Plymouth University

Faculty of Business
Plymouth Graduate School of Management

Programme Specification

MSc Digital and Social Media Marketing
5346

Final Approved Version
August 2016
Contents

1. MSc Digital and Social Media Marketing ................................................................. 3
2. Awarding Institution: Plymouth University ............................................................ 3
3. Accrediting body(ies) .............................................................................................. 3
4. Distinctive Features of the Programme and the Student Experience ....................... 3
5. Relevant QAA Subject Benchmark Group(s) .......................................................... 4
6. Programme Structure .............................................................................................. 5
7. Programme Aims ...................................................................................................... 6
8. Programme Intended Learning Outcomes .............................................................. 6
   8.1. Knowledge and understanding ........................................................................... 6
   8.2. Cognitive and intellectual skills ....................................................................... 6
   8.3. Key and transferable skills .............................................................................. 7
   8.4. Employment related skills .............................................................................. 7
   8.5. Practical skills ................................................................................................. 7
9. Admissions Criteria, including APCL, APEL and DAS arrangements ....................... 8
10. Exceptions to Regulations ...................................................................................... 8
11. Transitional Arrangements ..................................................................................... 9
12. Mapping and Appendices: .................................................................................... 9
   Appendix One: ILO's against Modules Mapping .................................................... 9
   Appendix Two: Modules Assessment Mapping ...................................................... 9
   Appendix Three: Skills against Modules Mapping ............................................... 9
   Appendix Four: Programme Relevant QAA and FHEQ Descriptors ....................... 9
   Appendix Five: University Regulations .................................................................. 9
   Appendix Six: MSc Brand and Design Management, Module Records (MRs) ....... 9
1. MSc Digital and Social Media Marketing

**Final award title**  
MSc Digital and Social Media Marketing

Postgraduate Diploma in Digital and Social Media Marketing  
Postgraduate Certificate in Digital and Social Media Marketing

**UCAS code**  
JACS code  N560

2. **Awarding Institution:**  
Plymouth University

**Teaching institution(s):**  
Plymouth University

3. **Accrediting body(ies)**

No accreditations are required for this programme.

4. **Distinctive Features of the Programme and the Student Experience**

The MSc Digital and Social Media Marketing will be supported by:

- **Practical Orientation**
  The programme will be underpinned by a firm practical orientation. Each module will reflect current practice in digital and social media, and apply the theories outlined to real world problems and scenarios. The teaching approach will engage students in opportunities to apply theory to practice through experiential learning methods such as fieldtrips, case studies analysis, database and analytical techniques in marketing, live projects, guest lectures from practitioners, and business simulations.

- **Practitioner Mentoring**
  Each student will receive a practitioner mentor who will either be working in a digital and social media management position, or in a digital/social media agency producing work for clients. The mentor will be allocated to the student and will assist them in developing a practical focus, and as a sounding board in offering career advice.
• **Fieldtrips**
  Fieldtrips to practitioner organisations will be arranged to give those enrolled on the programme an opportunity to experience digital and social media marketing practice in a live setting in the multimedia world.

• **Dedicated Seminar Series (Trends in Digital and Social Media)**
  The programme will have its own dedicated seminar series delivered by invited executives from local, national and international digital and social media marketing organisations and agencies.

• **Subject Specialism**
  Students graduating from the programme will do so with specialist knowledge of digital and social media, marketing analytics and database management which will afford them an advantage when seeking employment within the field. This will remain contemporary and take account of changing ever changing market conditions and innovation in digital and social media through embedded research and practitioner insights.

• **Research Informed Teaching and Learning**
  The programme modules will be delivered by staff with a keen interest, consultancy / professional practice experience, and research output in the field of digital and social media marketing.

• **Employability**
  The benefits outlined above will add to the graduates’ employability, and this will be supplemented with timely input from the Careers and Employability service at the beginning of Semester one and in the Summer Term.

• **International Perspective**
  The programme recognises that the world is in effect getting smaller and brands and even small organisations are competing increasingly in international markets. A truly international perspective is therefore required, and this will be reflected in both the taught sessions and the speakers invited to participate in the dedicated seminar series.

• **Intercultural Awareness Training and Language Support**
  All students on the programme will be provided with additional support through intercultural awareness training at the outset of the programme in induction and on an ongoing basis. This will be built into the skills programme and be part of the skills development within the common core project. Where required additional English language support will be available to students through the English Language Centre.

5. **Relevant QAA Subject Benchmark Group(s)**
QAA Subject Benchmark Statements for Master’s Degrees in Business and Management (2007).

6. Programme Structure

Table 1 (see below) outlines the programme structure. The programme comprises nine 20-credit modules that will be studied over two Semesters and the Summer Term.

Leadership and Management Essentials, Marketing and Strategy, and Digital Marketing will be delivered intensively for four hours per week in Semester one.

Research Methods for Decision Making, Branding and Marketing Communications, Social Media Practice, Relationship Marketing and CRM, and will delivered using the same delivery pattern in Semester two.

Analytics and Databases and Corporate Governance and Ethics will be delivered intensively in the Summer Term.

