UNIVERSITY of
BRADFORD
Faculty of Management,
Law & Social Sciences

MSc Digital and Strategic Marketing Specification
https://www.bradford.ac.uk/courses/pg/digital-and-strategic-marketing/

Academic Year:	2024/25
Degree Awarding Body:	The University of Bradford
Target Award (FHEQ Level 7):	Degree of Master of Science in Digital and Strategic Marketing
Interim Awards:	Postgraduate Diploma and/or Postgraduate Certificate (FHEQ Level 7)
Programme Accreditation:	The Chartered Institute of Marketing (CIM)
Programme Admissions:	September and January
Programme Duration:	12-15 months full-time, 24-27 months part-time
QAA Subject Benchmark:	Masters degree in Business and Management
Programme Origination:	March 2019

Please note: This programme specification has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but changes may occur given the interval between publishing and commencement of teaching. Any change which impacts the terms and conditions of an applicant's offer will be communicated to them. Upon commencement of the programme, students will receive further detail about their course and any minor changes will be discussed and/or communicated at this point.

Minor Modification Schedule

1. **March 2020:** MAR7505-B with MAR7510-B, MAR7506-B with MAR7511-B, MAR7507-B with MAR7512-A.
2. **September 2020:** Confirmed COVID adaptations. Specification made accessible.
3. **June 2021:** Specification reformatted. Returned to campus delivery. Replaced old module AFE7509-A with AFE7513-A. Added missing sections.
4. **May 2022:** Replace MAR7501-B with MAR7514-B; Swap MAR7504-A with MAR7509-A.
5. March 2023 – Optional modules reviewed.

Introduction

In accordance with the University's mission 'Making Knowledge Work', the School of Management aims to provide programmes that educate students as a manager and business specialist, and thus improve the quality of management as a profession.

The Master's in Digital and Strategic Marketing is designed to equip students with the necessary knowledge and skills to pursue appropriate careers in the field of digital and strategic marketing, and to contribute to business and society as a whole whilst applying the highest professional standards. This programme serves also as preparation for further study or an academic career in marketing.

The aim of this programme is to promote a critical understanding of core principles in digital and strategic marketing and acquire the specialist skills needed for careers in a wide variety of organisations internationally across multiple marketing roles. Throughout the programme, there is strong emphasis on the practical application of specialist knowledge and skills with opportunities for students to practice their analytical and

problem-solving capabilities through the use of case study and digital marketing simulations. Such practical skills and critical faculties will enable the student to apply the knowledge and understanding gained at an early stage in their careers in order to make a meaningful contribution to the organisations they will work for and provide leadership in various marketing roles at strategic level.

The Master's in Digital and Strategic Marketing covers areas such as Strategic Brand Management, digital marketing, marketing communications, consumer behaviour and marketing metrics within a wide range of business and commerce. The application of theories and tools to real-world practical problems should enable students to use the information and analyse various data sources in making optimal marketing decisions and choices. The programme cultivates the ethos of an engaging and inclusive learning community that is responsive to different learning styles and allows each student to develop to their full potential. Throughout the programme, there is strong emphasis on the practical application of specialist knowledge and skills. Such practical skills and critical faculties will enable the student to apply the knowledge and understanding gained at an early stage in their careers in order to make a meaningful contribution to the organisations they will work for and advance their career that leads to strategic role in public and private corporations.

On graduation from this programme students will have developed a portfolio of work that demonstrates specialist knowledge in digital and strategic marketing and employability and will thus be well-placed to access a range of career opportunities in either nationally or internationally. Therefore, graduates from this programme will be able to contribute to business and society as a whole whilst applying the highest professional standards and will be capable of identifying their own professional development requirements. Equipped with the skills, knowledge and critical faculties required to operate and thrive in the contemporary business environment, these graduates will be ideally placed to pursue a career in marketing, digital and strategic roles in a wide range of business and commerce environments.

The MSc in Digital and Strategic Marketing is a specialist level career entry programme: type 1 under the Quality Assurance Agency for Higher Education's "Benchmarks for Master Degrees in Business and Management". The programme is suitable for students with a first degree from a wide range of appropriate subjects from an approved university, or for those with an acceptable professional qualification.

Programme Aims
The programme is intended to:

A1.   Develop international Digital and Strategic Marketing professionals to be well prepared for careers in digital marketing, digital analytics, strategic brand management, product and service portfolio management, consultancy, marketing research, advertising, sales and business development and other specialist marketing related disciplines within a wide range of organisations, from large multi-national firms to SMEs within the private sector, and public service -including non-profit organisations.

