learners in response to rapidly changing and complex employment markets.

5

Demonstrated knowledge of theoretical principles and adopt a reflective approach to the challenges and issues in the study of communications disciplines in a new digital age, which advances new critical thinking in professional practices theory, research and scholarship.

Teaching and Learning Activities

Summary

The teaching and learning approach for the course will be derived from the Learning Pathway, as put forward in the University's Education Strategy 2016-21. Our students will follow a coherent course of study, underpinned by relevant research (which is informed in part by research from within Leeds Business School) which engages them, academically and professionally, builds their self-confidence and develops their expertise in the subjects of digital marketing and marketing management.

They will be supported throughout each level of their course (and between undergraduate and postgraduate study) by their course director, module tutors and year tutors, as well as other relevant University services. Students will

also be encouraged to reflect upon their learning experience alongside their academic, professional and personal development. Development of this approach is as much about the way in which the course team works with students as about the content of their modules, strengthening a narrative of learning within a coherent course structure.

In the increasingly complex, dynamic and ambiguous marketing and business environment (be it at the local, regional, national or international level) the wide range of delivery modes and diet of assessment aims to prepare students for careers in, but not just limited to, the digital marketing and business world by featuring an increased emphasis by level on self-managed learning and integration of subjects, particularly at Level 6. Modules at Level 6 represent the culmination of empowered critical-thinking, problem solving and decision-making in a holistic way, having progressed from the more knowledge focused approach at Level 4 with its emphasis on identification and production of simple solutions in relatively closed contexts. The approach at each Level is considered below:

Level 4: Engagement

Our emphasis at level 4 is upon transition, enabling all students to understand, and meet, the challenges of learning within a University and supporting their success at the next levels of their course. By the end of level 4, students will be oriented and integrated into their learning environment. They will also be fully prepared for the remainder of their course, with a sound understanding of the key concepts and knowledge of digital marketing and management required for successful completion. Students will have begun to develop the full range of knowledge and skills needed to complete their course and will be engaging confidently both with their course teams and with each other.

At Level 4 students will be presented with some defined problems to analyse and solve as well as identifying contemporary marketing, and digital marketing, practice and demonstrating an understanding of the decision-making processes behind them and how key theoretical concepts manifest themselves, and key frameworks and models can be applied to support understanding. There is also the opportunity to undertake practical marketing activities both individually and within groups as part of modules and some assessment, such as the Mimic Pro Digital Marketing Simulation as part of the *Introduction to Digital Marketing* module, or to develop and manage a small scale real-life marketing project as part of *Digital Marketing Techniques*.

The *Digital Marketing Techniques* module is linked to the CIM module of the same name, enabling students to achieve a CIM Award in this area of digital marketing during their first year of study. There is a clear focus on core digital, and more traditional marketing theories, concepts and models to support understanding, and the contextualisation required at Level 5, through modules such as *Marketing Data and Analytics*, *Marketing Essentials* and *Introduction to Marketing Communications*.

Level 5: Contextualisation

Our emphasis at level 5 is upon consolidation and deeper contextualisation. At this intermediate stage students will become more immersed in the subject of digital marketing management, and able to reflect critically, both upon its

nature and place within their future professional and/or academic lives. Students will begin to deepen and extend their awareness of the academic, professional and personal opportunities available upon graduation and will be supported and encouraged to put their digital marketing and digital marketing management knowledge and skills into practice in a variety of employment-related contexts.

Level 5 has a focus on the refinement of problem-solving skills and the use of theoretical knowledge to support understanding and underpin decision-making. The less clear specification of problems starts to transfer the imperative to the student to use, develop and apply the appropriate skills and judgement to derive and justify solutions. This is the crux of modules such as *Digital Marketing Planning*, *Customer Journeys and Insights* and *Content Marketing*.

The *Digital Marketing Planning* module is linked to the CIM module – *Planning Campaigns* - enabling students to achieve a CIM Award in this area of digital marketing during their second year of study. Learning through the *Digital Marketing Planning* module will also be supported by the Digital MarkStrat simulation, building on the simulation undertaken in Level 4 *Introduction to Digital Marketing*, consolidating learning across both Level 4 and 5 in a comprehensive and hands-on digital marketing simulation.

Research for Digital Marketing will require the application of knowledge and understanding developed in the Level 4 module *Marketing Data and Analytics* through the development of a research project. *Web and Social Media Analytics* also links to key learning from the Level 4 *Marketing Data and Analytics* module and will develop the understanding of data-informed decision-making and resource management.

