COURSE SPECIFICATION

MA Digital Marketing

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Course Title	MA Digital Marketing
Final Award	MA
Exit Awards	PG Dip, PG Cert
Course Code / UCAS code (if applicable)	P3449FTC
Mode of study	Full-Time
Mode of delivery	Campus
Normal length of course	Sept - 12 months Jan - 16 Month
Cohort(s) to which this course specification applies	From September 2024 intake onwards
Awarding Body	University of Portsmouth
Teaching Institution	University of Portsmouth London
Faculty	Faculty of Business and Law
School/Department/Subject Group	UoP London: Marketing
School/Department/Subject Group webpage	University of Portsmouth London
Course webpage including entry criteria	MA Digital Marketing	University of Portsmouth
Professional and/or Statutory Regulatory Body accreditations	N/A
Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level	Level 7

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the Course and Module Catalogue for further information on the course structure and modules.

Educational aims of the course

The MA Digital Marketing is designed to meet the needs of a growing industry. It aims to prepare students for successful employment by encouraging the development of a range of skills that will enable them to work effectively, both collaboratively and individually. This programme will help students with no or a limited knowledge of digital marketing to develop an advanced level of understanding of digital marketing and its integration into an organisation's overall business strategy.

The MA Digital Marketing Programme aims to:

- Provide students with the advanced level of study in digital marketing: strategy, research, practices and the changing contexts in which these operate and are applied.

- Preparation for development of career in digital marketing and associated areas by developing skills at a professional and equivalent level.

- Provide a challenging and stimulating study environment.

- Equip graduates with necessary transferable skills for lifelong learning and flexibility in the current global environment.

- Encourage on-going critical, evaluative and strategic thinking, which would help students to identify and critique digital marketing and related practice (applications and techniques) that are compatible with the prevailing marketing requirements of industry and commerce.

- Integrated research undertaken by academic staff into teaching.

- Provide students with an opportunity to apply and develop research skills at master level.

- Equip students with a range of skills required for Doctoral level study for those who are intending to further their education.

Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The Quality Assurance Agency for Higher Education (QAA) sets out a national framework of qualification levels, and the associated standards of achievement are found in their Framework for Higher Education Qualifications document.

The Course Learning Outcomes for this course are outlined in the tables below.

A.   **Knowledge and understanding of:**

Learning Goal: **Postgraduates will have a systematic knowledge and critical awareness of the area of marketing using digital technology.** In order to show this they will be able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A101	*Demonstrate a critical awareness of current issues in marketing with digital technology.*	*Teaching and learning are delivered by lectures supplemented by seminars, practical sessions and workshops. Lectures together with online materials provide theoretical/conceptual foundations. Seminars,*	*Assessment is via a mix of coursework and examination. Coursework includes individual and group work, presentations, case studies, live*
A102	*Work effectively with theoretical knowledge at the forefront of the discipline.*		

		practical sessions and workshops build on and develop further knowledge and understanding. Learning is supported with directed study.	client work and assessments.

B. Cognitive (Intellectual or Thinking) skills

Learning Goal: **Postgraduates will be developed critical thinkers.** In order to show this they will be able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B101	*Show a critical awareness in the analysis and evaluation of current issues in the marketing with digital technology field*	*The teaching and learning of how to evaluate and analyse problems and synthesise solutions is signposted in lectures, developed in seminars and in assessments. Learning is supported through formative feedback.*	*Reports, essays, simulations and class-based activities are used to assess analysis and synthesis.*
B102	*Synthesise information in a way that utilises knowledge or processes from the forefront of the discipline*		

C. Practical (Professional or Subject) skills

Learning Goal: **Postgraduates will have an entrepreneurial mind-set that allows them to apply their knowledge to solve real life problems in their field. Working independently and with originality.** In order to show this they will be able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C101	*With minimal support, critically evaluate the issues in a problem*	*Seminars, workshops and other practical activities across the course will provide the primary mechanisms for application of knowledge and the development of key practical skills. Student learning is supported with directed study and supervision.*	*A range of assessments including live client work, case studies, and presentations are used to assess practical skills.*
C102	*Show originality of thinking in proposing credible, workable solutions to a problem*		

		Students are provided with an opportunity to build up their own Marketing Agency and work with the local business community.	

D. Transferrable (Graduate and Employability) skills

Learning Goal: Postgraduates will be effective communicators.

Postgraduates will have a critical awareness of ethical and sustainability issues, including aspects of economic, environmental and social responsibility in a global context. In order to show this they will be able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D101	*Communicate their conclusions on complex issues so that they can be clearly understood by experts in the field of digital marketing.*	*Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.*	*Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, presentations, and independent marketing research project*
D102	*Communicate their critical understanding of issues in the field such that they could be clearly understood, even by non-experts*		
D201	*Critically discuss the impact of international perspectives*		
D202	*Approach the solution of sustainability issues with originality of thinking*		
D203	*Identify ethical issues and evaluate appropriate ways to resolve them*		

Add additional rows as required.

Academic Regulations

The current University of Portsmouth Academic Regulations will apply to this course.

Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the MyPort student portal.

Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as represented in our Policy for Listening to and Responding to the Student Voice where you can also find further information.

Reference Points

The course and outcomes have been developed taking account of:

Course specification for *MA Digital Marketing*

Insert additional reference points or delete as required

- [University of Portsmouth Curriculum Framework Specification](#)
- [University of Portsmouth Education Strategy 2025/2025](#)
- [University of Portsmouth Code of Practice for Work-based and Placement Learning](#)
- [Quality Assurance Agency UK Quality Code for Higher Education](#)
- [Quality Assurance Agency Qualification Characteristic Statements](#)
- [Quality Assurance Agency Subject Benchmark Statement](#) for **QAA Subject Benchmark Statement, Master's Degrees in Business and Management, Type 1: Specialist Master's Degree**
- [Quality Assurance Agency Framework for Higher Education Qualifications](#)
- Office for Students Conditions of Registration
- Requirements of Professional and/or Statutory Regulatory Bodies: **Institute of Digital Marketing**
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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