



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

## MSc Marketing and Digital Strategy

Course Code: MMKDS

2026/27



# MSc Marketing and Digital Strategy (MMKDS)

## Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 11/2025

### General Information

<b>Award</b>	Master of Science in Marketing and Digital Strategy
<b>Contained awards</b>	Post Graduate Diploma in Marketing and Digital Strategy (Level 7) Post Graduate Certificate in Marketing and Digital Strategy (Level 7)
<b>Awarding body</b>	Leeds Beckett University
<b>Level of qualification and credits</b>	Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England.
<b>Course lengths and standard timescales</b>	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is: <ul style="list-style-type: none"><li>• 12 months (full time, campus based) Sept start</li><li>• 24 months (part time, campus based) Sept start</li></ul>
<b>Part time study</b>	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.
<b>Location(s) of delivery</b>	The majority of teaching will be at City campus but on occasion may be at Headingley campus.
<b>Entry requirements</b>	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: <a href="https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/">https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/</a>  Admissions enquiries may be directed to: <a href="mailto:AdmissionsEnquiries@leedsbeckett.ac.uk">AdmissionsEnquiries@leedsbeckett.ac.uk</a> .
<b>Course fees</b>	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 <a href="mailto:Fees@leedsbeckett.ac.uk">Fees@leedsbeckett.ac.uk</a> .

## **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](mailto:marketingadminPG@leedsbeckett.ac.uk))

## 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).

The aims of the programme are to:

- 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. 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***

<b>Marketing and Digital Strategy – Full Time</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Strategic Marketing	20	1
Digital Strategy	20	1
Digital Customer Journey	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	

<b>Marketing and Digital Strategy – Part Time</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Strategic Marketing	20	1
Digital Strategy	20	1
Strategic Brand Management	20	2
Marketing Metrics	20	2
Digital Customer Journey	20	Y2 1
Social Media Marketing and Management	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

This course is assessed predominantly by coursework with some practical assessments. Students will also undertake a major independent study module.

### Workload

The number of hours of workload generally equates to 1200 per level for an honours degree or 1800 for a Masters programme, corresponding to the national standard of 10 notional hours of learning for each UK HE credit point.

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