A2.   Provide a sound theoretical understanding of organisational activities and the complexities that arise in the management of these as a consequence of the interrelationships that exist between them.

A3.   Develop a critical analysis of the theory and practice of digital and strategic marketing.

A4.   Provide the knowledge, technical skills and expertise to assist organisations in developing marketing strategies which deliver a sustainable competitive advantage through customer satisfaction.

A5.   Develop an understanding of the range of digital and strategic marketing tools and techniques, and how to integrate them to plan and implement successful marketing programmes.

A6.   Provide the knowledge and skills to assist students to take an active role in their future development as professional marketers in a dynamic and changing global environment.

A7.   Help those with knowledge and expertise in other disciplines to make the transition to the marketing and business world and assist them in developing their existing skills and knowledge within this context.

Programme Learning Outcomes

To be eligible for the FHEQ Level 7 Postgraduate Certificate award, students will be able to:

1.   Explain the strategic context in which organisations conduct digital and strategic marketing activities and how the environment influences decision making in a national and international context;

2.   Describe in detail the digital and strategic marketing activities of an organisation and the difficulties and management complexities that arise in this context

3.   Effectively communicate complex ideas clearly, both orally and in writing to a broad range of recipients

To be eligible for the FHEQ Level 7 Postgraduate Diploma award, students will additionally be able to:

4.   Critically discuss the digital and strategic marketing and brand management activities of an organisation and evaluate their effect on business policy, strategy, performance and stakeholder expectations

5.   Synthesise and critically appraise emerging marketing information and knowledge using qualitative and quantitative techniques to generate creative solutions to a range of digital and strategic marketing problems

6.   Develop solutions to complex digital and strategic marketing problems through the application of appropriate theoretical models and frameworks

7. Develop original solutions to complex marketing problems, and to work cooperatively with others providing ethical leadership in effecting change

8. Develop the knowledge and skills required to practice as a professional manager through critical self-awareness and reflective practice skills

To be eligible for the FHEQ Level 7 Degree award of Master, students will additionally be able to:

9. Identify the information needs of an organisation and design, conduct and manage research into a range of organisational and management issues/activities to inform the development of marketing strategies

10. Design, conduct and manage research into a range of digital and strategic marketing issues/activities to inform the development of business strategies.

Assessment Strategy

The assessment strategy for this programme is based on principles of constructive alignment, diversity and inclusion. It employs a well-developed range of formative and summative assessments tasks which are designed to help students to develop and demonstrate knowledge and understanding as well as a skill set in accordance with the learning outcomes for the programme overall and for specific modules. Our overall strategy aims to develop ability to succeed in a global context, and to assist individuals to take effective roles within them in a balanced and diverse range of assessment tasks.

The formative assessment strategy includes monitoring student's learning throughout each semester, using a range of class and seminar activities, personal tutors, project supervision and a variety of coursework, including essays, reflective notes, literature reviews, oral or audio-visual presentations, case analysis and group and individual tasks for which formative feedback is given.

The programme is summatively assessed by a mixture of written examinations, assessed coursework, and applied coursework requiring the use of specialist computer software used on this programme as well as case studies, group projects and [multimedia] presentations.

Assessment is integrated with learning and teaching to support and demonstrate achievement of the learning outcomes for individual modules and the programme as a whole. The dissertation is a capstone module assessing all learning outcomes.

Learning Outcomes 1, 2, 3 and 4 are focused on the acquisition of knowledge, understanding and communication. They are assessed by a mixture of closed book examinations and individual pieces of coursework and group work, including [multimedia] presentations.

Learning Outcomes 5, 6 and 7 are focused on the application of knowledge and its communication. They are assessed by a mixture of individual coursework, group coursework, individual and group presentations (including multi-media), in workshops and by computer simulation.

Learning Outcomes 8 and 9 are focused on the transferable skills that are so important to employability, such as teamwork, practical creativity and self-awareness. They are assessed by a mixture of individual coursework, group coursework, individual and group presentations (including multi-media), examination and by management reports on the computer simulation.

Assessment Regulations

This Programme conforms to the standard University Postgraduate Assessment Regulations which are available at the link https://www.bradford.ac.uk/regulations/

However, there is one exception to these regulations: On completion of the taught element of the programme and at the Interim Exam Board, a student who has 50 credits or more requiring supplementary assessment will not be permitted to proceed to the dissertation stage of the programme. The decision to allow progression will only be reconsidered at the Supplementary Exam Board.

The curriculum may change, subject to the University's programme approval, monitoring and review procedures.