Level 6: Independence

Our emphasis at level 6 is upon the strengthening and development of independence and the further growth of students as critical thinkers, increasingly knowledgeable and reflective, both about their own academic development and about the research environment of marketing, management and associated subjects.

All students will be offered the opportunity to demonstrate this development, through the production of a digital marketing dissertation (with a potential for interdisciplinary working) which shows them to be academically and professionally capable. They will be able to demonstrate the application of their digital marketing knowledge and skills within real-world contexts, as well as exemplifying our University's graduate attributes.

Success in digital marketing requires competence in a wide range of vocationally relevant skills such as project management, planning, teamwork, analysis and decision-making. Students also have the opportunity to utilise a 48-week period of work placement as part of their Level 6 studies. Students will be required to integrate theory and practice in relation to a real-life marketing challenge faced by an organisation through the *Marketing and Digital Strategy* module.

Both the *Digital Optimisation* and *Marketing and Digital Strategy* modules are linked to the Level 6 CIM modules of the same names, enabling students to achieve CIM Awards in these areas of digital marketing during their final year of study.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Level 4

Semester 1	Core (Y)	Semester 2	Core (Y)
Marketing Data and Analytics (20 credits)	Y	Introduction to Digital Marketing (20 credits)	Y
Introduction to Marketing Communications (20 credits)	Y	Marketing Essentials (20 credits)	Y
Digital Marketing Tools (20 credits)	Y	Digital Marketing Techniques (20 credits)	Y

Level 5

Semester 1	Core (Y)	Semester 2	Core (Y)
Customer Journeys and Insights (20 credits)	Y	Content Marketing (20 credits)	Y
Web and Social Media Analytics (20 credits)	Y	Research for Digital Marketing (20 credits)	Y
Digital Marketing Planning (20 credits)	Y	Digital Marketing Campaigns (20 credits)	Y

Level 6

Semester 1	Core (Y)	Semester 2	Core (Y)
Digital Optimisation (20 credits)	Y	Marketing and Digital Strategy (20 credits)	Y
Mastering Digital Metrics (20 credits)	Y	Digital Marketing Futures or Digital Marketing Placement (20 credits)	N
Digital Marketing Dissertation (40 credits)	Y	Digital Marketing Dissertation (40 credits)	Y

The option modules listed are indicative of a typical year. There may be some variance in the availability of option modules.

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director, but applicants should note that the specific option choices students make may influence both assessment and workload balance.

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

Assessment

Level 4 is assessed predominantly by coursework, with some examinations and practical assessments.

Level 5 is assessed predominantly by coursework, with some practical assessments

Level 6 is assessed predominantly by coursework, with some practical assessments.

Assessment throughout the Digital Marketing degree supports the progressive development of problem-solving techniques. A glance at the Module Assessment Methods section below will show that the course includes Examination, Presentation, Individual Coursework, Group Presentation, Portfolio, Group Project, Reflective Assignment and Research Report. These vehicles of assessment enable the development of a wide range of skills (intellectual and personal). Due emphasis is placed on assessing the application of knowledge and skills and, where appropriate particularly in the Level 4, 5 and 6 modules (*respectively*) *Digital Marketing Techniques*, *Digital*

Marketing Planning and Strategic and Digital Marketing, the assessment will act as a vehicle for integration between the discipline areas.

Assessments differ by level, with tutor direction and control of assessment contexts being greatest at Level 4, more emphasis at Level 5 on students using problem solving techniques in the 'micro' context and at H6 the "joining of the dots" to apply holistic solutions to holistic problems in a changing dynamic 'macro' environment. In this way the strategy is to encourage students to progress from dependence to independence in their learning. Assessment word length varies to reflect the progression through the increasing complexity of the levels on the course as follows:

- H4: 3000 words or equivalent
- H5: 4000 words or equivalent
- H6: 5000 words or equivalent

Workload

The number of hours of workload generally equates to 1200 per level for an honours degree, corresponding to the national standard of 10 notional hours of learning for each UK HE credit point.

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	216	216	162
Independent Study	984	984	1038
Placement	0	0	0

Learning Support

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 specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Advice Hub on either campus. This team, consisting of recent graduates and permanent staff, are available 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. There is a Student Advice Hub on the ground floor of the Rose

Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. Email enquiries may be directed to studentadvicehub@leedsbeckett.ac.uk.

Within MyBeckett 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.