Leeds Trinity University

Programme Specification

With effect from: September 2022

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 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 operations to strategic management with a focus on active learning and critical reflection. **The aims of the programmes are:** 1. To prepare students for careers in the media, cultural and marketing industries by developing their knowledge and understanding of specific media and business sectors; 2. To engage students in a systematic examination of the role of marketing in developing solutions to a variety of business and organisational problems; 3. To develop 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 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)
- Employability skills (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 Employability Outcomes and achieve credit as per the Taught Programme Academic Regulations.

Level Learning Outcomes	
Level 4	
K1	Subject Knowledge: knowledge of the range and scope of the digital marketing field and an understanding of marketing analysis in a commercial context;
K2	Professional ethics and regulation: knowledge of the social, regulatory and ethical aspects of digital marketing;
K3	Theoretical knowledge: knowledge of processes and structures for communication, influence, as relevant to a variety of marketing contexts;
K4	Discipline currency: knowledge of relevant communication and information technologies for application in media and marketing contexts;
I1	Applied understanding: an ability to relate theory to practice in the field of study;
I2	Analysis and evaluation: an ability to apply critical analysis to issues and problems which arise in the context of contemporary marketing industries;
I3	Analysis and argumentation: the ability to manage quantitative and qualitative information and data in order to identify and recommend solutions;
I4	Aptitude for learning: to engage with complexity and uncertainty; to develop new solutions and to learn from mistakes in doing so;
I5	Planning and preparation: prepare marketing plans and marketing communication plans;
P1	Communication skills: effective oral, written and visual communication skills relevant to marketing presentation (physical presence, impression management);
P2	Professional skills: The ability to employ media-specific practical skills (creative, technical and vocational) to production-based work.
Level 5	
K1	Subject Knowledge: detailed knowledge of digital marketing and an understanding of the application of marketing analysis to a range of practical commercial challenges;

K2	Professional ethics and regulation: an ability to understand the social, regulatory and ethical aspects of digital marketing and an understanding of their practical implications;
K3	Theoretical knowledge: knowledge and theoretical understanding of processes and structures for communication, influence and customer management, and the application of these in a variety of marketing contexts;
K4	Discipline currency: knowledge of a range of relevant communication and information technologies for application in media and marketing contexts;
I1	Applied Understanding: an ability to relate theory to practice in the field of study and to analyse the issues which arise out of this;
I2	Analysis and evaluation: an ability to use critical analysis to identify solutions to issues and problems which arise in the context of contemporary marketing industries;
I3	Analysis and argumentation: the ability to manage quantitative and qualitative information and data in order to identify and recommend solutions;
I4	Aptitude for learning: to engage with complexity and uncertainty; to develop new solutions and to learn from mistakes in doing so;
I5	Planning and preparation: to plan for marketing communications and to reflect upon the strengths and weaknesses of the plans in operation;
P1	Communication skills: effective oral, written and visual communication skills appropriate to professional marketing practices and standards;
P2	Professional skills: The ability to employ media-specific practical skills (creative, technical and vocational) to production-based work and use theoretical frameworks to inform that work.
Level 6	
K1	Subject Knowledge: coherent and detailed knowledge of digital marketing and an understanding of its contribution to business strategy and the application of marketing analysis to a wide range of practical commercial challenges;
K2	Professional ethics and regulation: an ability to engage with contemporary debates and writings about the social, regulatory and ethical aspects of digital marketing;
K3	Theoretical knowledge: coherent and detailed knowledge of theories of effective communication, influence and customer management, and the application of these in a variety of marketing contexts;
K4	Discipline currency: detailed knowledge of relevant communication and information technologies for application in media and marketing contexts;
I1	Applied Understanding: an ability to identify the relationship between theory and practice in the field of study and to critically analyse the issues which arise out of this;
I2	Analysis and evaluation: an ability to use critical evaluation, analysis and synthesis to evaluate and to find solutions to issues and problems which arise in the context of contemporary marketing industries;

I3	Analysis and argumentation: the ability to collect, order, analyse and evaluate quantitative and qualitative information and data and use detailed reasoning and critical thinking to present a sustained argument on the basis of substantial independent learning;
I4	Aptitude for learning: understanding of the limits of their knowledge and the consequent influence of this understanding on their practice;
I5	Planning and preparation: Prepare and evaluate effective marketing plans and marketing communication plans;
P1	Communication skills: effective oral, written and visual communication skills appropriate to a range of professional marketing practices and standards;
P2	Professional skills: the ability to employ media-specific technical skills (technical) for professional standard production-based work.

