



LEEDS
BECKETT
UNIVERSITY

Course Specification

MSc Marketing and Digital Strategy

Course Code: MMKDS

2022/23

leedsbeckett.ac.uk

MSc Marketing and Digital Strategy (MMKDS)

Material Information Summary for 2022/23 Postgraduate Applicants

Confirmed at 05/2022

General Information

Award	Master of Science in Marketing and Digital Strategy
Contained Awards	Post Graduate Diploma in Marketing and Digital Strategy Post Graduate Certificate in Marketing and Digital Strategy
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	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	<p>Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below:</p> <p><i>The format is:</i></p> <ul style="list-style-type: none">• Full Time - 1 year (Sept start) or 16-months (Jan start)• Part Time - 2 or 3 years (Sept start)
Part Time Study	PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.
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: https://www.leedsbeckett.ac.uk/student-information/course-information/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 for Semester 1 will be made available to students during induction week via:

- i) The Student Portal (MyBeckett)
- ii) 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/academicregulations)

This course has an approved exemption to standard admission criteria due to the specialist content. The entry requirements are as follows:

Applicants should have at least a second class honours degree in the cognate subjects of Business and Marketing, which must include at least 80 credits from marketing modules. If applicants have 12 months work experience in a marketing role and a CIM diploma then the second class honours degree may be in any discipline.

Applicants will not be considered on the basis of work experience alone.

Applicants who do not have English as their first language are required to have IELTS 6.5 with no skills below 6.0, or an equivalent award. All applications should be supported by a reference, either academic or professional.

Exemptions from particular core modules will be considered for holders of the CIM Professional Postgraduate Diploma and CIM Postgraduate Diploma awards.

Key Contacts

Your Course Leader	Alyson Finney
Your Academic Advisor	Alyson Finney
Your Course Administrator	Lindsey Eden (marketingadminPG@leedsbeckett.ac.uk)

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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, Digital Customer Journey) and modules which bring these two elements together (Social Media Marketing & Management, Marketing Metrics).

It is envisaged that a student’s research project will have a strategic and/or digital emphasis.

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

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

1	Critically evaluate theories and concepts in the fields of strategic and digital marketing in the context of current marketing issues and developments.
2	Demonstrate a critical, analytical, ethical and reflective approach to their professional / subject / work domain.
3	Learn independently and inter-dependently and use reflective skills to enable students to become lifelong learners and capable problem solvers in a marketing environment.

4	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.
5	Make informed marketing decisions, based on incomplete data, where appropriate.
6	To effectively carry out a project which will involve secondary and primary research with due regard to ethical considerations and research methodologies.

Teaching and Learning Activities

Summary

Whilst the programme is delivered using the conventional 'Western' model, i.e. lectures, seminars, workshops and blended learning using the VLE, 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.

The intensive induction programme is a key element of the programme in introducing key concepts and approaches to learning and teaching, to starting the process of building relationships between staff and students and between cohort members, in addition to establishing a strong identity for the cohort as a whole. To complement this process, students need to be given the opportunity to establish links with members of other postgraduate programmes and to be given use of study areas restricted to those postgraduate students.

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. It will be a requirement for all students on this course to attend this session and to sign a document stating that they understand the consequences of participating in such practices.

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.

The scheduling of the programme provides both full time and part time students with structure and certainty with the seminar delivery being confined to a single day a week, thus making it as easy as possible for students to plan other commitments around their studies. Lectures and other activities such as quizzes, pre-seminar task will be delivered online making full use of the VLE.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. 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 7 – Full Time, September start			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Strategic Marketing (20 credits)	Y	Social Media Marketing and Management (20 credits)	Y
Digital Strategy (20 credits)	Y	Strategic Brand Management (20 credits)	Y
Digital Customer Journey (20 credits)	Y	Marketing Metrics (20 credits)	Y
Semester 3	Core (Y/N)		
Postgraduate Marketing Research Project (60 credits)	Y		

Level 7 – Part Time (2 years), September start			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Strategic Marketing (20 credits)	Y	Strategic Brand Management (20 credits)	Y
Digital Strategy (20 credits)	Y	Marketing Metrics (20 credits)	Y
Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Digital Customer Journey (20 credits)	Y	Social Media Marketing and Management (20 credits)	Y
		Postgraduate Marketing Research Project (60 credits)	Y
Semester 3	Core (Y/N)		
Postgraduate Marketing Research Project [continued] (60 credits)	Y		

Level 7 – Part Time (3 years), September start			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Strategic Marketing (20 credits)	Y	Strategic Brand Management (20 credits)	Y
Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Digital Strategy (20 credits)	Y	Marketing Metrics (20 credits)	Y
Year 3			
Digital Customer Journey (20 credits)	Y	Social Media Marketing and Management (20 credits)	Y
Postgraduate Marketing Research Project (60 credits)			Y
Semester 3	Core (Y/N)		
Postgraduate Marketing Research Project [continued] (60 credits)	Y		

Level 7 – Full Time, January start			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Social Media Marketing and Management (20 credits)	Y	Digital Strategy (20 credits)	Y
Strategic Brand Management (20 credits)	Y	Strategic Marketing (20 credits)	Y
Marketing Metrics (20 credits)	Y	Digital Customer Journey (20 credits)	Y
Postgraduate Marketing Research Project (60 credits)			Y
Semester 3	Core (Y/N)		
Postgraduate Marketing Research Project [continued] (60 credits)	Y		

Assessment Balance and Scheduled Learning and Teaching Activities

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

On this course students will be assessed predominantly by coursework with some practical assessments and some oral assessment. There is a major independent study module which will require the production of an extended 12,000 word output followed by a 30 minute viva voce examination.

Workload

Overall Workload	
Teaching, Learning and Assessment	244 hours
Independent Study	1556 hours
Placement	0 hours

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.

Student Services

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers 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. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be contacted via email at studentadvice@leedsbeckett.ac.uk, telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

Support and opportunities

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.

