Leeds Trinity University

PROGRAMME SPECIFICATION

1. General information

Awarding body / institution	**Leeds Trinity University**
Teaching institution	**Leeds Trinity University**
'Parent' Faculty *(ICE / BCDI / SHS)*	**BCDI**
'Parent' School	**Business School**
Professional accreditation body *(if applicable)*	**N/A**
Final award *(eg. BA Hons)*	**MSc**
Title of programme(s)	**Digital Marketing**
Subsidiary award(s) *(if any)*	**Postgraduate Certificate in Digital Marketing** **Postgraduate Diploma in Digital Marketing** **(fallback awards only)**
Honours type *(Single / Joint / Combined)*	**N/A**
Duration and mode(s) of study	**1 year full-time (September intake)** **16 months full-time (January intake)** **2 years part-time (September intake only)**
Month/year of approval of programme	**July 2025/August 2025**
Start date (this version) *(month and year)*	**September 2025**
Periodic review next due *(academic year)*	**TBC**
HECoS subject code	**100075 (50%) 100078 (50%)**
UCAS course code & route code (available from Admissions)	**N/A**
SITS codes *(Course / Pathway / Route)* **(available from Student Administration)**	**Course Code is: MSLTUDIMAR** **Route Code is: DIGIMAR**
Delivery venue(s)	**Leeds Trinity University City Centre Campus**

2.   Aims of the programme

The MSc Digital Marketing programme is essential for equipping you with the skills and knowledge necessary to navigate the evolving landscape of modern businesses. In today's digital age, where online presence and data-driven strategies play a crucial role, companies must adopt cutting-edge digital marketing techniques to remain competitive. This programme offers an in-depth understanding of the latest digital marketing tools, strategies and trends, preparing graduates to meet the demands of a dynamic market. It aligns with the needs of businesses that are increasingly focusing on digital channels to connect with customers, enhance brand visibility and achieve growth. By offering practical and theoretical insights into digital marketing, the MSc programme will help you to develop a strong foundation in areas such as social media marketing, search engine optimisation, content creation and analytics, which are vital for business success.

Furthermore, digital marketing is a key driver for business survival and growth in the modern world. As consumer behaviour continues to shift towards online platforms, businesses must adapt their strategies to engage and convert their target audience effectively. The MSc Digital Marketing programme not only provides a solid understanding of digital marketing principles but also emphasises data analysis and performance measurement, empowering students to make informed decisions and optimise marketing efforts. With a curriculum that incorporates real-world projects and case studies, the programme ensures that graduates are ready to face the challenges of the digital era, making them valuable assets to any organisation looking to thrive in an increasingly competitive global market.

The programme aims to educate and develop students and professionals from various disciplines, including business graduates, individuals from interdisciplinary fields and working professionals seeking to enhance their digital marketing skills. It equips them with modern techniques needed to manage the advertising and marketing aspects of a business effectively. By blending theoretical knowledge with practical skills, the programme ensures that graduates are well-prepared to navigate the complexities of the digital marketing landscape and drive successful campaigns in today's competitive business environment.

The MSc Digital Marketing aims to offer the most current marketing and technical skills relevant to the expanding marketing and digital media sector.

On successful completion of the programme, you will be able to:

- ✓ Develop advanced skills in digital marketing strategies and tools.
- ✓ Analyse consumer behaviour using data-driven insights and analytics.
- ✓ Create effective digital campaigns across multiple online platforms.
- ✓ Understand ethical and sustainable practices in digital marketing.
- ✓ Apply AI and Machine Learning emerging technologies to digital marketing challenges.

3.   Student learning outcomes of the programme

Learning outcomes in terms of:
- – **knowledge and understanding (K)**
- – **intellectual / cognitive / 'thinking' skills (I)**
- – **practical skills specific to the subject (P)**
- – **employability skills (postgraduate) (E) or attributes and skills (undergraduate) (AS)**

On successful completion of the programme, you will have

Knowledge (K)

K1   Demonstrated a comprehensive and critical understanding of the core principles and practices of digital marketing, including the role it plays in modern business strategies.

K2   Acquired knowledge of various digital marketing tools, platforms and techniques, such as SEO, SEM, social media, content marketing and email marketing, and understand their application in real-world scenarios.

K3   Developed the ability to design and implement effective digital marketing strategies that align with organisational goals and adapt to the evolving digital landscape.

K4   Understood how to use data analytics to measure digital marketing performance, optimise campaigns and make informed, data-driven decisions.

K5   Gained insights into the latest trends and emerging technologies in the digital marketing sector, such as artificial intelligence, automation and augmented reality, and their impact on marketing strategies.

Intellectual skills (I)

I1   Critically evaluated digital marketing strategies, measured effectiveness and identified improvements.

I2   Improved problem-solving abilities by using creative and strategic thinking to tackle challenges in digital marketing campaigns, adjusting tactics to evolving market conditions.