Table 1 – Programme Structure

**MSc Digital and Social Media Marketing**

<table>
<thead>
<tr>
<th>Semester One</th>
<th>Semester Two</th>
<th>Summer Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRL710A Leadership and Management Essentials (20 credits)</td>
<td>SRE712 Research Methods for Decision Making (20 credits)</td>
<td></td>
</tr>
<tr>
<td>MKT700A Marketing and Strategy (20 credits)</td>
<td>MKT704 Branding and Marketing Communications (20 credits)</td>
<td>MKT716 Analytics and Databases (20 credits)</td>
</tr>
<tr>
<td>MKT713 Digital Marketing (20 credits)</td>
<td>MKT714 Social Media Practice (20 credits)</td>
<td>HRL712 Corporate Governance and Ethics (20 credits)</td>
</tr>
</tbody>
</table>
7. Program Aims

The programme aims to produce graduates with:

1) significant knowledge, understanding and skills in digital and social media marketing, to address current and future industry requirements
2) a range of transferable skills relevant to a career in digital and social media marketing, such as critical thinking, research and communications skills
3) the ability to learn and work autonomously in the pursuit of creative and digital strategies and business solutions

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) 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
2) 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

3) 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

8.3. Key and transferable skills

On successful completion graduates should have developed the ability to:

1) communicate effectively both orally and in writing, using a range of media

2) effectively manage their own time, and demonstrate the motivation and initiative needed to work independently

3) conduct research into branding and marketing issues using appropriate sources and methodologies

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 to keep developing their skills through continued professional development

3) a recognition of the need for change and the ability to manage it

4) the ability to work effectively as a team member, and where appropriate to lead the team

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 make effective use of communication and information technology

3) an ability to present ideas effectively and convey them in a manner appropriate to any given audience
9. Admissions Criteria, including APCL, APEL and DAS arrangements

All applicants must have GCSE (or equivalent) Maths and English at Grade C or above.

<table>
<thead>
<tr>
<th>Entry Requirements for MSc Digital and Social Media Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BA / BSc Degree</strong></td>
</tr>
<tr>
<td>Normal minimum entry requirements are a Lower Second / 2:2 class honours degree in a relevant subject e.g. business and management, marketing, computing and computer science, media studies, and other related areas. Other degrees will be considered and candidates may be interviewed to assess suitability.</td>
</tr>
<tr>
<td><strong>APEL</strong></td>
</tr>
<tr>
<td>Candidates who do not possess a first degree or who have been awarded a third class honours or pass degree may be considered for the programme on the basis of previous work experience or relevant training. Candidates will be interviewed by the programme manager, and if appropriate may be required to complete an assessment to demonstrate they have the necessary knowledge and skills to allow entry. Candidates will need to complete all modules on the programme, and therefore APEL will not be considered for any modules on the MSc Brand and Design Management degree</td>
</tr>
<tr>
<td><strong>Language Requirements</strong></td>
</tr>
<tr>
<td>Candidates will be required to be competent in English. Candidates whose first language is not English require IELTS 6.5 (with a minimum of 5.5 in each element) or equivalent in a secure English language test. If the candidate’s English language does not meet the above standard, they will be given the opportunity to complete one of the University’s pre-sessional English language courses.</td>
</tr>
</tbody>
</table>

Progression criteria for Final and Intermediate Awards

As per University regulations

10. Exceptions to Regulations

Exemption from point 2.4 of the Regulatory Framework for Taught Postgraduate Awards requiring that:

“Masters programmes will include a major project or dissertation module worth at least 40 credits. Such a module will involve sustained, independent and individual study, normally having some research basis”.

11. Transitional Arrangements

Not applicable to the proposed programme.

12. Mapping and Appendices:
   - Appendix One: ILO’s against Modules Mapping
   - Appendix Two: Modules Assessment Mapping
   - Appendix Three: Skills against Modules Mapping
   - Appendix Four: Programme Relevant QAA and FHEQ Descriptors
   - Appendix Five: University Regulations
   - Appendix Six: MSc Brand and Design Management, Module Records (MRs)
### Appendix One: ILO’s against Modules Mapping

<table>
<thead>
<tr>
<th>Programme Intended Learning Outcomes Map</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRL710A - Leadership and Management</td>
</tr>
<tr>
<td>SRE712 - Research Methods for Decision</td>
</tr>
<tr>
<td>MKT704A - Marketing and Strategy</td>
</tr>
<tr>
<td>MKT713 - Digital Marketing</td>
</tr>
<tr>
<td>MKT714 - Social Media Practice</td>
</tr>
<tr>
<td>MKT715 - Relationship Marketing and CRM</td>
</tr>
<tr>
<td>MKT716 - Analytics and Databases</td>
</tr>
<tr>
<td>HRL712 - Corporate Governance and Ethics</td>
</tr>
</tbody>
</table>

#### 8.1 Knowledge and Understanding of

1) significant relevant knowledge about 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

1) 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

2) 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

3) 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

#### 8.3 Key and Transferrable Skills

1) communicate effectively both orally and in writing, using a range of media

2) effectively manage their own time, and demonstrate the motivation and initiative needed to work
| 3) conduct research into digital and social media marketing issues using appropriate sources and methodologies | X | X | X | X | X |

