

Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2025/26

Date created: Click or tap here to enter text.

Last amended: 11/04/2025

Version no. 1 Date

approved by EQED: Click or tap here to enter text.

1. Programme title(s) and code(s):

MSc Digital Marketing*

Postgraduate Diploma* Digital Marketing

Postgraduate Certificate* Digital Marketing

Notes

* An award marked with an asterisk is only available as an exit award and is not available for students to register onto.

a) [HECOS Code](#)

HECOS Code	%
100075	75
100440	25

2. Awarding body or institution: University of Leicester

3. a) Mode of study Full-time

b) Type of study Campus-based

4. Registration periods:

MSc Digital Marketing

The normal period of registration for the MSc Digital Marketing is 12 months. The maximum period of registration for the MSc Digital Marketing is 24 months.

5. Typical entry requirements

Candidates should normally have at least one of the following:

- An upper second-class (or above) Undergraduate honours degree from a recognised HEI
- a postgraduate diploma from a recognised HEI
- a relevant graduate level professional qualification.

Where English is not the applicant's first language, applicants must satisfy the University of Leicester, School of Business English language requirements which can be found at <https://le.ac.uk/study/international-students/english-language-requirements>

6. Accreditation of Prior Learning

N/A

7. Programme aims

The MSc in Digital Marketing course is a specialist career entry programme which aims to:

1. Demonstrate a systematic understanding of knowledge and critical understanding of the principal ideas, concepts, models, principles and practices underpinning Digital Marketing.
2. Demonstrate originality in the application of technical Digital Marketing skills and contemporary theories to a wide range of operational environments and research problems.
3. Develop critiques of methodologies in collating, analysing, selecting and communicating data utilising media, formats and language appropriate for a variety of audiences.
4. Demonstrate self-direction and originality required to be a confident learner, with the ability to work both independently and collaboratively.
5. Critically evaluate and apply knowledge of ethics, responsibility and sustainability to corporate, regional, local, national and global Digital Marketing.
6. Deal with complex issues - both systematically and creatively, make sound judgements to seek out solutions to unfamiliar problems..
7. Critically evaluate arguments and evidence considering context and having an awareness of alternative viewpoints..

8. Reference points used to inform the programme specification

- [QAA Benchmarking Statement – Business and management](#)
- [QAA Benchmarking Statement – Communication, Media, Film and Cultural Studies](#)
- Framework for Higher Education Qualifications (FHEQ)
- UK Quality Code for Higher Education
- [Education Strategy](#)
- [University Assessment Strategy](#) [login required]
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)
- United Nations Education for Sustainable Development Goals
- Student Destinations Data

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9. Programme Outcomes

Unless otherwise stated, programme outcomes apply to all awards specified in 1. Programme title(s). To ensure students meet the programme specific learning outcomes the following competences are mapped to the programme learning outcomes as described in 7.

a) Discipline specific knowledge and competencies

i) Knowledge

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Students should be able to:</p> <ul style="list-style-type: none"> - Possess sound knowledge of the key principles and practices in digital marketing management, managing digital content, media planning and digital communications strategy (i). - In addition to the above students should possess knowledge of quantitative and qualitative methods and methodologies used to research in digital marketing (iv). 	<p>Lectures, seminars, directed reading, guided independent study, assignment feedback: formative and summative. In addition to the above: completion of an independent research project culminating in a dissertation.</p>	<p>Case studies (in MN7010), debate, reflection (MN7011 and MS7088), simulation, quizzes, leading discussions, group meetings, rehearsals and revision of group assessment (e.g. in MN7010).</p> <p>The dissertation supervision process (1-to-1), independent research (e.g. in MN7029).</p>	<p>Essay, coursework assignments and presentation (formative and summative).</p> <p>Research proposal (MN7435); dissertation (MN7029).</p>

ii) Concepts

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
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<p>Students should be able to:</p> <ul style="list-style-type: none"> - comprehend and critique core digital marketing concepts including segmentation, targeting and positioning; qualitative, quantitative and analytics research and key models and frameworks related to digital consumers behaviour (i,vii) - explain and critique core concepts in research methodology underpinning the social sciences and digital marketing research (i,iii,vii). 	<p>Lectures, seminars, directed reading, guided independent study, assignment feedback: formative and summative.</p> <p>Completion of an independent research project culminating in a dissertation.</p>	<p>Case studies (in MN7010), debate, reflection (MN7011 and MS7088), simulation, quizzes, leading discussions, group meetings, rehearsals and revision of group assessment (e.g. in MN7010).</p> <p>The dissertation supervision process (1-to-1), independent research (e.g. in MN7029).</p>	<p>Essay, coursework assignments and presentation (formative and summative).</p> <p>Research proposal (MN7435); dissertation (MN7029)</p>
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iii) Techniques