I3   Cultivated the capacity to make informed and strategic decisions in the planning and execution of digital marketing activities, considering both short-term and long-term business goals.

I4   Strengthened the ability to interpret complex data, derive actionable insights and apply them to optimise marketing strategies and achieve business objectives.

I5   Fostered the skill to integrate theoretical frameworks with practical experiences in digital marketing, creating well-rounded solutions that align with both academic principles and industry standards.

Employability skills (E)

E1   Self-management – the ability to plan and manage time; readiness to accept responsibility and improve their own performance based on feedback/reflective learning; the ability to take initiative and be proactive, flexible and resilient.

E2   Teamworking – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions and negotiating; contributing to discussions; awareness of interdependence with others.

E3   Business and sector awareness – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the external context and pressures on an organisation, including concepts such as value for money, profitability and sustainability.

E4   Problem-solving – a capacity for critical reasoning, analysis and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse and evaluate information from different sources.

E5   Communication – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes.

E6   Application of numeracy – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables and to manage a budget.

E7	Communication and Information technology (CIT) – the ability to identify the appropriate IT package for a given task; familiarity with word-processing, spreadsheets and file management; the ability to use the internet and email effectively.
E8	Entrepreneurship/enterprise – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities.
E9	Social, cultural & civic awareness – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

3a   External benchmarks

Statement of congruence with the relevant published subject benchmark statements *(including appropriate references to any PSRB, employer or legislative requirements)*
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)). The MSc Digital Marketing programme and its modules have been designed to align with the QAA Subject Benchmark Statement for Master's Degrees in Business and Management and the guidelines of the Chartered Institute of Marketing (CIM).

4.   Learning outcomes for subsidiary awards

Guidance	
The assessment strategy is designed so that each of these outcomes is addressed by more than one module throughout the programme.	**Learning outcomes for the award of <u>Postgraduate Certificate in Digital Marketing</u>:** On successful completion of 60 credits at Level 7, students will have demonstrated the ability to: i. Develop advanced skills and enhance knowledge and understanding in digital marketing and online consumer behaviour. ii. Address complex challenges in digital marketing by implementing innovative strategies and making informed decisions based on various marketing-related data and insights. iii. Acquire critical thinking and problem-solving skills to address complex digital marketing challenges and make data-driven decision. iv. Build transferable skills, including communication, creativity and adaptability, essential for career success in the dynamic field of digital marketing. **Learning outcomes for the award of <u>Postgraduate Diploma in Digital Marketing</u>:** On successful completion of 120 credits at Level 7, students will have demonstrated, **in addition to the outcomes for a Postgraduate Certificate in Digital Marketing**: i. Advanced understanding of digital marketing theories, tools and strategies to design and implement effective marketing campaigns.

	ii. The ability to critically evaluate and apply data-driven insights to solve complex digital marketing challenges. iii. Proficiency in utilising digital platforms and technologies to optimise customer engagement and brand performance. iv. Strong analytical and strategic thinking skills to develop innovative and sustainable solutions in digital marketing contexts.

5. Content

Summary of content by theme
(providing a 'vertical' view through the programme)

The MSc Digital Marketing programme is founded on advanced contemporary theory, real-world case studies and data-driven analytics, delivering a curriculum that is both intellectually challenging and at the forefront of innovation. This postgraduate programme equips graduates with the critical knowledge, analytical acumen and experiential expertise essential for excelling in the dynamic and evolving landscape of digital marketing and online commerce. The core themes of the programme are intricately woven into each module, ensuring a cohesive and comprehensive educational experience.

1. **Strategic Marketing in the Digital Era** - delves into advanced digital marketing concepts, equipping you with strategic insights to navigate and leverage the evolving digital landscape effectively.

2. **Digital Marketing Metrics and Analysis** - explores key concepts such as SEO, web analytics and other digital marketing strategies, focusing on measuring and optimising online performance effectively.

3. **Professional Development and Leadership** - provides a comprehensive overview of digital professionalism and leadership roles within the context of digital marketing and related industries.

4. **Research Methods and Analytics** - provides you with a well-rounded understanding of research methods and analytics, preparing you for advanced research in the Master's Research Project.

The **Master's Research Project** serves as the culmination of the programme, enabling you to apply the comprehensive knowledge and advanced skills acquired throughout your studies to address complex, real-world challenges or contribute to a specialised area within digital marketing. This capstone project offers three distinct pathways: academic research, consultancy-based projects or new venture development.

Each module within the programme is meticulously designed to integrate advanced theoretical frameworks with practical applications, utilising cutting-edge digital marketing case studies, interactive in-class debates and dynamic explorations of industry practices. For instance, students might analyse the impact of data-driven strategies on consumer behaviour or evaluate the effectiveness of AI-driven tools in enhancing campaign performance. This blended approach ensures an immersive learning experience that aligns academic rigour with the evolving realities of the digital marketing landscape.

