



A programme specification is the definitive record of your programme of study at the University. It sets out the aims, learning outcomes, and indicative content of the programme. You should read this programme specification alongside the relevant module descriptors and the University's Taught Programme Academic Regulations.

This specification only applies to the delivery of the programme indicated below. The details in this specification are subject to change through the modifications or periodic review processes.

### 1 Programme name and award

**This programme specification relates to the following award(s)**

BA (Hons) Digital Marketing

### 2 Aims of the programme

#### **Rationale and general aims, including what is special about this programme**

The BA (Hons) programme in Digital Marketing equips you with the specialist knowledge and skills for a career in the fast-growing digital marketing industry. It provides a thorough grounding in the principles and practice of contemporary marketing, ranging from content creation to strategic management with a focus on active learning, live industry projects and critical reflection. The BA (Hons) Digital Marketing programme not only prepares you for immediate career success with up to the minute skills in relevant digital tools but also ensures you are well-equipped for the dynamic and digital nature of modern business.

The tools and techniques for digital marketing are fast-evolving and this programme will give you the skills to analyse, adapt and adopt new digital, mobile and social tools and tactics across platforms.

#### **The aims of the programme are:**

1. To prepare you for a career in the digital marketing industries, whether client-side, agency-side, freelance or third sector, by developing your knowledge and understanding of digital marketing and business sectors;
2. To engage you in a creative exploration of the role of digital marketing and its tools in developing solutions to a variety of business and organisational problems;
3. To develop your intellectual skills of critical analysis, evaluation, synthesis, hypothesis formulation and testing and problem solving;
4. To develop the ability to innovate and be creative, and to enable successful planning for those ideas to become reality.

### 3 Level Learning Outcomes and Attributes and Skills or Employability Outcomes

Learning outcomes are expressed in terms of:

- Knowledge and understanding (K)
- Intellectual / cognitive / 'thinking' skills (I)
- Practical skills specific to the subject (P) *(for example, lab skills and similar)*
- Attributes and Skills (undergraduate) (AS) or Employability skills (postgraduate) (E)

We design assessment tasks to enable you to demonstrate the Level Learning Outcomes and relevant Employability Outcomes for your level of study. To a greater or lesser extent, all Level Learning Outcomes at each level of your study are embedded in the assessment task(s) at that level. This means we can take a more integrated view of your overall performance at a level.

To progress to the next level, or to receive an award, you will need to satisfy the Level Learning Outcomes below and relevant Attributes and Skills Outcomes (UG) or Employability Outcomes (PG) and achieve credit as per the Taught Programme Academic Regulations.

| Level Learning Outcomes |   |
|-------------------------|---|
| Level 4                 |   |
| K1                      | Knowledge and understanding of the fundamental concepts, tools and processes of digital marketing and differentiation and use of digital and hybrid marketing techniques and tools.   |
| K2                      | Knowledge and understanding of internal and external marketing environments, the agency/client relationship, including legal and ethical frameworks, and how these affect management and business practice.                                     |
| K3                      | Knowledge and understanding of the interaction of brand with community, how relationships can be built and maintained online and the role of digital marketing in enabling effective audience targeting and engagement.                         |
| K4                      | Knowledge and understanding of the ethical issues and laws of content creation, curation and promotion, as well as wider business implications.   |
| I1                      | Demonstrate how the theory of digital marketing is applied in the practice of business management.  |
| I2                      | Analyse issues and problems which arise in the context of contemporary business organisations.  |
| I3                      | Access and use a range of information tools online and offline to search and find relevant business resources and extract business data and information needed to understand theories in the discipline and define a business problem or issue. |
| I4                      | Employ quantitative and qualitative information and data in order to identify and recommend solutions.  |
| I5                      | Communicate effectively using a range of oral, written and visual communication tools to identify and present issues and challenges, apply relevant theories and propose practical solutions.   |
| I6                      | To work effectively as part of a team on a given task, meeting obligations to other team members.   |
| Level 5                 |   |