Employability
Employability skills are embedded and assessed throughout your programme. Therefore, we use a generic set of employability outcomes at all levels of study.

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	**Team-working** – 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	**Application of information technology** – the ability to identify and use 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.

4   External Benchmarks

Statement of congruence with the relevant external benchmarks
All Leeds Trinity University programmes are congruent with the Framework for HE Qualifications (FHEQ) and, where appropriate, the Qualifications and Credit Framework (QCF) / National Qualification and Credit Framework (NQF). The programme is congruent with the following QAA's benchmark statements: • Business and Management (November 2019): https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5 • Communication, Media, Film and Cultural Studies (December 2019): https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4

5   Indicative Content

Summary of content by theme
The Digital Marketing programme is a programme with a strong practical focus that enables you to develop discipline-specific skills in four key areas: core marketing skills; the use of social and online tools for interactive content creation; online community management and management of own brand, and online marketing strategies and analysis of return on investment. The programme is also designed with a progressive and convergent structure that establishes the core disciplines in the first year and then synthesises them in the second year in order to equip and prepare you for the independent project work in the final year. At Levels 5 and 6 placement modules allow you to test and refine your skills in a professional context, engage in networking and explore the kinds of employment your degree is preparing you for.

6   Programme Structure

Programme Structure – BA (Hons) Digital Marketing (Single Honours)	
Duration	3 years full time
Total credit rating	360 (180 ECTS)
Level 4 – With effect from: September 2020	

Core: You are required to take the following modules

Module Code	Module Title	Semester	Credits
MFC4003	Professional Development	Semester 1 & 2	30
MFC4013	Digital Design	Semester 1 & 2	30
MFC4023	Core Production Skills	Semester 1 & 2	30
BMM4113 (replaced by	Digital Marketing Fundamentals	Semester 1 & 2	30

Level 5 – With effect from: 2021

Core: You are required to take the following modules

Module Code	Module Title	Semester	Credits
MFC5003	Professional Placement	Semester 1 & 2	30
MFC5333	Online Community Management	Semester 1 & 2	30
BMM5073	Digital Marketing Communications	Semester 1 &2	30

Options: You are required to choose 30 credits from the following modules

Module Code	Module Title	Semester	Credits
MFC5023	Digital Visualisation	Semester 1 & 2	30
MFC5113	Interactive Storytelling	Semester 1 & 2	30
BMM5003	Services Marketing	Semester 1 & 2	30

Level 6 – With effect from: September 2022

Core: You are required to take the following modules

Module Code	Module Title	Semester	Credits
MFC6003	Professional Project	Semester 1 & 2	30
BMM6073	Digital Marketing Strategy and Analysis	Semester 1 & 2	30

Options: You are required to choose 60 credits from the following modules

Module Code	Module Title	Semester	Credits
MFC6023	Transmedia Production	Semester 1 & 2	30
MFC6033	Digital Studio	Semester 1 & 2	30
JOU6043	PR and Promotions	Semester 1 & 2	30
MFC6193	Creative Project	Semester 1 & 2	30

Addition of JOU6043 and MFC5023 as option modules. Removal of BMM6003 – PSB Chairs Approval and Faculty Board Chair Approval – June 2022
BMM5003 updated to YL module as per NP4 15.8.22

7   Pre-requisites

Modules students <u>must</u> study and achieve credit for before enrolling on a module at a higher level, or attaining their final programme award
MFC5023 Digital Visualisation: Concept to Practice is a pre-requisite for MFC6033 Digital Studio.

8   Learning, Teaching and Assessment

The University's Learning, Teaching and Assessment 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

Do the University's standard entry requirements apply?	Yes
Detail of any deviation from and/or addition to the University's standard entry requirements (if applicable)	N/A

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.

Programme-specific requirements / unavoidable restrictions on participation in the programme
N/A

11   Technical Information

Awarding Body / Institution	Leeds Trinity University
Teaching institution	Leeds Trinity University
Parent School	Communication, Business and Law
Department	Business

Addition of JOU6043 and MFC5023 as option modules. Removal of BMM6003 – PSB Chairs Approval and Faculty Board Chair Approval – June 2022
BMM5003 updated to YL module as per NP4 15.8.22

Professional accreditation body	N/A
Final award	BA (Hons)
Title of programme(s)	Digital Marketing
Subsidiary award(s)	Certificate of Higher Education in Digital Marketing; Diploma of Higher Education in Digital Marketing; BA (Ordinary in Digital Marketing
Honours type	Single
Duration and mode(s) of study	3 years; full-time
Month/year of approval of programme	May 2020
Periodic review due date	TBC
HECoS subject code(s)	100075
UCAS course code(s)	N904
SITS route codes	UDIGIMKT / UGDIGIMKT / DIGIMKT
Delivery venue(s)	Leeds Trinity University

12 Level Learning Outcomes and Employability Outcomes

The grids below demonstrate where Level Learning Outcomes and 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 Employability Outcomes at each level of study. However, all Employability Outcomes will have been assessed by the end the programme.

