LIBF

MSc Digital Marketing

Programme Specification

Contents

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General Information

UCAS Code	Award	Programme Title	Expected Duration	Study Mode
N/A	MSc	Digital Marketing	1 year 1.5 years 2 years	Full-time Part-time 1 Part-time 2
		Programme Code UK-LIBF-MADIM		
	Exit Awards	• Postgraduate Diploma • Postgraduate Certificate		

Credit Count	**180 FHEQ credits**
Awarding Institution	The London Institute of Banking & Finance
Teaching Institution	The London Institute of Banking & Finance
Delivery Modes	• Face-to-face • On-campus • Online – Synchronous • Online – Asynchronous

Date of original production	May 2024	Date of current version	May 2024
Record of modifications			

Programme Overview

Programme Summary

In today's interconnected world, businesses must navigate an increasingly complex digital ecosystem to engage with consumers effectively. The MSc Digital Marketing programme offers a comprehensive exploration of the rapidly evolving landscape of digital marketing strategies and technologies. The programme covers a range of core topics such as Digital Marketing Strategies, Online and Social Media Marketing, Digital Analytics and Strategies, Global Brand Management, and Digital Campaigns which provide you with a solid foundation in the key areas of digital marketing. In addition to the core modules of the programme, a selection of optional modules such as Leadership, Diversity Management, Seminar: Current Topics in AI, and Seminar: Marketing Responsibility allow you to explore current topics in digital marketing and tailor the programme to your specific interests and career goals, ensuring a wide variety of knowledge and skills to thrive in a dynamic environment.

As a graduate of the MSc Digital Marketing programme, you will be well-equipped to lead in the digital age and drive business success through strategic marketing initiatives.

Programme Aims

The MSc Digital Marketing programme aims to

- provide you with a comprehensive understanding of digital marketing concepts, strategies, and tools;

- equip you with practical skills in utilising digital marketing platforms, analytics, and technologies effectively;

- enhance your critical thinking and analytical abilities to evaluate digital marketing campaigns and make data-driven decisions;

- enable you to develop innovative and integrated digital marketing strategies that align with organisational goals and target audience needs;

- develop your understanding of ethical and societal factors within digital marketing, enabling you to lead digital marketing initiatives in diverse contexts and environments.

Employability & Graduate Outcomes

Graduates of this programme are likely to pursue careers in a number of areas in digital marketing and related fields including strategic marketing, brand management, social media strategy, and digital campaigning. This programme of study supports graduates in developing the following employability skills:

- digital skills

- creative skills

- analytical skills

- strategic thinking skills

- research skills

- adaptability

Intended Learning Outcomes of the Programme

This programme has been developed in accordance with the QAA Subject Benchmark Statement for Master's Degrees in Business & Management (2023).

Please note: The programme's intended learning outcomes below are described at Master's level (Level 7).

On successful completion of this programme, you will be expected to:

L01   Demonstrate a comprehensive understanding of the complexities and challenges of digital marketing in a global context, including relevant legal frameworks governing digital marketing practices and applications of AI.

L02   Demonstrate an in-depth knowledge of the skills and competencies relevant to the dynamic field of digital marketing, with an emphasis on ethical considerations, data-driven decision-making and innovation in emerging technologies.

L03   Systematically apply appropriate digital marketing strategies for content creation, community management and influencer marketing.

L04   Systematically apply analytical skills to extract actionable insights from large datasets to inform digital marketing strategies and make evidence-based decisions in complex and unpredictable contexts.

L05 Develop market entry strategies and marketing campaigns using agile methodologies to optimise online marketing campaigns in real-time, demonstrating self-direction and originality in the process.

L06 Critically analyse corporate governance structures, data management practices and compliance requirements and ethical principles related to IT and technologies and their impact on digital marketing.

L07 Critically evaluate the impact of cultural, economic and political factors on digital marketing decisions at national and international level.

L08 Critically evaluate the potential applications of AI and ML in optimising customer engagement, personalisation and predictive analytics.

L09 Critically apply relevant research methodologies to gather data and assess literature and theories from diverse sources, solving complex marketing issues systematically and creatively.

L010 Design, conduct and analyse a research study or digital marketing-related project from inception to completion in the absence of complete data, communicating conclusions and recommendations to both specialist and non-specialist audiences to inform decision-making and digital marketing management.

The Structure of the Programme

The MSc Digital Marketing programme is offered as a 1-year full-time programme or in part-time mode over a 1.5 or 2-year period.