|                |   |
|----------------|---|
| K1             | Application of fundamental marketing concepts to the process, planning and implementing of digital and hybrid marketing communications strategies.  |
| K2             | Knowledge and understanding of inter organisational audience relationships in controlled (organisational-led) and uncontrolled (user-led) marketing communications scenarios, including the role of influencers and community managers. |
| K3             | Knowledge and understanding of audience segmentation and targeting based on demographic, psychographic and behavioural factors.   |
| K4             | Knowledge and application of tools of the marketing communications mix including advertising, public relations, sales promotion and direct marketing in conventional and digital media environments.                                    |
| I1             | Integrate theory and practice by demonstrating how resources, financial and human, are secured, integrated, allocated and effectively managed to meet organisational objectives.  |
| I2             | Adopt multiple perspectives to identify key elements of real-life problems, assess implications of alternative scenarios and suggest justified solutions.   |
| I3             | Analyse and manage risk factors within a business project.  |
| I4             | Evaluate own strengths and weaknesses, identify career opportunities and critically assess own skills and attributes against requirements for future professional employment.   |
| I5             | Access, collect and analyse self-determined quantitative and qualitative information for effective use.   |
| I6             | Apply management research methods.  |
| <b>Level 6</b> |   |
| K1             | Knowledge, critical evaluation and application of strategic digital marketing planning process in theory and practice.  |
| K2             | Develop cross-cultural awareness perspective of strategic marketing planning and implementation in context of domestic and international markets, understanding the importance of localisation.   |
| K3             | Debate the key challenges in the current global business environment and how they affect business organisations.  |
| K4             | Critically review current digital marketing campaigns and market research.  |
| I1             | Critically evaluate alternative policies and strategies a company may adopt to meet stakeholder needs and minimise risk within changing internal and external environments.   |
| I2             | Develop appropriate criteria to identify a range of solutions to a complex business problem in digital marketing and demonstrate an ability to make decisions.  |
| I3             | Identify and critically examine contemporary issues influencing business thinking and behaviour in business organisations.  |
| I4             | Demonstrate effective cognitive, problem-solving and decision-making abilities using appropriate quantitative and qualitative skills.   |
| I5             | Work effectively as a member of a team, negotiating in a professional manner using communication to persuade and convince to build a shared understanding of team goals.  |
| I6             | Formulate a coherent complex argument within a theoretical and contextual framework in area of specialism.  |

| <b>Attributes and Skills Outcomes (undergraduate)</b> |  |
|---|--|
| AS1   | <b>Working Independently</b> - prioritising workload, anticipating and troubleshooting potential problems, and achieving this without requiring continual oversight from a supervisor or manager;  |
| AS2   | <b>Research &amp; Thinking Critically</b> - systematic investigation of resources to identify relevant information. Critical thinking refers to a process of independent scrutiny, allowing formation of a well-reasoned opinion for application of the research to decision-making and action;        |
| AS3   | <b>Digital Confidence</b> - identifying, learning and confident adoption of digital tools, applications and software to improve existing processes, meet emerging challenges or develop new approaches;  |
| AS4   | <b>Adaptability</b> - the ability to make the most of changing circumstances and adapt to new conditions;  |
| AS5   | <b>Resilience</b> - the ability to recognise that you will be exposed to adversity but that you will be able to respond positively and ultimately adapt and grow from challenging events;  |
| AS6   | <b>Professional Outlook</b> - preparing yourself to successfully research, plan and apply for opportunities through effectively articulating your skills and attributes whilst understanding how to present yourself in professional working environments to achieve your career goals;                |
| AS7   | <b>Effective Communication</b> - the ability to work cooperatively with others to achieve a group objective and the recognition that good leadership empowers achievement of collective goals through combined efforts;  |
| AS8   | <b>Ethics, Diversity, Sustainability</b> - making a positive impact on society and the environment as a whole;   |
| AS9   | <b>Enterprise and Entrepreneurship</b> - entrepreneurship is the application of enterprise behaviours, attributes and competencies into the creation of cultural, social, or economic value. Enterprise is generating and applying ideas that are practical when undertaking a new venture or project. |

#### 4 External Benchmarks

| <b>Statement of congruence with the relevant external benchmarks</b>  |
|---|
| <p>All Leeds Trinity University programmes are congruent with the Frameworks for HE Qualifications (FHEQ) and, where appropriate, the Qualifications and Credit Framework (QCF) (formerly National Qualification and Credit Framework (NQF)).</p> <p>The aims, objectives and learning outcomes of the programme are consistent with the required specification for the Chartered Institute of Marketing (CIM) and the most recent Subject Benchmark Statement for Business and Management, 2023.</p> |