Learning and Teaching Strategy

Generally, this programme aims at integrating applied and theoretical knowledge with assessment processes that test both knowledge of the discipline and understanding of its application and limitations. The learning and teaching strategy put significant emphasis on the development of analytical, practical and interpersonal skills. Throughout the programme, students will be actively engaged in a diverse range of learning activities designed to develop your capacities for thoughtful analysis and reflective practice. Learning strategies have been developed to be inclusive of those with particular needs, adopting small group seminars and electronic support mechanisms.

Teaching on the programme will take different formats and will be directed, supported and reinforced through a combination of formal lectures, staff/student led group tasks and discussions, simulations, personal research, field work and guided self-study, tutorials, seminars and directed reading. Sessions may be delivered weekly or in blocks. Small Group sessions will use case studies and simulations with formative feedback given in class. Students will be guided to suitable primary and secondary data sources and be required to conduct research and presentation exercises. These activities will all be further supported by the use of a virtual learning environment.

In addition to learning within modules, personal academic tutors will support individual academic development, by helping in analysing learning needs, developing appropriate learning strategies that enable students to reflect on their own progress. Building many and varied opportunities to engage with and learn from each other into the programme is integral to fostering an inclusive learning environment. There is University-wide support available for developing academic skills, information literacy and programming languages.

Further, there are many opportunities to take part in exciting extra-curricular activities. The Faculty's Career Booster professional development programme offers opportunities to

advance intellectual and employability skills (e.g. critical thinking, communication, team work, problem solving). https://www.bradford.ac.uk/mlss/careerbooster/

The School of Management is dynamic with a diverse and active Faculty and wider University. It arranges numerous events and opportunities each semester beyond the taught modules to engage with not only academic but also policy and practitioner events and issues. These include invited speakers, seminars, workshops, activities and conferences, both off and on-campus. Please note that such off-campus learning activities may involve an extra cost to the student.

Academic Student Journey
Full-time Delivery

Students entering the full-time programme in September or January will study the course content in a different order to each other as detailed here:

Mode of Study 1: Full-time, September entry

Study Period	Learning and Teaching	Assessment
Autumn Semester (1)	Induction and Semester 1 Modules	Coursework submission (December)
Spring Semester (2)	Semester 2 Modules. Supervisor allocated and start work on the Dissertation	Coursework submission and exam period (April/May)
Summer (3)	International Master's Summer School (accredited or attendance options). Continue work on the Dissertation	Submit Dissertation (September)

Mode of Study 2: Full time, January entry

Study Period	Learning and Teaching	Assessment
Spring Semester (2)	Induction and Semester 2 Modules	Coursework submission (April)
Summer (3)	International Master's Summer School (accredited or attendance options). Supervisor allocated and start work on the Dissertation	-
Autumn Semester (1)	Semester 1 Modules	Coursework submission and exam period (December/January)
Spring Semester (2)	Continue work on the Dissertation	Submit Dissertation (March)

Part-time Delivery

The model part-time student journey is based on the equivalent of 1 day's attendance per week over 2 years, with the following planned sequence (depending on timetabling and subject to the University's programme approval, monitoring, and review procedures):

Mode of Study 3: Part time, September entry

Study Period	Learning and Teaching
Year 1, Semester 1	Two Core Modules
Year 1, Semester 2	One Core Module + One Option Module
Year 2, Semester 1	Two Core Modules
Year 2, Semester 2	One Core Module + One Option Module
Year 2, full year	Dissertation

Study Abroad

This programme is not designed to include a study abroad component. However, students are welcome to explore available opportunities for a Study Abroad Semester that may be viable for them via our International Opportunities team. This option can be available **ONLY** if the modules offered by the host institution allow the student to meet the learning outcomes of the Bradford Programme during Semester 1 **OR** Semester 2.

Any student wishing to study abroad for a semester should first contact the International Opportunities Team to explore the opportunities and funding in place and, secondly, the Faculty Exchange Coordinator to check if the available options and relevant modules are in line with the University requirements. Following these checks, the International Opportunities Team and the Faculty Exchange Coordinator will liaise with the relevant Programme Leader to validate the modules and the semester exchange.

The semester exchange requires students to study only modules suitable to the Bradford programme when abroad. Therefore, all modules selected for the exchange will have to be mapped to the Bradford programme learning outcomes and be approved by the Programme Leader and the Director of Studies in Bradford in advance of the exchange. During the exchange, if the student needs to change the modules, this can only be done after approval of the Programme Leader and Director of Programmes.

If the student fails a module abroad, the student must inform immediately the International Opportunities Team and the Faculty Exchange Coordinator and explore the possibility of re-taking any exams at the host institution.

