

## Programme Specification

*With effect from: September 2020*

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

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 for your level of study. To a greater or lesser extent, all level learning outcomes are embedded into each assessment task. 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 achieve credit as per the Taught Programme Academic Regulations.

<b>Level Learning Outcomes</b>	
<b>Level 6</b>	
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;
<b>Level 5</b>	
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;
<b>Level 4</b>	
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;

### Employability Outcomes

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

E1	<b>Self-management</b> – 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;
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E2	<b>Team-working</b> – 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	<b>Business and sector awareness</b> – 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	<b>Problem-solving</b> – 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	<b>Communication</b> – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;
E6	<b>Application of numeracy</b> – 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	<b>Application of information technology</b> – 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	<b>Entrepreneurship/enterprise</b> – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;
E9	<b>Social, cultural &amp; civic awareness</b> – 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.

### 3.1 External Benchmarks

#### Statement of congruence with the relevant external benchmarks

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](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](https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4)

### 4 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.

## 5 Programme

<b>Programme Structure – BA (Hons) Digital Marketing (Single Honours)</b>			
<b>Duration</b>	3 years full time		
<b>Total credit rating</b>	360 (180 ECTS).		
<b>Level 4– With effect from September 2020</b>			
<b>Core:</b> 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	Digital Marketing Fundamentals	Semester 1&2	30
Level 4 Integrated Assessment is an activity combining skills across the level – details will be made available to students.			
<b>Level 5– With effect from September 2021</b>			
<b>Core:</b> 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
<b>Options:</b> You are required to choose 30 credits from the following modules			
Module Code	Module Title	Semester	Credits
MFC5113	Interactive Storytelling	Semester 1&2	30
BMM5003	Services Marketing	Semester 1&2	30
<b>Level 6– With effect from September 2022</b>			
<b>Core:</b> 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
<b>Options:</b> 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
MFC6193	Creative Project	Semester 1&2	30
BMM6003	Entrepreneurship and Creativity	Semester 1&2	30

## 5.1 Pre-requisites

**Modules which must be passed before enrolment to a module at a higher level**

N/A

## 6 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 within the relevant Assessment Handbooks.

## 7 Entry requirements

**Honours degree programmes (Level 4, 5 and 6)**

Applicants should normally have achieved the following prior to registration for the programme:

5 academic qualifications, of which at least 2 should be level 3 qualifications equivalent to A2 and must also include GCSE grade C or 4 or above in English Language (or equivalent qualification). However, in some cases there may be additional special requirements, for example for ITT programmes or when the entry criteria are specified by an accrediting body. All required GCSEs will be listed by programme on the University website.

Applications are welcome from those with few or no formal qualifications. Any previous relevant work experience and learning will be assessed and, where appropriate, accredited as part of the application process. Please see Leeds Trinity's Recognition of Prior Learning Guidelines and Procedure.

## 8 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

## 9 Technical Information

<b>Awarding Body / Institution</b>	Leeds Trinity University
<b>Teaching institution</b>	Leeds Trinity University
<b>Parent School</b>	Communication, Business and Law
<b>Department</b>	Communication
<b>Professional accreditation body</b>	N/A
<b>Final award</b>	BA (Hons)
<b>Title of programme(s)</b>	Digital Marketing
<b>Subsidiary award(s)</b>	Certificate of Higher Education in Digital Marketing; Diploma of Higher Education in Digital Marketing; BA (Ordinary) 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>	May 2020
<b>Periodic review due date</b>	TBC
<b>HECoS subject code(s)</b>	100075
<b>UCAS course code and route code</b>	N904
<b>SITS codes</b>	UDIGIMKT / UDIGIMKT / DIGIMKT
<b>Delivery venue(s)</b>	Leeds Trinity University