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Students should be able to:</p> <ul style="list-style-type: none"> - Students should be able to demonstrate to the selection of relevant material from academic readings and demonstrate the ability of academic writing and associated bibliographic techniques. (iii,vii) . - In addition to the above, graduates should be able to demonstrate mastery of a range of appropriate methodological tools used to 	<p>Lectures, seminars, directed reading, guided independent study, assignment feedback: formative and summative.</p> <p>Completion of an independent research project culminating in a dissertation.</p>	<p>Case studies (in MN7010), debate, reflection (MN7011 and MS7088), simulation, quizzes, leading discussions, group meetings, rehearsals and revision of group assessment (e.g. in MN7010).</p> <p>The dissertation supervision process (1-to-1), independent research (e.g. in MN7029).</p>	<p>Essay, coursework assignments and presentation (formative and summative).</p> <p>Research proposal (MN7435); dissertation (MN7029).</p>

investigate issues in digital marketing (ii, iii, vi).			
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iv) Critical Analysis

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: -identify and apply relevant concepts and techniques with independence and rigour. (ii,v,vi)	Lectures, seminars, directed reading, guided independent study, assignment feedback: formative and summative. Completion of an independent research project culminating in a dissertation.	Case studies (in MN7010), debate, reflection (MN7011 and MS7088), simulation, quizzes, leading discussions, group meetings, rehearsals and revision of group assessment (e.g. in MN7010). The dissertation supervision process (1-to-1), independent research (e.g. in MN7029).	Essay, coursework assignments and presentation (formative and summative). Research proposal (MN7435); dissertation (MN7029).

v) Presentation

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to present and communicate professional and academic writing to a professional standard appropriate for a variety of audiences (iii).	Assignment feedback: formative and summative; directed reading, guided independent study and seminars. In addition, completion of an independent research project culminating in a dissertation.	Reflection (MS7011 and MS7088), leading discussions, group meetings, rehearsals and revision of group assessment. The dissertation supervision process (1-to-1), independent research (in MN7029).	Essay, coursework assignments and presentation (formative and summative). Research proposal (MN7435); dissertation (MN7029).

vi) Appraisal of evidence

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to analyse a variety of complex digital marketing and digital consumer research ideas. (vi,vii). In addition to the above, students should be able to demonstrate an independent level of inquiry at an advanced level (iv, vi, vii)	Lectures, seminars, directed reading, guided independent study, assignment feedback: formative and summative. Completion of an independent research project culminating in a dissertation.	Case studies (in MN7010), debate, reflection (MN7011 and MS7088), simulation, quizzes, leading discussions, group meetings, rehearsals and revision of group assessment (e.g, in MN7010). The dissertation supervision process (1-to-1), independent research (e.g. in MN7029).	Essay, coursework assignments and presentation (formative and summative). Research proposal; dissertation.

b) Transferable Skills

i) Research Skills

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: <ul style="list-style-type: none"> - locate, select and organise relevant evidence and to produce logically structured, focused and clearly written assignments (iii, vii). - plan research projects based on focused research questions, conduct significant background research and literature, collect and analyse data relevant to research questions, and report on findings demonstrating an 	Seminars, assignment feedback: formative and summative; directed reading, guided independent study. Workshops in use of digital marketing resources and information consultations with Library staff. Completion of an independent research project culminating in a dissertation.	Case studies (in MN7010), debate, reflection (MN7011 and MS7088), simulation, quizzes, leading discussions, group meetings, rehearsals and revision of group assessment (e.g, in MN7010). The dissertation supervision process (1-to-1), independent research (e.g. in MN7029).	Essay, coursework assignments and presentation (formative and summative). Research proposal (MN7435); dissertation (MN7029).

ability to critique the data (ii,iii,iv,v).			
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ii) Communication skills

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to write and present (both written and oral) with clarity and precision (iii). In addition to the above, produce a dissertation that is logically structured and written with clarity and precision (iii).	Assignment feedback: formative and summative; guided independent study and seminars. In addition to the above: completion of an independent research project culminating in a dissertation.	Case studies (in MN7010), debate, reflection (MN7011 and MS7088), simulation, quizzes, leading discussions, group meetings, rehearsals and revision of group assessment (e.g. in MN7010). The dissertation supervision process (1-to-1), independent research (e.g. in MN7029)	Written skills to be assessed using essay, report and coursework assignments. Oral skills to be assessed using formative/summative assessment based on informal qualitative feedback on content and performance from lecturer and peers (MN7010, MS7088 and MN7029).