The programme is divided into modules which include both compulsory and elective modules weighing 15 credits each and a thesis weighing 45 credits. All modules in the programme are assigned to Level 7.

To achieve the full Master's award, students need to complete modules with a combined weight of 180 credits, including the final thesis.

Table 1: Structure of the Programme

FT	PT 1	PT 2	Module Code	Module Name	Credit	Compulsory/ Elective
Semester 1	Semester 1	Semester 1	LIBFWACSDLMDMDMS	Digital Marketing Strategies	15	C
			LIBFWAWADLMOSMM_E	Online and Social Media Marketing	15	C
			LIBFWAWADLMARM-01	Advanced Research Methods	15	C
		Semester 2	LIBFEXDLMBSPBE1	Global Brand Management	15	C
	Semester 2		LIBFWACSDLMMADAS_E	Digital Analytics and Strategies	15	C
Semester 2			LIBFWAREDLMDMSESCDM	Seminar: Ethic & Societal Considerations in Digital Marketing	15	C
		Semester 3	LIBFPDLMOMMM2_E	Project: Digital Campaigns	15	C
	Semester 3		LIBFWAPRDLMOMPAOM_E	Project: Agile Online Marketing	15	C
			Elective		15	E
Semester 3		Semester 4	LIBFMTDLMMTHES	Master Thesis	45	C

Table 2: List of Electives

Module Code	Module Name	Credit	Subject Area

LIBFWAREDLMAISCTAI	Seminar: Current Topics in AI	15	n/a
LIBFEXDLMIGCR-01_E	Corporate Governance of IT, Compliance, and Law	15	n/a
LIBFWAREDLMMASMR_E	Seminar: Marketing Responsibility	15	n/a
LIBFWACSDLMBLSE-02	Leadership	15	n/a
LIBFWAWADLMBDSA2	Analytical Software and Frameworks	15	n/a
LIBFEXDLMIOPDM	Diversity Management	15	n/a
LIBFIRPFSINTER	Internship[1]	15	n/a

Teaching, Learning & Assessment

Information about teaching, learning and assessment can be found in the Learning, Teaching and Assessment Strategy.

Our programmes are designed to

- integrate theory with practice,

- develop your ability to critique and challenge models and theoretical frameworks,

- stimulate debate, discussion and research,

- foster a variety of academic skills,

- be accessible and inclusive, and

- develop global citizens.

You are expected to undertake a considerable amount of independent study, including reading, industry-related research and personal reflection.

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[1] Check eligibility before booking the module.

Teaching Formats

The programme is designed to be offered in various teaching formats, for example online or via on-campus learning. The currently available delivery methods for this programme can be found on its dedicated page on the LIBF website.

You will have access to both asynchronous and synchronous teaching formats.

Via the Course Feed in the virtual learning environment, myCampus, you will be able to contact the module tutor in a flexible and accessible way.

This is also where Intensive Live Sessions are conducted synchronously with video-based elements. They serve to answer students' individual questions as well as to allow for group discussions.

Additionally, Learning Sprints[2] will offer a seven-week intense learning experience in which the lecturers guide students through the learning material in a very structured manner, with the goal of successfully preparing them to take the final assessment at the end. During this time, frequent synchronous online meetings are held, offering keynote speeches and interactive tasks.

Both the Intensive Live Sessions and Learning Sprints are recorded to further assist asynchronous learning.

In the on-campus format, teaching and learning combines online and in-person learning in a *flipped* classroom concept. Traditional classroom activities like lectures are conducted online via the learning platform, while in-class time is used for interactive work. On-campus elements like study groups and library study time complement this approach.

Learning Resources

You will have access to a wide range of resources, which may include the following:

- myCampus: This Moodle-based central information and digital learning platform is organised based on programmes and modules. On the respective module pages in myCampus, you can access all study materials (e.g., course books (i.e., text books), reading lists, practice exams and video galleries) as well as the links to all related resources and databases (e.g., MS Teams, links to the library for further reading, contact details of lecturers, links to the booking tool for online exams and the Turnitin submissions page). In the on-campus model you have

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[2] Offered only when the minimum number of participants is reached.

access to the same learning platform, with slight adaptations made to accommodate, for example, differences in study sequence.

- Learnhub App: You can access your learning materials in a digital app and have all your notes and highlights synchronised. The app supports different learning formats, such as reading and annotating course books, using different colour codes, assessing knowledge with interactive self-tests, or watching the latest videos of the current module.