6. Structure

MSc Digital Marketing

Total credit rating: 180 (90: ECTS)

Duration: 1 year full-time (September Intake) (with effect from September 2025)

Term 1

BUS7053	Strategic Marketing in the Digital Era	30 credits
MBA7013	Professional Development and Leadership	30 credits

Term 2

BUS7033	Research Methods and Analytics	30 credits
BUS7073	Digital Marketing Metrics and Analysis	30 credits

Term 3

BUS7006	Master's Research Project	60 credits

Duration: 16 months full-time (January intake) (with effect from January 2026)

Year 1, Term 1 (January-March)

BUS7073	Digital Marketing Metrics and Analysis	30 credits
BUS7033	Research Methods and Analytics	30 credits

Year 1, Term 2 (April-May)
Research Project module preparation and initial project proposal development (BUS 7006 Research Project)

Year 1, Term 2 (September-December)

BUS7053	Strategic Marketing in the Digital Era	30 credits
BUS7013	Professional Development and Leadership	30 credits

Year 2, Term 3 (January-May)

BUS7006	Master's Research Project	60 credits

Duration: 2 years part-time (September Intake only) (with effect from September 2025)

Year 1, Term 1

BUS7053	Strategic Marketing in the Digital Era	30 credits

Year 1, Term 2

MBA7013	Professional Development and Leadership	30 credits

Year 2, Term 1

BUS7033	Research Method and Analytics	30 credits

Year 2, Term 2

BUS7073	Digital Marketing Metrics and Analysis	30 credits

Year 2, Term 3

BUS7006	Master's Research Project	60 credits

7.   Learning, teaching and assessment

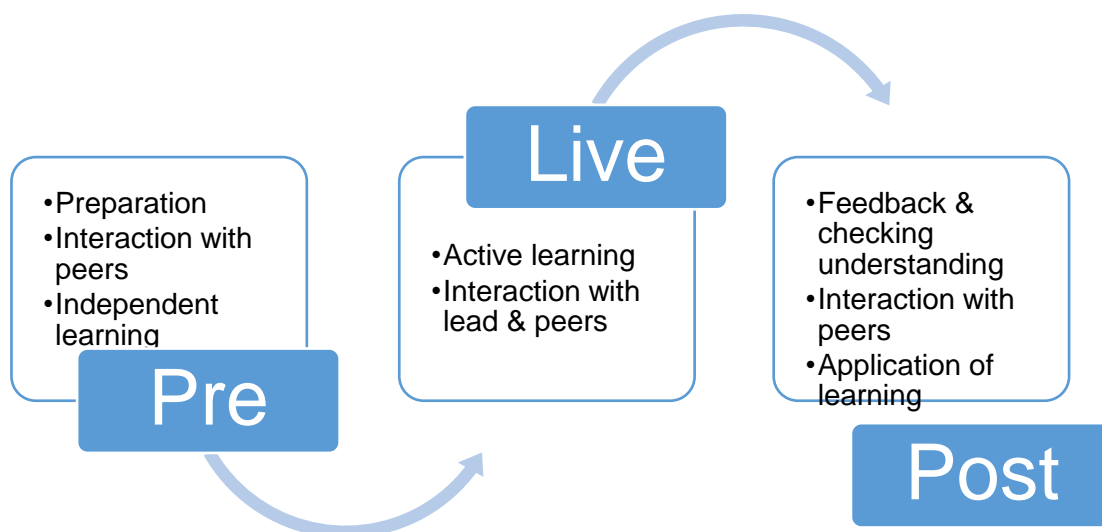7a) Statement of the strategy for learning, teaching and academic experience for the programme

Leeds Trinity University's **Learning, Teaching and Academic Experience Strategy (LTAES)** is rooted in the cultivation and delivery of an integrated and sophisticated educational framework that demands a multidimensional approach and a resilient institutional ecosystem. This strategic initiative seeks to revolutionise the co-creative engagement between school and students, integrating pedagogical practices with global digital marketing trends and addressing pressing societal challenges. Aligned with the University's aspiration to be a career-centric, digitally advanced and inclusive institution, the LTAES emphasises fostering a values-driven, highly personalised and industry-relevant academic journey for all learners. Grounded in the University's policy on Teaching and Learning, this strategy synchronises seamlessly with the overarching institutional mission to produce digitally adept, future-ready graduates. In the context of MSc Digital Marketing, this strategy manifests through embedding real-world applications, cutting-edge technologies such as AI, SEO and analytics, and industry partnerships, ensuring a transformative and contemporary learning experience.