#### 5 Indicative Content

| <b>Summary of content by theme</b>  |
|---|
| <p>The BA (Hons) Digital Marketing programme is designed to provide you with an intensive and contemporary pathway into the world of professional marketing and related careers. It focuses on developing your core competencies, skills and experiences across three levels.</p> <p>At Level 4, you will establish a solid understanding of fundamental digital and traditional marketing theory and practice as it applies to global and local organisations and causes. Through real-life organisational partnerships, guest speakers and case</p> |

studies, you will learn to identify target audiences and develop effective marketing strategies. Collaborative marketing tasks and the creation of marketing plans to meet a real need will enhance your cognitive skills and teamwork abilities.

Moving to Level 5, you will build upon your foundational knowledge to understand how organisations engage with audiences through marketing communications, social media and online communities. You will learn how to tell stories across platforms that increase customer engagement. Collaborative projects and the development of integrated marketing communications plans will refine your presentation and teamwork skills.

At Level 6, you will consolidate your understanding by delving into strategic marketing planning, campaign production and analytics, all considering diverse cultures and consumer values. You will develop strategic marketing plans for delivery online and master the skills and tools needed for digital marketing in a variety of contexts, all whilst honing your problem-solving abilities and strategic thinking skills.

Throughout the programme, there is a strong emphasis on employability and professional practice. You will gain real-world industry awareness through case studies, use of industry standard digital marketing platforms and tools and partnerships with external speakers, organisations and software partners. Sustainability and ethical considerations in marketing are also explored, emphasising the importance of corporate social responsibility and inclusive practices. Placement opportunities and professional learning modules will further enhance your practical skills and industry experience.

## 6 Programme Structure

| Programme Structure – BA (Hons) Digital Marketing   |                                      |          |         |
|---|--------------------------------------|----------|---------|
| <b>Duration</b>   | 3 years full-time                    |          |         |
| <b>Total credit rating</b>  | 360 credits                          |          |         |
| Level 4 – With effect from: September 2024  |                                      |          |         |
| <b>Core:</b> You are required to take the following modules. Modules containing Integrated Assessment are asterisked. |                                      |          |         |
| Module Code   | Module Title                         | Semester | Credits |
| BMM4123   | Marketing Fundamentals               | 1        | 30      |
| BMM4133   | Principles of Accounting and Finance | 1        | 30      |
| BMM4153   | People and Organisations*            | 2        | 30      |
| BMM4143   | Globalisation and Social Justice     | 2        | 30      |
| Level 5 – With effect from: September 2025  |                                      |          |         |
| <b>Core:</b> You are required to take the following modules   |                                      |          |         |
| Module Code   | Module Title                         | Semester | Credits |

|         |   |       |    |
|---------|---|-------|----|
| BMM5203 | Digital Storytelling and Online Communities | 1     | 30 |
| BMM5133 | Professional Development and Placement      | 1 & 2 | 30 |
| BMM5183 | Integrated Marketing Communications         | 2     | 30 |
| BMM5143 | Business Research and Analytics             | 2     | 30 |

### Level 6 – With effect from: September 2026

**Core:** You are required to take the following modules

| Module Code | Module Title  | Semester | Credits |
|-------------|---|----------|---------|
| BMM6083     | Professional Learning and Practice                  | 1 & 2    | 30      |
| BMM6623     | Digital Marketing Campaign Production and Analytics | 1        | 30      |

**Options:** You must choose two of the following modules

| Module Code | Module Title                             | Semester | Credits |
|-------------|--|----------|---------|
| BMM6163     | International Marketing                  | 2        | 30      |
| BMM6143     | Creative Entrepreneurship and Innovation | 2        | 30      |
| BMM6153     | Contemporary Issues in Sustainability    | 2        | 30      |
| BMM6173     | Project Management                       | 2        | 30      |
| BMM6193     | Money, Banking and Finance               | 2        | 30      |
| BMM6183     | Research Project                         | 2        | 30      |

## 7 Pre-requisites

**Modules students must study and achieve credit for before enrolling on a module at a higher level, or attaining their final programme award**

N/A

## 8 Learning, Teaching and Assessment

The University's Learning, Teaching and Academic Experience Strategy informs the design of your programme. You can find more information about learning, teaching and assessment for your programme (including information on Integrated

Assessment) within the relevant Assessment Handbooks.

