York
Est. 1841 | ST JOHN
UNIVERSITY

# Programme Specification

**MSc Digital Marketing and Data Analytics**
**Postgraduate Diploma Digital Marketing and Data Analytics**
**Postgraduate Certificate Digital Marketing and Data Analytics**

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|---|---|
| *School:* | York Business School |
| *Subject area:* | Business Management |
| *Entry from academic year:* | 2021-22 |
| *in the month(s) of:* | October, January, April, July |
| *Awarding institution:* | York St John University |
| *Teaching institution:* | York St John University |
| *Delivery location:* | York St John University Online Campus |
| *Programme/s accredited by:* | N/A |
| *Exit awards:* | Postgraduate Certificate in Digital Marketing and Data Analytics Postgraduate Diploma in Digital Marketing and Data Analytics |
| *UCAS code / GTTR / other:* | Not applicable |
| *Joint Honours combinations:* | Not applicable |
| *QAA subject benchmark statement(s):* | Subject Benchmark Statement for Business Management (June 2015) Master's degree characteristics (September 2015) |
| *Mode/s of study:* | Non-standard period of study as follows:<br>• Full-time for 18 months<br><br>Standard Postgraduate periods of study for full-time / part-time apply for the PGCert and PGDip |
| *Language of study:* | English |
| *Paired with foundation year* | No |
| *Study abroad opportunities:* | No |
| *Placement year opportunity:* | No |

## Introduction and special features

The MSc Digital Marketing and Data Analytics is designed to provide you with the tools and insights needed for a successful career in today's data-driven and digitally focused marketing landscape. The programme demonstrates how new digitally-focused tactics and strategies integrate with more traditional marketing tools and practices to capture new customers, build customer loyalty and provide superior customer service. You will understand the value of, and methods for, determining return on investment of Internet marketing programs, as well as online visitor and buyer behaviour, customer journey mapping, mobile marketing and social media. The award will enable you to develop a critical understanding of the issues relating to digital marketing, which will enhance your skills to develop sustainable individual and organisational potential.

You will explore issues that have significant impact within organisations by working with others and building on both personal individual experiences and comparing with those of cohort members. You will carry out projects and assignments designed to help you apply the theories, tools and techniques you learn. Much of

the learning is developed through the establishment of collaborative learning communities of programme participants and tutors and you will become part of that community of learning. Your understanding is developed around the key skills, processes and practices of marketing. Solutions to real problems are suggested, discussed and analysed within the learning community with the support of tutors and fellow learners.

This programme is delivered on-line, with the option of attending regular residential events. This on-line initiative recognises trends towards independent ways of learning, and virtual forms of communicating, whilst maintaining the known benefits of sharing and disseminating experience in a group. This programme brings together relevant contemporary academic theory and research with practical understanding of activities within organisations. Much of the learning is developed through the establishment of online collaborative learning communities of programme participants and tutors and you will become part of that community of learning.

Special features of the programme include:

- Flexible approach to enable students to make the best use of their time
- Online lectures, specially tailored to help develop critical thinking and innovative skills
- Assessment methods used to mirror organisational based activities
- Provides a supportive platform for critical reflection, through reflecting on the application of academic theories to real work situations
- Participation in active and supportive forums drawing on practical expertise

## Admissions criteria

You must meet the University's general entry criteria for postgraduate study. In addition, you must have:

- A Bachelor's degree or equivalent, achieved at Class 2:2 or above, from an approved university or institution

  or

- Current or recent work experience (within the last two years) appropriate to enable you to contribute to the programme

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/).

If you do not have traditional qualifications, you may be eligible for entry on the basis of Accredited Prior (Experiential) Learning (APL/APEL). We also consider applications for entry with advanced standing.