During the exchange, students will have support from the relevant University services. All credit successfully obtained whilst on study abroad semester will count towards the student's final degree. Our International Opportunities team can advise students about the available funding to support their study or work experience abroad.

The list of exchange partners and network of Universities available for Study Abroad Semester, as well as further information about international opportunities can be found online at www.bradford.ac.uk/exchanges/current-students.

Please note: Some institutions are only available to undergraduate or postgraduate students. Any potential exchange is dependent on student eligibility, student finance, and the appropriate modules required to fulfil the requirements of the programme being available at either institution.

Curriculum

The Master's degree in Digital and Strategic Marketing is built on a foundation of specialist marketing modules and broader management modules, all offered at FHEQ Level 7 (Master's degree level) standard.

In **Semester 1**, students will take the compulsory taught (core) modules and select 1 option module worth 10 credits:

Semester 1 Modules

Title	Code	Credits	Type
Digital Marketing Metrics	MAR7509-A	10	**Core**
Marketing Communications in the Digital World	MAR7508-B	20	**Core**
Strategic Brand Management	MAR7514-B	20	**Core**
Developing Skills for Business Leadership	HRM7503-A	10	**Option**
International Marketing	MAR7504-A	10	**Option**

In **Semester 2**, students will take the compulsory taught (core) modules and select 1 option module worth 10 credits. Students who select an alternative accredited option can choose to additionally take part in the International Summer School without assessment.

Semester 2 Modules

Title	Code	Credits	Type
Consumer Behaviour and insights in the Digital Age	MAR7510-B	20	**Core**
Digital Business and Marketing Strategy Simulation	MAR7512-A	10	**Core**
Digital Marketing, Campaign Planning and Analytics	MAR7511-B	20	**Core**
Corporate Social Responsibility	SIB7505-A	10	**Option**
Cross Cultural Management	SIB7504-A	10	**Option**
Entrepreneurship and Innovation	EAE7501-A	10	**Option**
International Master's Summer School	SIB7506-A	10	**Option**
International Master's Summer School (attendance only)	SIB7507-Z	0	**Option**

Following the successful completion of the taught component students will be registered on the **Dissertation** module.

Dissertation Stage Module 1

Title	Code	Credits	Study Availability
Dissertation	MAL7501-E	60	**September cohort submit September 2025** **January cohort submit March 2026**

Awards Attainable

Students will be eligible to exit with the award of **Postgraduate Certificate** if they have successfully completed 60 credits and achieved the award learning outcomes.

Students will be eligible to exit with the award of **Postgraduate Diploma** if they have successfully completed at least 120 credits and achieved the award learning outcomes.

Students will be eligible for the award of **Degree of Master of Science** if they have successfully completed at least 180 credits and achieved the award learning outcomes.

Admission Requirements

We take into consideration a number of factors when assessing your application. It's not just about your grades; we take the time to understand your personal circumstances and make decisions based on your potential to thrive at university and beyond.

As the programme is delivered entirely in English, applicants must be able to demonstrate proficiency in the English language thus, UK educated students must have a GCSE grade 4 (C) or above. Non-native speakers must have a 6.5 score on IELTS test of English or 94 in the internet-based TOEFL - exceptionally, holders of a UK degree awarded within 2 years prior to entry to the Bradford programme may be exempt from these English test requirements.

A typical entry profile for the MSc in Digital and Strategic Marketing will be a UK Bachelor's degree with honours, classified at 2:2 or above, or its equivalent in any discipline from an approved higher education institution. This is generally equivalent to an International degree grade percentile average (GPA) of 2.5 out of 4.0 or 6.5 out of 10, or overall average of 70 from 100%. Further guidance can be found online: brad.ac.uk/international/country/

Please note: The information above relates to the contemporary application cycle when this document was published and so may not reflect the current admission requirements. The tariff that applies to the current cycle is published on the course website at www.brad.ac.uk/courses/pg/digital-and-strategic-marketing/ .

Recognition of Prior Learning

Applications are welcome from students with non-standard qualifications and students returning to study (aged over 25 years of age on entry). Equivalent professional qualifications will also be eligible if supported with appropriate practical experience.

Most important in the decision to offer a place is our assessment of a candidate's potential to benefit from their studies and of their ability to succeed on this particular programme. Consideration of applications will be based on a combination of formal academic qualifications and other (significant) relevant experience. This is assessed by interview on a case-by-case basis.

If applicants have prior certificated learning or professional experience which may be equivalent to parts of this programme, the University has procedures to evaluate and recognise this learning in order to provide applicants with exemptions from specified modules or parts of the programme. For more details about our Recognition of Prior Learning procedures visit the website www.brad.ac.uk/teaching-quality/prior-learning.