iii) Data Presentation

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: - synthesise secondary research data into coherent and sustained written arguments through professional report (vi,vii). - Clearly arrange primary research data into thematic analysis and/or statistical data (iii).	Assignment feedback: formative and summative; guided independent study. In addition to the above: completion of an independent research project culminating in a dissertation. Lectures and seminars designed to support the preparation of the research proposal.	Case studies (in MN7010), debate, reflection (MN7011 and MS7088), simulation, quizzes, leading discussions, group meetings, rehearsals and revision of group assessment (e.g. in MN7010). The dissertation supervision process (1-to-1), independent research (e.g. in MN7029)	Essay, coursework assignments and presentation (formative and summative). Research proposal; dissertation.

iv) Information Technology

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Students should be able to:</p> <ul style="list-style-type: none"> - retrieve and present information using appropriate information technology, software and subject specific databases (iii).. - In addition to the above to use, if necessary, data analysis software that is relevant to their digital dissertation (e.g. SPSS, NVIVO) (iii). 	<p>Lectures; seminar Introduction to SPSS, Tableau, Machine Learning, Blackboard Resources.</p> <p>In addition to the above: completion of an independent research project culminating in a dissertation.</p>	<p>Case studies (MN7010), reflection, (MN7011 and MS7088) simulation, quizzes</p> <p>The dissertation supervision process (1-to-1), independent research (MN7029).</p>	<p>Essay, coursework assignments and presentation (formative and summative).</p> <p>Research proposal (MN7435); dissertation (MN7029)</p>

v) Problem Solving

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Students should be able to to identify, investigate, analyse, formulate and advocate solutions to problems. Analysis should lead to the proposal of sustainable actions that help resolve problems (v,vi)</p>	<p>Lectures, seminars, directed reading, guided independent study, assignment feedback: formative and summative.</p>	<p>Case studies (MN7010), reflection, (MN7011 and MS7088) simulation, quizzes</p> <p>The dissertation supervision process (1-to-1), independent research (MN7029).</p>	<p>Practical report (MN7010, MS7088), Essay assignments (MN7011), independent research (MN7029), particularly that leading to the dissertation</p>

vi) Working relationships

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
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<p>Students should be able to to work collaboratively as part of a team; ability to contribute and comment on ideas in learning groups.</p> <p>Know how and when to draw on the knowledge and expertise of others (iv, vii).</p>	<p>seminar activities such as moderating and participating in a focus group; group problem solving through case studies as well as preparation of presentations.</p> <p>the establishment of a working relationship with the dissertation supervisor (or the resolution of any problems through consultation with the Module Leader and the Programme Leader).</p>	<p>Case studies, debate, reflection, simulation, leading discussions, group meetings, rehearsals and revision of group assessment (in MN7010).</p> <p>The dissertation supervision process (1-to-1), independent research (MN7029).</p>	<p>Formative assessment based on informal qualitative feedback on content and performance from lecturers, peers (MN7010) and supervisor (in the case of dissertation-MN7029).</p>
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vii) Managing learning

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Students should be able to:</p> <ul style="list-style-type: none"> - manage guided independent study to ensure the completion of assessment tasks and successfully manage the related study work-load (iv).. - In addition to the above: students should be able to identify a credible research project; construct a feasible research timetable; carry out independent research (iv). 	<p>Lectures, seminars, directed reading, guided independent study, assignment feedback: formative and summative.</p>	<p>Case studies, debate, reflection, simulation, quizzes, leading discussions</p> <p>The dissertation supervision process (1-to-1), independent research (MN7029).</p>	<p>Essay, coursework assignments and presentation (formative and summative).</p> <p>Research proposal (MN7435); dissertation (MN7029)</p>

viii) Career Management

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
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<p>Students should be able to:</p> <ul style="list-style-type: none"> - take charge of progress and development; to reflect on strengths and limitations, interests, motivation and skills; recognition of achievements (iv,vi). - research an area which may be relevant to the student's career preferences (iv,vi) 	<p>Personal Tutor system; self-reflection on assignment feedback; guest lecture/s from alumni and marketing professionals, Continuing Professional Development opportunities.</p> <p>In addition to the above; completion of an independent research project culminating in a dissertation.</p>	<p>Reflection (MN7011 and MS7088), leading discussions. The dissertation supervision process.</p>	<p>Personal Development Planning Dissertation (e.g. in MN7029)</p>
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10. Progression points

This programme follows the standard Scheme of Progression set out in [Senate Regulations](#) – see the version of *Senate Regulation 6 governing postgraduate programmes* relevant to the year of entry.

