



LEEDS
BECKETT
UNIVERSITY

Course Specification

MSc Marketing and Digital Strategy

Course Code: MMKDS

2024/25

leedsbeckett.ac.uk

MSc Marketing and Digital Strategy (MMKDS)

Material Information Summary for 2024/25 Postgraduate Applicants

Confirmed 01/2024

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	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">• Full Time - 1 year (Sept start) or 16-months (Jan start)• Part Time - 2 or 3 years (Sept start)
Part Time Study	The 2-year PT delivery is usually at half the intensity of the FT equivalent course, and the 3-year PT delivery is usually at a third of the intensity, 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.
Location(s) of Delivery	City Campus, Leeds. Teaching will be delivered using a blend of online and face to face sessions. Some sessions may also be delivered at Headingley campus, as appropriate.
Entry Requirements	Admissions criteria are shown below (see Policies, Standards and Regulations) and 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.

We aim to make the course as accessible as possible, and to design a timetable that provides structure and certainty to make it easier to plan around work, other commitments and travel. Hence, we try to ensure that online lectures are delivered on one designated day, and we also try to ensure that face to face sessions are confined to no more than two further designated days. The designated days will be confirmed at enrolment, and we aim to ensure they remain constant for both semesters of the academic year.

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 either 12 months' work experience in a marketing role and/or 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 Diploma and CIM Postgraduate Diploma awards.

This course adheres to the Academic Principles and Regulations set out by the University. Awards of distinction and merit may also be made to students who meet the following criteria:

Distinction

The award of a distinction may be made to those students who have attained:

- an average of 70% or more in assessments contributing to the final award.

And/or

- at least half of all taught modules at the level of distinction in assessments contributing to the final award plus a 60-credit major project at distinction.

Merit

The award of merit may be made to those students who have attained:

- an average of 60% or more in assessments contributing to the final award.

And/or

- at least half of all taught modules at the level of merit in assessments contributing to the final award plus a 60-credit major project at merit or above.

Key Contacts

Your Course Leader	Alyson Finney
Your Academic Advisor	Alyson Finney
Your Course Administrator	Lindsey Eden (marketingadminPG@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, Digital Customer Journey) and modules which bring these two elements together (Social Media Marketing & Management, Marketing Metrics).

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 research with due regard to ethical considerations and research methodologies.

Teaching and Learning Activities

Summary

The course is underpinned by a blended approach to teaching and learning. Teaching is usually delivered using a mix of online lectures (either live or in the form of video recordings), and face-to-face seminars, practical lab sessions and/or workshops. Module Page resources are designed to encourage a community of

learning which invites and enables all participants to engage in discussions, to be visible, valued and respected for their individual contribution.

The teaching and learning strategy to be used by each module is set out in the individual Module Specifications. For a typical 20 credit module, online lectures will be used to introduce students to new topics and explain the key theories and context. They will typically be followed by seminars. Seminars on each module are usually face-to-face, and will consist of a mix of group and individual activities, workshops and case study analysis. Where appropriate, students will be given opportunities to relate the material covered to the organisational practices. Module content at H7 is characterised by more advanced knowledge, a deeper level of critical analysis and more open ended tasks which require critical thinking and problem solving.

For the Marketing Project 60 credit module, there will be a series of online and / or face-to-face sessions to cater for the range of approaches students will be able to take. Students will have input from a tutor initially to help establish their Marketing Project pathway and area of study. Once these have been decided on, future meetings will be with an assigned supervisor. It is envisaged that a MSc Marketing and Digital Strategy student's marketing project will have a strategic and/or digital emphasis.

All modules will be supported by the University's VLE, which will be used to communicate key information and will host key content such as online lectures, discussion boards and assessment information.

Study at this level will leave students with a thorough understanding of academic research and be able to transfer that research to real world applications and diverse and complex situations.

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 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
Semesters 1 & 2	Core (Y/N)		
Marketing Project (60 credits)	Y		

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

Assessment Balance and Scheduled Learning and Teaching Activities

The assessment balance and overall workload associated with this course have been carefully designed. A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning, independent study and assessment. Modules may have more than one component of assessment.

Assessment

On this course students will be assessed predominantly by coursework with some practical assessments. Students will also undertake a major independent study module.

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.