- Our comprehensive online library is aligned with the study content and kept up to date. Compulsory and further reading is mentioned in the course and module descriptions available for the students and aims to provide them with unlimited access.

Assessment & Feedback

Regulations relating to progression and assessment, including information on late submissions, are as set out in LIBF's General and Academic Regulations for Students.

Assessment strategies follow LIBF's Higher Education Accessible and Inclusive Learning Policy.

Assessment consists of both formative and summative approaches, and feedback and feedforward are provided as outlined in LIBF's Higher Education Assessing Learning & Feedback Policy. The different types of assessment used by LIBF are described in the Higher Education Types of Summative Assessment Guidance.

Module assessment methods are included in Module Handbooks which are made available in myCampus.

Credit and Award

Credit Framework

The MSc Digital Marketing programme is made up of 180 FHEQ credits. One credit approximates to 10 student effort hours; therefore, the total course requires an average of 1,800 hours effort. Typically, one ECTS credit is the equivalent to two UK credits, although this may vary depending on the individual European state's requirements.

Award

On successful completion of the full programme, you will be awarded the MSc Digital Marketing.

Regulations

LIBF's General and Academic Regulations for Students detail

- regulations governing the award of credit,

- how grades for awards are granted,

- time limits for completion of programmes of study,

- capping of marks and regulations relating to the resitting of assessment components,

- academic misconduct (e.g., malpractice), and

- accreditation of prior learning (APL).

Exit Awards

In line with LIBF's General and Academic Regulations for Students, the following applies:

Postgraduate Certificate (PgCert)	minimum of 60 credits, of which at least 40 credits must be at Level 7
Postgraduate Diploma (PgDip)	minimum of 120 credits, of which at least 90 credits must be at Level 7

Note: LIBF does not award interim qualifications. For example, a student registered for the master's degree will not automatically be awarded a Postgraduate Diploma or Certificate on completion of the required number of credits.

Professional Recognition

Credits gained via accreditation of prior learning (APL) into our awards may mean that students will not get certain exemptions from other institutions' higher education or professional awards that may recognise our programmes.

Criteria for Admission

Normally, successful applicants will possess a 2.2 Honours degree (or equivalent) from a recognised institution.

Applicants not possessing this requirement may be considered if they can demonstrate their ability to achieve at this level and contribute to the debates, discussions and work of the learning set. In this case, applicants may be interviewed and / or required to submit a piece of written work in addition to their application to enable an assessment to be made of their suitability for the programme.

Applicants for whom English is not their first language would be expected to demonstrate their competence through achieving an IELTS score of 6.5 or above with no element below 6.0 (or equivalent). An online English test is offered (SPEEX) if IELTS not available. Alternatively, evidence you have previously studied in English at an appropriate level and at a recognised institution, may be accepted.

Benchmarks

External

- QAA UK Quality Code, including:
  - Subject Benchmark Statement for Master's Degrees in Business & Management (2023)
  - Level 7 descriptors in the Framework for Higher Education Qualifications in England, Wales and Northern Ireland
  - Master's degree characteristics
  - The Frameworks for Higher Education Qualifications of UK Degree Awarding Bodies (FHEQ)

Internal

- LIBF Code of Practice
- LIBF General and Academic Regulations for Students

In addition, research with the relevant sector has been undertaken to ensure that the learning outcomes of the programme address identified skills and knowledge gaps.

Links

Teaching, Learning and Assessment Strategy

The London Institute of Banking & Finance's General and Academic Regulations for Students

The London Institute of Banking & Finance's Code of Practice for Quality Assurance, Chapter 3: Accreditation of Prior Learning (APL)

Accessible and Inclusive Learning Policy

Types of Summative Assessment

Higher Education Assessing Learning & Feedback Policy

Subject Benchmark Statement for Master's Degrees in Business&Management (2023)

Framework for Higher Education Qualifications in England, Wales and Northern Ireland