## 9 Entry requirements

|  |     |
|--|-----|
| <b>Do the University's standard entry requirements apply (as outlined within the University's Admissions Policy)?</b>  | Yes |
| <b>Detail of any deviation from (or within) and/or addition to the University's standard entry requirements (if applicable), e.g. English Language and/or English Literature requirement</b> |     |

## 10 Additional support needs

Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.

|   |
|---|
| <b>Programme-specific requirements / unavoidable restrictions on participation in the programme</b> |
| N/A   |

## 11 Technical Information

|  |  |
|--|--|
| <b>Awarding Body / Institution</b>     | Leeds Trinity University   |
| <b>Teaching institution</b>            | Leeds Trinity University   |
| <b>Parent Faculty</b>                  | BCDI   |
| <b>Parent School</b>                   | Business   |
| <b>Professional accreditation body</b> | We will be seeking Chartered Institute of Marketing (CIM) accreditation.   |
| <b>Final award</b>                     | BA (Hons)  |
| <b>Title of programme(s)</b>           | Digital Marketing<br>Digital Marketing (with Foundation Year)  |
| <b>Subsidiary (fallback) award(s)</b>  | Certificate of Higher Education in Business<br>Diploma of Higher Education in Digital Marketing<br>BA in Digital Marketing |

|  |                                |
|--|--------------------------------|
| <b>Honours type</b>                        | Single                         |
| <b>Duration and mode(s) of study</b>       | 3 years full-time              |
| <b>Month/year of approval of programme</b> | September 2024                 |
| <b>Periodic review due date</b>            | As scheduled                   |
| <b>HECoS subject code(s)</b>               | 100075                         |
| <b>UCAS course code(s)</b>                 | N904                           |
| <b>SITS route codes</b>                    | UDIGIMKT / UGDIGIMKT / DIGIMKT |
| <b>Delivery venue(s)</b>                   | City Centre Campus             |

## 12 Level Learning Outcomes and Employability Outcomes

The grids below demonstrate where Level Learning Outcomes and Attributes and Skills Outcomes or Employability Outcomes are assessed at module level and ensure that students are assessed in all Level Learning Outcomes at each level of their study. Students might not be assessed in all Attributes and Skills Outcomes at each level of study. However, all Attributes and Skills/Employability Outcomes will have been assessed by the end of the programme.

| Level 4  | Assessed level learning outcomes       |                                    |  |                                    |                                |  |   |  |                     |          | Skills development    |                                |                    |              |            |                      |                         |                                    |                               |
|--|--|------------------------------------|--|------------------------------------|--------------------------------|--|---|--|---------------------|----------|-----------------------|--------------------------------|--------------------|--------------|------------|----------------------|-------------------------|------------------------------------|-------------------------------|
|  | K1                                     | K2                                 | K3                                     | K4                                 | I1                             | I2   | I3                                      | I4                                       | I5                  | I6       | AS1                   | AS2                            | AS3                | AS4          | AS5        | AS6                  | AS7                     | AS8                                | AS9                           |
| Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these. | Fundamental Concepts Tools & Processes | Internal and External Environments | Organizational & Audience Relationship | Awareness of Ethical Issues & Laws | Demonstrate Theory to Practice | Analyse Business & Organisational Problems | Access online business resources & data | Employ quantitative and qualitative data | Communication modes | Teamwork | Working independently | Research & thinking critically | Digital confidence | Adaptability | Resilience | Professional outlook | Effective communication | Ethics, diversity & sustainability | Enterprise & entrepreneurship |
| <b>BMM4123 Marketing Fundamentals</b>  |  |                                    |  |                                    |                                |  |   |  |                     |          |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>BMM4133 Principles of Accounting and Finance</b>  |  |                                    |  |                                    |                                |  |   |  |                     |          |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>BMM4153 People and Organisations</b>  |  |                                    |  |                                    |                                |  |   |  |                     |          |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>BMM4143 Globalisation and Social Justice</b>  |  |                                    |  |                                    |                                |  |   |  |                     |          |                       |                                |                    |              |            |                      |                         |                                    |                               |