Level 4 *Adjust LO codes as necessary.* ↓ Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Assessed level learning outcomes											Skills development								
	K1	K2	K3	K4	I1	I2	I3	I4	I5	P1	P2	E1	E2	E3	E4	E5	E6	E7	E8	E9
	Subject Knowledge	Professional Ethics and Regulation	Theoretical Knowledge	Discipline Currency	Appliede Understanding	Analysis and Evaluation	Analysis and Argument	Aptitude for Learning	Planning and Preparation	Communication Skills	Professional Skills	Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
MFC4003 Professional Development		▓		▓	▓		▓	▓	▓	▓	▓	▓	▓	▓		▓	▓	▓	▓	▓
MFC4013 Digital Design			▓	▓	▓			▓		▓	▓	▓		▓	▓	▓				
MFC4023 Core Production Skills	▓		▓	▓	▓	▓		▓	▓	▓	▓	▓		▓		▓	▓	▓	▓	▓
BMM4113 Digital Marketing Fundamentals	▓	▓	▓	▓		▓		▓	▓	▓	▓	▓	▓	▓	▓	▓		▓		

Level 5 — Adjust LO codes as necessary. Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Assessed level learning outcomes											Skills development								
	K1 Subject Knowledge	K2 Professional Ethics and Regulation	K3 Theoretical Knowledge	K4 Discipline Currency	I1 Appliede Understanding	I2 Analysis and Evaluation	I3 Analysis and Argument	I4 Aptitude for Learning	I5 Planning and Preparation	P1 Communication Skills	P2 Professional Skills	E1 Self-management	E2 Teamworking	E3 Business & sector awareness	E4 Problem-solving	E5 Communication	E6 Application of numeracy	E7 Application of IT	E8 Entrepreneurship / enterprise	E9 Social, cultural & civic awareness
MFC5003 Professional Placement	■	■		■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■
MFC5333 Online Community Management			■	■	■			■			■	■	■	■		■		■	■	■
BMM5073 Digital Marketing Communications	■	■	■	■	■	■	■	■	■	■	■	■		■	■	■		■	■	■
MFC5023 Digital Visualisation	■	■	■	■	■	■	■	■	■	■	■	■		■	■	■		■	■	■
MFC5113 Interactive Storytelling			□		□		□		□	□	□	□		□	□		□	□	□	□
BMM5003 Service Marketing	□	□	□	□	□	□		□		□	□	□	□	□	□	□		□	□	

Addition of JOU6043 and MFC5023 as option modules. Removal of BMM6003 – PSB Chairs Approval and Faculty Board Chair Approval – June 2022
BMM5003 updated to YL module as per NP4 15.8.22

Level 6	Assessed level learning outcomes												Skills development								
Adjust LO codes as necessary. ↓	K1	K2	K3	K4	I1	I2	I3	I4	I5	P1	P2		E1	E2	E3	E4	E5	E6	E7	E8	E9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Subject Knowledge	Professional Ethics and Regulation	Theoretical Knowledge	Discipline Currency	Appliede Understanding	Analysis and Evaluation	Analysis and Argument	Aptitude for Learning	Planning and Preparation	Communication Skills	Professional Skills		Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
MFC6003 Professional Project		■		■	■			■	■	■	■		■		■	■			■	■	
BMM6073 Digital Marketing Strategy and Analysis	■	■	■	■	■	■	■	■	■	■	■		■	■	■	■	■		■	■	■
MFC6023 Transmedia Production	░		░	░	░	░	░	░	░	░	░		░	░	░	░	░		░	░	░
MFC6033 Digital Studio	░		░	░		░		░		░	░		░	░	░	░					░
JOU6043 PR and Promotions	░	░	░	░	░	░		░	░	░	░		░	░	░	░	░		░		
MFC6193 Creative Project	░	░		░				░		░			░		░	░	░			░	░