



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Digital Marketing

Course Code: BDMKV

2026/27

leedsbeckett.ac.uk

BA (Hons) Digital Marketing (BDMKV)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 11/2025

General Information

Award	<p>Bachelor of Arts with Honours Digital Marketing</p> <p>If you opt to undertake a full year placement and this is completed successfully you will have the words 'with placement year' added to the award title including for any contained awards that you are eligible for.</p>
Contained awards	<p>Bachelor of Arts Digital Marketing (Level 6)</p> <p>Diploma of Higher Education Digital Marketing (Level 5)</p> <p>Certificate of Higher Education Digital Marketing (Level 4)</p>
Awarding body	<p>Leeds Beckett University</p>
Level of qualification and credits	<p>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, plus 120 credits for the placement year (480 credits in total).</p> <p>If you have opted to undertake a full year placement and complete this successfully you will achieve an additional 120 credit points at level 5. This will be included in your transcript.</p>
Course lengths and standard timescales	<p>Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is:</p> <ul style="list-style-type: none">• 3 years (full time, campus based)• 4 years (full time, campus based, with placement year – if applicable)
Location(s) of delivery	<p>The majority of teaching will be at City campus but on occasion may be at Headingley campus.</p> <p>Students will usually be placed with various companies in the Leeds region, but placements can be undertaken nationally or internationally.</p>
Entry requirements	<p>Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer</p>

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 are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course.

Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Policies, Standards and Regulations

<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>

Standard regulations apply to this course.

Professional Accreditation or Recognition Associated with the Course

Professional body

Chartered Institute of Marketing

Accreditation/recognition summary

The course is accredited by the Chartered Institute of Marketing. This accreditation supports the course in developing brand distinctiveness and adding value through an increase in the likelihood of higher salaries and higher employment rates for graduates. This market positioning through distinctiveness and value, together with the philosophy of the BA (Hons) Digital Marketing course, shall enhance the opportunity to increase students' employability and hence leverage enhanced salary starting points as against sectoral destination norms. Students will have the opportunity to submit for an extra CIM Level 4 assessment, linked to the Integrated Brand Communications module. There is an extra cost to this, for both the CIM Studying Member fee and Single Assessment fee, which would need to be covered by the student.

Should the student choose to submit for this extra assessment, and pass, they will be awarded the CIM Certificate in Professional Marketing. On successful graduation from this degree programme, the student will be recognised as an Associate of the Chartered Institute of Marketing and receive the post-nominal title ACIM, alongside their BA (Hons).

Placement Information

Summary

The course contains a placement year.

Students may opt to spend the third year of their degree in a Work Placement of a minimum 40 weeks' duration. This is a paid placement with an organisation to be agreed with the School. This is supported by a

course team supervisor and completion of the Work Placement module and assessment on return to the programme in level 6. The work placement must be formalised and approved by the City Placements Team.

Students develop skills on CV development and interview techniques in the core skills modules at all levels, with a focus on industry employability at Level 4. Placement workshops for all students covering interviews, employability and training plus CV support are offered at Level 5. Employers are also encouraged to support students via a professional mentoring scheme supported by the CIM and Beckett Careers, guest lectures, workshops, and module assessment where appropriate.

Placement Delivery

Placements will be co-ordinated via the module team with the support of the Experiential Learning Office. Organisations that approach the course to offer a placement will be sent a proforma to complete and issued with the placements booklet, detailing minimum requirements for student assessment. Placements will be advertised on the portal (MyHub) and promoted to students in person and via email.

The LBS Placement is a great opportunity but is not guaranteed; students must show initiative in securing a placement in liaison with the Experiential Learning Team. Where possible, course team staff will help to acquire placements through their contacts in industry, but this is done on a pragmatic basis. Students undertaking the Placement will use this as a final year module as their option module.

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 Beckett Careers and the CIM) regarding students' progression into finding employment/postgraduate study.

Location

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

Approval

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

Timetable

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.

Key Contacts

Your course director

Neil Kelley

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 have:

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.
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.
6	Been exposed to a variety of different marketing, digital marketing and communications contexts, organisations, and roles, in order to support both breadth and depth of knowledge and understanding to support their employability.

Teaching and Learning Activities

Summary

The teaching and learning approach for the course has been derived from a number of sources, including the University's Strategic Plan 2021-2026 and Course Development Principles, the QAA UK Quality Code for Higher Education, the Chartered Institute of Marketing's Professional Marketing Competencies and the QAA Subject Benchmark Standard: Business and Management.

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 subject of marketing, digital marketing and communications.

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 colleagues and services. Students will also be encouraged to reflect upon their learning experience alongside their academic, professional, and personal development.

Whilst working on modules, especially those with links to a live client or industry, students will be encouraged and supported in developing a portfolio of work that can be used to support them in securing a placement (should that be relevant to the student) and support graduate employment. Development of this approach is as much about the way in which the course team works with students as it is about the content of their modules, strengthening a combined narrative of learning, experience, and professionalism, within a coherent course structure.

In the increasingly complex, dynamic, and ambiguous marketing, digital and business environments (be it at the local, regional, national or international), the wide range of delivery modes offered by this degree (not just in-person and online, but through different learning experiences such as lectures, tutorials, workshops, live assessment days and simulations) and the variety of assessment methods, will prepare students for careers in the marketing, digital marketing, and the wider business roles.

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 4

Compulsory modules

Module title	Credits	Semester/ teaching period
Marketing Essentials (20 credits)	20	1
AI and Marketing (20 credits)	20	2
Applied Marketing, PR and Communication Practice (60 credits)	60	Year-long
The Communications' Toolkit (20 credits)	20	Year-long
Number of credits of compulsory modules	120	

Level 5

Compulsory modules

Module title	Credits	Semester/ teaching period
Web and Social Media Analytics	20	1
Content Marketing	20	2
Campaign Planning	60	Year-long
Integrated Brand Communications	20	Year-long
Number of credits of compulsory modules	120	

Placement Year

Compulsory modules (for students opting for the placement route)

Module title	Credits	Semester/ teaching period
LBS Placement Year	120	Year-long

Level 6

Compulsory modules

Module title	Credits	Semester/ teaching period
Marketing and Digital Strategy	20	1
Digital Marketing Optimisation	20	1
Mastering Metrics	20	2
Individual Research Project	40	Year-long
Number of credits of compulsory modules	100	

Option modules

Module title	Credits	Semester/ teaching period
Digital Marketing Futures	20	2
Work Placement	20	2
Number of credits of option modules a student should choose	20	

Assessment 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

Level 4

Level 4 is assessed by a broadly even balance of coursework, practical assessments and written examinations.

Level 5

Level 5 is predominantly assessed by practical assessments, with some coursework and written examinations.

Level 5 placement is assessed by coursework (if a full placement year is chosen).

Level 6

Level 6 is predominantly assessed by coursework, including an individual research piece, as well as some practical activities and written examinations.

Assessments produced for live client projects will be used to build a portfolio of work to be used as evidence of professional practice.

Workload

Overall Workload	Level 4	Level 5	Level 5 Placement (if chosen)	Level 6
Teaching, learning and assessment	216 hours	216 hours	4 hours	186 hours
Independent study	984 hours	984 hours		1014 hours
Placement	0 hours	0 hours	40 weeks @ 35 hours per week*	N/A

* Indicative as per placement code of practice

