



LEEDS
BECKETT
UNIVERSITY

Course Specification

MSc Digital Marketing

Course Code: MDIGM

2026/27

MSc Digital Marketing (MDIGM)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 12/2025

General Information

Award	Master of Science Marketing
Contained awards	Postgraduate Diploma Marketing (Level 7) Postgraduate Certificate Marketing (Level 7)
Awarding body	Leeds Beckett University
Level of qualification and 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 and standard timescales	<ul style="list-style-type: none">• 12 months (full time, campus based), September start only• 24 months (part time, campus based), September start only
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 from that defined within this information set but the modules offered within each level are consistent. Please note that a work placement option is not generally available to PT students.
Location(s) of delivery	<p>The majority of teaching will be at City campus but on occasion may be at Headingley campus.</p> <p>The majority of teaching will be at Headingley campus but on occasion may be at City campus.</p>
Entry requirements	<p>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/</p> <p>Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk.</p>
Course fees	<p>Course fees are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course.</p> <p>Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.</p>

Policies, Standards and Regulations

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

This course adheres to the Academic Principles and Regulations set out by the University. Awards of distinction and merit may 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 module 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 module at merit or above.

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

Alyson Finney

Your course administrator

Mark Panter (marketingadminPG@leedsbeckett.ac.uk)

Course Overview

Aims

The aims of the programme are to:

- Provide students with non-marketing backgrounds with the opportunity to engage in a programme of advanced and challenging study in the marketing field that provides them with a gateway to further study or a professional marketing role;
- Meet the increasing demand of graduates who want to develop knowledge and skills in the area of marketing and boost their marketability by acquiring a master's qualification;
- Provide students with both a wide academic context and a course experience that encourages an understanding of the application of relevant concept and theories.

Course learning outcomes

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

1	Critically evaluate, synthesise and apply advanced and contemporary theories, debates and techniques to a range of complex and open-ended issues, problems and situations in the field of marketing
2	Demonstrate analytical and evaluative skills in the application of marketing theory and concepts
3	Learn independently and inter-dependently and accept responsibility for subsequent career and continuing professional development
4	Critically apply relevant theory in the field of 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 decisions and recommendations, sometimes based on incomplete data, in a given marketing environment.
6	Conduct an extended research 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 pathway and area of study. Once these have been decided on, future meetings will be with an assigned supervisor. MSc Marketing students can choose a project with any marketing-related theme.

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. 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

Compulsory modules

Msc Marketing – Full Time	Credits	Semester/ teaching period
Marketing in the Post-Digital Era	20	1
Strategic Communication Planning and Management	20	1
Consumer Behaviour and Culture	20	1
Social Media Marketing and Management	20	2
Strategic Brand Management	20	2
Marketing Metrics	20	2
Marketing Project	60	YL
Number of credits of compulsory modules	180	

Msc Marketing – Part Time	Credits	Semester/ teaching period
Marketing in the Post-Digital Era	20	Y1 1
Strategic Communication Planning and Management	20	Y1 1
Social Media Marketing and Management	20	Y1 2
Strategic Brand Management	20	Y1 2
Consumer Behaviour and Culture	20	Y2 1
Marketing Metrics	20	Y2 2
Marketing Project	60	Y2 YL
Number of credits of compulsory modules	180	

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 7

Level 7 is assessed by coursework predominately, with some practical assessments. Students will also undertake a major independent study module.

Workload

Overall Workload	Level 7
Teaching, learning and assessment	246 hours
Independent study	1554 hours
Placement	0 hours