| Level 5  | Assessed level learning outcomes    |  |                                     |   |                             |                             |  |                                       |  |                                   | Skills development    |                                |                    |              |            |                      |                         |                                    |                               |
|--|-------------------------------------|--|-------------------------------------|---|-----------------------------|-----------------------------|--|---------------------------------------|--|-----------------------------------|-----------------------|--------------------------------|--------------------|--------------|------------|----------------------|-------------------------|------------------------------------|-------------------------------|
| <i>Adjust LO codes as necessary. ↓</i>   | K1                                  | K2   | K3                                  | K4  | I1                          | I2                          | I3   | I4                                    | I5   | I6                                | AS1                   | AS2                            | AS3                | AS4          | AS5        | AS6                  | AS7                     | AS8                                | AS9                           |
| Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these. | Application of Fundamental concepts | Inter-organisational Audience Relationship | Audience Segmentation and Targeting | Tools of the Marketing Communications Mix | Integrate theory & Practice | Adopt multiple perspectives | Analyse and manage risk factors in business projects | Evaluate own strengths and weaknesses | Access, Collect and analyse quantitative and qualitative information | Apply management research methods | Working independently | Research & thinking critically | Digital confidence | Adaptability | Resilience | Professional outlook | Effective communication | Ethics, diversity & sustainability | Enterprise & entrepreneurship |
| <b>BMM5183 Integrated Marketing Communications</b>   |                                     |  |                                     |   |                             |                             |  |                                       |  |                                   |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>BMM5203 Digital Storytelling and Online Communities</b>   |                                     |  |                                     |   |                             |                             |  |                                       |  |                                   |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>BMM5133 Professional Development and Placement</b>  |                                     |  |                                     |   |                             |                             |  |                                       |  |                                   |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>BMM5143 Business Research and Analytics</b>   |                                     |  |                                     |   |                             |                             |  |                                       |  |                                   |                       |                                |                    |              |            |                      |                         |                                    |                               |

| Level 6  | Assessed level learning outcomes    |                                      |  |  |  |   |  |  |                                      |                                       | Skills development    |                                |                    |              |            |                      |                         |                                    |                               |
|--|-------------------------------------|--------------------------------------|--|--|--|---|--|--|--------------------------------------|---------------------------------------|-----------------------|--------------------------------|--------------------|--------------|------------|----------------------|-------------------------|------------------------------------|-------------------------------|
| <i>Adjust LO codes as necessary. ↓</i>   | K1                                  | K2                                   | K3   | K4   | I1   | I2                                      | I3   | I4   | I5                                   | I6                                    | AS 1                  | AS2                            | AS3                | AS4          | AS5        | AS6                  | AS7                     | AS8                                | AS9                           |
| Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these. | Critical Evaluation and Application | Cross Cultural Awareness Perspective | Debate key challenges in the Current Global Business Environment | Critically Review Current Digital Marketing Campaigns and research | Critically evaluate business policies and strategies, etc. | Develop criteria to identify solutions. | Critically identify contemporary influencing business thinking | Evaluate using appropriate quantitative and qualitative skills | Work effectively as member of a Team | Formulate coherent business arguments | Working independently | Research & thinking critically | Digital confidence | Adaptability | Resilience | Professional outlook | Effective communication | Ethics, diversity & sustainability | Enterprise & entrepreneurship |
| <b>BMM6083 Professional Learning and Practice</b>  |                                     |                                      |  |  |  |   |  |  |                                      |                                       |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>BMM6623 Digital Marketing Campaign Production and Analytics</b>   |                                     |                                      |  |  |  |   |  |  |                                      |                                       |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>Option: BMM6153 Contemporary Issues in Sustainability</b>   |                                     |                                      |  |  |  |   |  |  |                                      |                                       |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>Option: BMM6143 Creative Entrepreneurship and Innovation</b>  |                                     |                                      |  |  |  |   |  |  |                                      |                                       |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>Option: BMM6163 International Marketing</b>   |                                     |                                      |  |  |  |   |  |  |                                      |                                       |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>Option: BMM6173 Project Management</b>  |                                     |                                      |  |  |  |   |  |  |                                      |                                       |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>Option: BMM6183 Research Project</b>  |                                     |                                      |  |  |  |   |  |  |                                      |                                       |                       |                                |                    |              |            |                      |                         |                                    |                               |
| <b>Option: BMM6193 Money, Banking and Finance</b>  |                                     |                                      |  |  |  |   |  |  |                                      |                                       |                       |                                |                    |              |            |                      |                         |                                    |                               |