Background
The mission of the Business School is to '***develop highly employable, socially and ethically responsible and digitally capable graduates. It will support business and community to grow and develop. Our collaborative research inspires our students, informs our teaching and supports business and community'.*** Thus, our Learning and Teaching strategy will contribute to the realisation of this mission.

Guiding Principles
All programmes within the Leeds Trinity University academic portfolio follow the 'Pre-Live-Post' pedagogical structure for all taught classes.

This advanced pedagogical framework facilitates a multidimensional engagement with digital marketing concepts, enabling you to deepen your knowledge and comprehension through a structured, layered learning approach. The **'Pre'** phase establishes foundational knowledge of core topics, preparing you through diverse, academic-led preparatory activities, including scholarly readings, video lectures, interactive quizzes and podcasts that address evolving digital marketing practices and tools.

The **'Live'** phase, delivered synchronously on campus, immerses you in the application of theoretical constructs and professional frameworks. Through interactive discussions, you will critically analyse digital marketing principles, such as SEO strategies, data analytics and AI-driven personalisation, contextualising your learning within real-world scenarios.

Finally, the **'Post'** phase consolidates understanding through reinforcement activities, including advanced quizzes, applied tasks, curated readings, videos and formative micro-assignments. This phase integrates iterative feedback mechanisms to support student progression and skill refinement, ensuring preparedness for summative assessments and practical applications in the dynamic digital marketing ecosystem.

The Business School will continue to utilise this overarching pedagogical structure. The 'Live' section will focus on subject-specific additions and enhancements, providing additional insights and in-depth knowledge about the modules.

Within the above 'Pre-Live-Post' structure, we will utilise a 'workshop-style' learning and teaching approach to ensure differential learning whilst creating a varied, dynamic and informative teaching experience for all.

The foundational components of our **'workshop' approach** are as follows:

1. Our pedagogy is deeply rooted in research-informed teaching, employing a diverse array of delivery techniques that incorporate a wide spectrum of visual and auditory media to enhance the learning experience in MSc Digital Marketing.
2. The business examples integrated into our teaching are contemporary, authentic and highly relevant, providing demonstrable and explicit connections to the digital marketing topics under exploration.
3. The activities designed for students are practical, career-oriented and purposefully aligned to foster their readiness for professional roles in the evolving digital marketing landscape.
4. We will continue to revise our digital marketing teaching strategies in line with alterations to the sector's recommendations for career attributes (including LTU's 'My Career Passport' initiative) and the recommendations of the Chartered Institute of Marketing (CIM) Professional & Digital Marketing Qualifications [Professional Marketing and Digital Marketing Qualifications | CIM](.).

7b) Programme learning outcomes covered

	Assessed learning outcomes of the programme											Skills development								
	K1	K2	K3	K4	K5	I1	I2	I3	I4	I5		E1	E2	E3	E4	E5	E6	E7	E8	E9
	Functional Knowledge	Digital Landscape	Digital Marketing Strategies	Use of Data Analytics	Innovations and Marketing Strategies	Quantitative and Qualitative Data	Critical Thinking, Analysis and Synthesis	Informed Choices	Problem-solving and Decision-making	Applied Integration		Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / Enterprise	Social, cultural & civic awareness
BUS7053 Strategic Marketing in the Digital Age	X	X	X					X	X	X		X		X		X		X		X
MBA7013 Professional Development and Leadership	X	X	X			X	X	X	X	X		X	X	X	X	X	X	X	X	X
BUS7033 Research Methods and Analytics	X	X	X	X	X	X		X	X	X		X		X	X	X	X	X	X	X
BUS7073 Digital Marketing Metrics and Analysis	X	X	X		X	X	X	X	X	X		X		X	X	X	X	X	X	
BUS7006 Master's Research Project	X	X	X	X	X	X	X	X	X	X		X		X	X	X	X	X	X	X

8. Entry requirements

Do the University's standard entry requirements apply (as outlined within the University's Admissions Policy)?	A honours degree (minimum 2:2) in any discipline.
Detail of any deviation from and/or addition to the University's standard entry requirements (if applicable)	Applicants with significant professional/business experience (at least three years at management level) will be considered following a short interview. Minimum English Language entry requirements: IELTS Academic 6.0 (with no less than 5.5 in any component) or equivalent Exceptions: You do not need to provide evidence of your English Language if any of the following conditions apply: ❖ You're a UK national. ❖ You're a national from a majority English speaking country as specified by the UKVI Student visa: Knowledge of English - GOV.UK (www.gov.uk)

9. Progression, classification and award requirements

Details of requirements for student progression between levels and receipt of the award(s) (A certain level of attainment which must be achieved in a specific module; any modules exempted from condonement, any deviation from the standard institutional stipulations for award classification, e.g. exclusion of Level 4 module marks from Foundation Degree classification)
The following regulations apply, together with the General Academic Regulations: • Master's Degree Programme Regulations.

10. Prerequisites

Details of 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

11. Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme
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.