## Programme aim(s)

The overall aim of the programme is to develop your critical understanding and self-awareness of digital marketing and data analytics, so that you may develop your own skills and knowledge and develop both your individual and organisational potential. You will be supported as you:

- Develop critical awareness and understanding of the key concepts of digital marketing, data analytics, organisational strategy
- Develop the ability to connect theory with practice in creative and innovative ways and reflect upon the learning involved as well as the outcomes
- Develop critical awareness and understanding of the impact digital marketing and data analytics can have within organisations
- Develop and enhance life-long learning skills and personal development in order to work with self-direction and originality

## Programme learning outcomes

Upon successful completion of the programme students will be able to:

**Level 7**

7.1 Demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the study of opportunities and challenges of digital marketing and data analytics

7.2 Demonstrate a systematic, integrated and critically aware understanding of digital marketing and data analytics

7.3 Formulate a critical awareness of current issues in digital marketing and data analytics informed by knowledge at the forefront of the study, contemporary research and practice

7.4 Demonstrate a deep knowledge and critical understanding of organisations, context and response to changes in the global business environment

7.5 Extrapolate information critically and creatively utilising appropriate decision-making techniques in order to extract meaning and understanding, solve problems, and identify and evaluate options in a world of uncertainty and imperfect information

7.6 Design, conduct, analyse and disseminate an extended independent piece of research or business-related project from inception to completion

## Programme structure

This programme will be delivered online, with the option of attending residential events. The programme is designed to be roll-on and, to facilitate this, the taught modules are delivered in a linear order and students may commence the programme in October, January, April and July.

**Full-time (over 18 months)**

| Code | Level | Sequence | Month | Title | Credits | Module status compulsory or optional to take **C or O** | non-compensatable or compensatable **NC or X** |
|---|---|---|---|---|---|---|---|
| MBM7009M | 7 | 1 | 1-3 | Strategic Thinking in Digital Marketing | 30 | C | X |
| MBM7006M | 7 | 2 | 4-6 | Driving Insight from Data Analytics | 30 | C | X |
| MBM7007M | 7 | 3 | 7-9 | Communicating in the Digital Age | 30 | C | X |
| MBM7008M | 7 | 4 | 10-12 | Digital Change, Innovation and Disruption | 30 | C | X |
| MBB7010M | 7 | 5 | 12-18 | Capstone Project | 60 | C | NC |

NB all modules are non-compensatable for the PGCert

## Learning, teaching and assessment

The programme delivery is based on principles of adult learning, recognising that participants are likely to bring a large amount of experience and knowledge to the group, and can share this with each other. The style of the programme is participative, and resources for learning explicitly include the knowledge, experience and skills of all participants and staff.

Some participants may not have been engaged in formal education for some time, and may never have studied social sciences at postgraduate level: support with study skills, conventions of academic analysis and writing will be available for you from the first module, and will continue throughout the programme.

A key part of the philosophy of the programme is that by bringing together relevant academic theory and practical experience, you can enhance your deep understanding of these elements, and develop yourself as an individual and as a leader.

All modules are delivered utilising a range of online teaching, learning and assessment strategies including online video lectures, discussion forums and tutorials. All modules are assessed through a programme of work undertaken whilst studying for the MSc. Video lectures and associated learning materials are used as a foundation for discussion in online forums.

This is a dynamic area with wide ranging discussions. Sometimes this is tutor-led and sometimes participant-led, with the oversight of the tutor. As in the classroom, some participants learn best through energetic engagement in debate, while others best through occasional contribution and personal reflection. Everyone has their own learning style and it is one of the strengths of online provision that each person can learn in the way that is most appropriate for them.

A range of assessment tools are used including reports, critical essays, portfolios and recorded video presentations. Each module tutor will provide opportunities for formative assessment feedback to inform your work prior to submission. You will receive detailed feedback on assessment to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your subject knowledge.

## Progression and graduation requirements

The University's general regulations for postgraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

## Postgraduate Certificate in Digital Marketing and Data Analytics

Students can exit with a Postgraduate Certificate in Digital Marketing and Data Analytics upon successful completion of any two taught modules and the accumulation of a total of 60 credits.

## Postgraduate Diploma in Digital Marketing and Data Analytics

Students can exit with a Postgraduate Diploma in Digital Marketing and Data Analytics upon successful completion of all four taught modules and the accumulation of a total of 120 credits.

## Internal and external reference points

This programme specification was formulated with reference to:
- University mission and values
- University 2026 Strategy
- QAA subject benchmark statements
- Frameworks for Higher Education Qualifications
- York St John University General Regulations for Postgraduate Awards
- QAA Master's degree characteristics (September 2015)
- Principles for Responsible Management Education (Prime): Inspirational Guide for the Implementation of Prime

*Date written / revised: June 2019*
*Programme originally approved: June 2019*