Characteristics Statement: Master's Degree

Higher Education Credit Framework for England

Curriculum Map of Modules Against Intended Learning Outcomes of the Programme

Module Code	Module Name	Compulsory/ Elective	Intended Learning Outcomes of the Programme									
			LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10
LIBFWACSDLMDMDMS	Digital Marketing Strategies	C	X	X	X	X	X			X	X	
LIBFWAWADLMOSMM_E	Online and Social Media Marketing	C	X	X	X	X	X	X				
LIBFWAWADLMARM-01	Advanced Research Methods	C									X	X
LIBFEXDLMBSPBE1	Global Brand Management	C	X			X	X		X			
LIBFWACSDLMMADAS_E	Digital Analytics and Strategies	C	X	X	X	X	X				X	
LIBFWAREDLMDMSESCDM	Seminar: Ethic & Societal Considerations in Digital Marketing	C	X	X				X	X	X	X	
LIBFPDLMOMMM2_E	Project: Digital Campaigns	C	X	X	X	X	X					X
LIBFWAPRDLMOMPAOM_E	Project: Agile Online Marketing	C	X	X	X	X			X			X
LIBFWAREDLMAISCTAI	Seminar: Current Topics in AI	E	X	X		X						X
LIBFEXDLMIGCR-01_E	Corporate Governance of IT, Compliance, and Law	E						X				

Code	Module	Type	1	2	3	4	5	6	7	8	9	10
LIBFWAREDLMMASMR_E	Seminar: Marketing Responsibility	E				X		X	X		X	
LIBFWACSDLMBLSE-02	Leadership	E		X				X				
LIBFWAWADLMBDSA2	Analytical Software and Frameworks	E	X	X		X		X		X	X	X
LIBFEXDLMIOPDM	Diversity Management	E							X	X		
LIBFIRPFSINTER	Internship	E		X	X	X						X
LIBFMTDLMMTHES	Master Thesis	C	X	X	X	X	X	X	X	X	X	X

This table shows the distribution of the programme's intended learning outcomes (as specified in the programme specification) across the programme modules.

Mapping of Teaching Formats and Types of Media Used in the Programme Modules

Module Code	Module Name	Compulsory/ Elective	Type of Assessment[1]	Teaching Formats[2]			Types of Media[3]				
				CF	ILSE	LS[4]	CB	OT	RB	V	PE
LIBFWACSDLMDMDMS	Digital Marketing Strategies	C	WACS	X	X	X	X	X		X	
LIBFWAWADLMOSMM_E	Online and Social Media Marketing	C	EX	X	X	X	X	X		X	X
LIBFWAWADLMARM-01	Advanced Research Methods	C	WAWA	X	X	X	X	X		X	
LIBFEXDLMBSPBE1	Global Brand Management	C	EX	X	X	X	X	X		X	X
LIBFWACSDLMMADAS_E	Digital Analytics and Strategies	C	WACS	X	X	X	X	X		X	
LIBFWAREDLMDMSESCDM	Seminar: Ethic & Societal Considerations in Digital Marketing	C	WARE	X	X	X					
LIBFPDLMOMMM2_E	Project: Digital Campaigns	C	P	X	X	X					
LIBFWAPRDLMOMPAOM_E	Project: Agile Online Marketing	C	WAPR	X	X	X					
LIBFWAREDLMAISCTAI	Seminar: Current Topics in AI	E	WARE	X	X	X					
LIBFEXDLMIGCR-01_E	Corporate Governance of IT, Compliance, and Law	E	EX	X	X	X	X	X		X	X
LIBFWAREDLMMASMR_E	Seminar: Marketing Responsibility	E	WARE	X	X	X					
LIBFWACSDLMBLSE-02	Leadership	E	WACS	X	X	X	X	X		X	
LIBFWAWADLMBDSA2	Analytical Software and Frameworks	E	WAWA	X	X	X	X	X		X	
LIBFEXDLMIOPDM	Diversity Management	E	EX	X	X	X	X	X		X	X
LIBFIRPFSINTER	Internship	E	IRP	X	X	X					

LIBFMTDLMMTHES	Master Thesis	C	MT								

This table shows the distribution of teaching formats and types of media used in the programme modules.

[1]EX = Exam, WAWA = Written assignment, WACS = Case study, WARE = Research essay, WAPR = Project report, P = Portfolio, AW = Advanced Workbook, OARP = Oral Assignment + Reflection Paper, OPRRP = Oral Project Report + Reflection Paper, IRP = Internship Reflection Paper, BT/MT = Bachelor / Master Thesis

[2]CF = Course Feed, ILSE = Intensive Live Sessions, LS = Learning Sprints

[3]CB = Course Book, OT = Online Tests, RB = Review Book, V = Videos, PE = Practice Exams

[4]Offered only when the minimum number of participants is reached.