University of Plymouth

Faculty of Arts, Humanities & Business

Plymouth Business School

Programme Specification

MSc Digital and Social Media Marketing
September intake: 5346
January intake: 7072

Approved Final Version for
September 2022

1. **Final award title:** MSc Digital and Social Media Marketing

    Level 7 intermediate award titles:
    Postgraduate Diploma
    Postgraduate Certificate

    HECOS code: 100075

2. **Awarding institution:** University of Plymouth
    Teaching institution: University of Plymouth

3. **Accrediting Body**
    One of the core modules (Digital Marketing) is accredited through the IDM (Institute of Data Marketing, formerly known as the Institute of Digital and Direct Marketing). By passing the module with a minimum pass rate of 50%, students have the opportunity to sit an exam with the IDM. Once the exam is passed, students will gain the Certificate of Digital Marketing from the Institute.

4. **Distinctive Features of the Programme and the Student Experience**
- experiential learning methods such as fieldtrips, case studies analysis, database and analytical techniques in marketing, live projects, guest lectures from practitioners, and business simulations.
- specialist knowledge of digital and social media, marketing analytics and database management
- a truly international perspective, reflected in both taught sessions and the speakers invited to participate in the dedicated seminar series
- intercultural awareness training at the outset of the programme in induction and on an ongoing basis.

5. **Relevant QAA Subject Benchmark Group**
    Masters Degrees in Business and Management (2015)
    https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16

6. Programme Structure

September 2022 Start

Semester 1	**MKT7001:** Marketing and Strategy (30 credits)
	MKT7002: Digital Marketing (30 credits)
Semester 2	**MKT7003:** Digital Analytics and Marketing Research (30 credits)
	MKT7004: Social Media Theory and Practice (30 credits)
All Year *(Semesters 1 & 2 & Summer)*	**PBS7000:** Capstone Project (60 credits)

January 2023 Start

Semester 1 *(Semester 2 22/23)*	**MKT7003:** Digital Analytics and Marketing Research (30 credits)
	MKT7004: Social Media Theory and Practice (30 credits)
Semester 2 *(Semester 1 23/24)*	**MKT7001:** Marketing and Strategy (30 credits)
	MKT7002: Digital Marketing (30 credits)
All Year *(Semester 2 & Summer 22/23 and Semester 1 23/24)*	**PBS7000J:** Capstone Project (60 credits)

7.   Programme Aims

The programme aims to produce graduates with:

- 7.1 significant knowledge, understanding and skills in digital and social media marketing, to address current and future industry requirements;

- 7.2 the ability to learn and work autonomously in the pursuit of creative and digital strategies and business solutions;

- 7.3 a range of transferable skills relevant to a career in digital and social media marketing, such as critical thinking, research and communications skills.

8.   Programme Intended Learning Outcomes

8.1   Knowledge and understanding
On successful completion graduates should have developed:

1.   significant relevant knowledge of digital and social media marketing, the associated technologies, its management and the environment in which it is applied and managed;

2.   a critical awareness of current issues in digital and social media marketing which is informed by leading edge research and practice in the field;

3.   an understanding of appropriate techniques which is sufficient to allow detailed investigation into relevant digital and social media marketing related issues.

8.2   Cognitive and intellectual skills
On successful completion graduates should have developed:

1.   creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to interpret knowledge in digital and social media marketing;

2.   conceptual understanding which enables the evaluation of published research to determine both its validity and relevance to new situations, and to extrapolate from it to inform and develop new theories and practices;

3.   an ability to acquire and analyse data and information, to evaluate their relevance and validity, and to synthesise a range of information in the context of new situations.

8.3   Key and transferable skills
On successful completion graduates should have developed the ability to:

1.   communicate effectively using a range of media;

2.   conduct research into branding and marketing issues using appropriate sources and methodologies;

3.   effectively manage their own time, and demonstrate the motivation and initiative needed to work independently.

8.4   Employment related skills
On successful completion graduates should have developed:

1.   the ability to be adaptable and demonstrate originality, insight and critical and reflective skills so as to make informed decisions in complex and unpredictable situations;
2.   a recognition of the need for change and the ability to manage it;

3.   the ability to work effectively at a professional level;

4.   a recognition of the need to keep developing their skills through continued professional development.

8.5   Practical skills
On successful completion graduates should have developed:

1.   competence in writing reports for both an academic and a practitioner audience;

2.   an ability to present ideas effectively and convey them in a manner appropriate to any given audience;

3.   an ability to make effective use of communication and information technology.

9. Admissions Criteria, including APCL, APEL and Disability Service Arrangements

Entry Requirements: MSc Digital and Social Media Marketing	
BA / BSc Degree	Normal minimum entry requirements are a Lower Second / 2:2 class honours degree or equivalent. Other qualifications and relevant experience will be considered on an individual basis.
APEL	Applications for the accreditation of prior experience and/or learning will be considered by the Programme Leader on a case-by-case basis in accordance with published University of Plymouth regulations.
Language Requirements	Candidates whose first language is not English require IELTS 6.5 (with a minimum of 5.5 in each element) or equivalent. If the applicant's English language does not meet the above standard at point of application there may be an opportunity to complete one of the University's pre-sessional English language courses.

Disability Service arrangements are as per standard University practice. Applicants can access information at:
https://www.plymouth.ac.uk/student-life/services/student-services/disability-and-dyslexia/applicants

10. Progression routes/criteria for final and intermediate awards

Postgraduate Diploma – 120 credits from the taught programme components (excluding Capstone Project)

Postgraduate Certificate – 60 credits from the taught programme components (excluding Capstone Project)

11. Non-standard regulations

Not applicable.

12. Transitional arrangements

Repeating or other students will be treated on a case by case basis as required.

13. Programme Specification Mapping (PGT): module contribution to the meeting of Award Learning Outcomes

Module	Credits	C core / E elective	Knowledge & understanding 8.1				Cognitive & intellectual skills 8.2				Key & transferable skills 8.3				Employment related skills 8.4				Practical skills 8.5				Compen-sation Y/N	Assessment element(s) and weightings [use KIS definition] E1 - exam; E2 - clinical exam; T1 - test; C1 - coursework; A1 - generic assessment; P1 - practical
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
MKT7001	30	C			✓			✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		Y	C1 (100%)
MKT7002	30	C	✓	✓	✓		✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		Y	C1 (50%), P1 (50%)
Learning Outcomes 60 credits																								
MKT7003	30	C	✓	✓	✓		✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		Y	C1 (100%)
MKT7004	30	C	✓	✓	✓		✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		Y	C1 (100%)
Learning Outcomes 120 credits																								
PBS7000/ PBS7000J	60	C					✓	✓			✓	✓	✓		✓	✓			✓	✓	✓		N	C1 (100%)
Learning Outcomes 180 credits			✓	✓	✓		✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓			
Confirmed Award LOs			✓	✓	✓		✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓			

The header row above the sub-columns reads: "Award Learning Outcomes contributed to (for more information see Section 8)".

MKT7001: Marketing and Strategy

MKT7002: Digital Marketing

MKT7003: Digital Analytics and Marketing Research

MKT7004: Social Media Theory and Practice

PBS7000 / PBS7000J: Capstone Project