### 8.4 Employment Related Skills

| 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 | X | X | X | X | X | X | X | X | X |
| 2) a recognition of the need to keep developing their skills through continued professional development | X | X | X | X | X |
| 3) a recognition of the need for change and the ability to manage it | X | X | X | X | X |
| 4) the ability to work effective as a team member, and where appropriate to lead the team | X | X | X | X | X |

### 8.5 Practical Skills

| 1) competence in writing reports for both an academic and a practitioner audience | X | X | X | X | X | X | X | X | X |
| 2) an ability to make effective use of communication and information technology | X | X | X | X | X | X | X | X | X |
| 3) an ability to present ideas effectively and convey them in a manner appropriate to any given audience | X | X | X | X | X | X | X | X | X |
## Appendix Two: Modules Assessment Mapping

<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Leadership &amp; Management Essentials</th>
<th>Research Methods for Decision Making</th>
<th>Marketing and Strategy</th>
<th>Digital Marketing</th>
<th>Brand and Marketing Communications</th>
<th>Social Media Practice</th>
<th>Relationship Marketing and CRM</th>
<th>Analytics and Databases</th>
<th>Corporate Governance and Ethics</th>
</tr>
</thead>
<tbody>
<tr>
<td>In class test</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Case Study (individual)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Case Study (group)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Applied Project</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management Report</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Critical Review</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Essay</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation (group)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation (individual)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reflective Writing</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research Project</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Appendix Three: Skills against Modules Mapping

<table>
<thead>
<tr>
<th>Skills</th>
<th>Leadership &amp; Management Essentials</th>
<th>Research Methods for Decision Making</th>
<th>Marketing and Strategy</th>
<th>Digital Marketing</th>
<th>Brand and Marketing Communications</th>
<th>Social Media Practice</th>
<th>Relationship Marketing and CRM</th>
<th>Analytics and Databases</th>
<th>Corporate Governance and Ethics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Literacy (reading/note taking etc.)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Data Analysis &amp; Interpretation</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Evaluation Techniques</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Essay / Report writing</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>IT/Digital Literacy</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Presentation Skills</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Project Planning &amp; Management</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Research Skills</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Team working</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Time management</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Appendix Four – Programme Relevant QAA and FHEQ Descriptors

The QAA and FHEQ level descriptors that are relevant for a specialist master’s degree in business management are outlined below.

QAA Benchmark Standards demonstrated during the programme:

- a systematic understanding of relevant knowledge about organisations, their external context and how they are managed
- application of relevant knowledge to a range of complex situations taking account of its relationship and interaction with other areas of the business or organisation
- a critical awareness of current issues in business and management which is informed by leading edge research and practice in the field
- an understanding of appropriate techniques sufficient to allow detailed investigation into relevant business and management issues
- creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to develop and interpret knowledge in business and management
- 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
- conceptual understanding that enables the student to:
  - evaluate the rigour and validity of published research and assess its relevance to new situations
  - extrapolate from existing research and scholarship to identify new or revised approaches to practice
- ability to conduct research into business and management issues that requires familiarity with a range of business data, research sources and appropriate methodologies, and for such to inform the overall learning process
- ability to communicate effectively both orally and in writing, using a range of media
• operate effectively in a variety of team roles and take leadership roles, where appropriate.

QAA Benchmark Standards graduates should be able to demonstrate once in professional practice

• consistently apply their knowledge and subject-specific and wider intellectual skills

• deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to a range of audiences

• be proactive in recognising the need for change and have the ability to manage change

• be adaptable, and show originality, insight, and critical and reflective abilities which can all be brought to bear upon problem situations

• make decisions in complex and unpredictable situations

• evaluate and integrate theory and practice in a wide range of situations

• be self-directed and able to act autonomously in planning and implementing projects at professional levels

• take responsibility for continuing to develop their own knowledge and skills.

FHEQ descriptors for a higher education qualification at

The descriptor provided for this level of the framework is for any master's degree which should meet the descriptor in full. This qualification descriptor can also be used as a reference point for other level 7 qualifications, including postgraduate certificates and postgraduate diplomas. Master's degrees are awarded to students who have demonstrated:
• a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice

• a comprehensive understanding of techniques applicable to their own research or advanced scholarship

• originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline

• conceptual understanding that enables the student:
  - to evaluate critically current research and advanced scholarship in the discipline
  - to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.

Typically, holders of the qualification will be able to:

• deal with complex issues both systematically and creatively, make sound judgments in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences

• demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level

• continue to advance their knowledge and understanding, and to develop new skills to a high level.

And holders will have:

• the qualities and transferable skills necessary for employment requiring:
  - the exercise of initiative and personal responsibility
  - decision-making in complex and unpredictable situations
  - the independent learning ability required for continuing professional development.
Appendix Five – University Regulations

Available at: https://staff.plymouth.ac.uk/acregrs/acadregs/intranet.htm
Appendix Six – MSc Digital and Social Media Marketing
Module Records (MRs)