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course.

a) Course transfers

N/A

b) Year in Industry

N/A

11. Criteria for award and classification

This programme follows the standard scheme of postgraduate award and classification set out in [Senate Regulations](#) – see the version of *Senate Regulation governing postgraduate programmes* relevant to the year of entry.

Students are required to pass the module MS7088 to be able to get an interim award titled Digital Marketing. If the interim award is based only on a combination of MN7010, MN7011 or MN7435, students will instead gain an interim award of a Marketing PGCert/Dip.

12. Special features

Research-inspired Education

Students on this programme will advance through the four quadrants of the University of Leicester Research-inspired Education Framework as follows:

RiE Quadrant	Narrative
Research-briefed Bringing staff research content into the curriculum.	<p>The Digital Marketing programme provides a thorough grounding of the knowledge and skills required by digital marketing professionals. It provides students with the ability to think critically, problem solve and appraise potential solutions to real-world issues. It draws on global and international standards and expectations ensuring that the knowledge and skills acquired by graduates align with the expectations of the profession in the field.</p> <p>Research briefed – From the beginning of the course students will be exposed to both research processes and outputs from members of the university's research groups related to Technology and Digital Marketing, Consumers, and Digital Media Contents as well as external researchers and members of the digital marketing professional community.</p>
Research-based	<p>Research based – Students will have an experience of thinking through the details of digital media content launch strategy to maximize the reach and engagement of the digital contents. Additionally, drawing from lecture material, readings or class</p>

<p>Framed enquiry for exploring existing knowledge.</p> <p>Research-oriented</p> <p>Students critique published research content and process.</p> <p>Research-apprenticed</p> <p>Experiencing the research process and methods; building new knowledge.</p>	<p>discussion, students will be able to consider the way that the digital media ecosystem structures and digital media making process.</p> <p>Research oriented – students are required to critically evaluate academic literature, digital data and contents including business and consultation reports from the professional bodies.</p> <p>Research apprenticed – training and practice will be provided for all students on writing for a variety of audiences, collaborative working, oral presentation skills and academic literacy.</p> <p>Students will be required to present findings from research and problem-based activities in a variety of formats for a variety of academic and business focused audiences.</p>
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As part of studying at a research-intensive university, students on this programme have the following extra or co-curricular opportunities available to them to gain exposure to research culture:

Research seminars and workshops are timetabled on a weekly basis across the College of Business and are accessible to all students within the College. These sessions focus not only on potential research outputs and working papers from academic staff within the College but also on the processes underpinning research and dissemination of work.

Most of modules within the programme, contents are largely drawn from publications and books associated with the research undertaken by academics associated with the University of Leicester.

Teaching on this programme will be research-informed (it draws consciously on systematic inquiry into the teaching and learning process itself) in the following way:

The School supports all staff involved in teaching to gain an accredited Higher Education teaching qualification, in which they demonstrate their use of teaching theory to support their own practice and reflect on their current teaching and continuing professional development.

All module leaders and teaching team are not only members of their subject specific research group but also the College's Academy of Education. The College Academy of Education runs regular sessions including external speakers and workshops for recognition of external awards for teaching excellence. The Academy also facilitates a journal paper book group which provides an informal environment to discuss contemporary pedagogic issues related to Business education.

The Academy underpins a teaching and learning research culture which provides staff with a clear platform to share and evaluate current and potential practice-based activities within the pedagogic sphere.

13. Indications of programme quality

The quality of all ULSB programmes is the responsibility of the School's Education Committee. The School uses a variety of indicators to maintain oversight of programme quality including:

- External Examiner Reports
- Internally Administered Student Satisfaction Feedback
- Student Attainment Data
- Peer Enhancement of Learning and Teaching Process and Reporting
- Panel of Examiners

All programmes are reviewed formally through the University administered processes of:

- Periodic Development Review
- Annual Programme Review
- Curriculum Planning

14. External Examiner(s) reports

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports for this programme can be found at exampapers@Leicester [log-in required].

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Appendix 1: Programme structure (programme regulations)

The University regularly reviews its programmes and modules to ensure that they reflect the current status of the discipline and offer the best learning experience to students. On occasion, it may be necessary to alter particular aspects of a course or module.

Updates to the programme

Academic year affected	Module	Change
2025/26	MK7011 Consumers, Brands and Digital Communications Strategy	Previously <i>Consumers, Brands and Communications</i>

MSc Digital Marketing

Level 7/Year 1 Delivery Year 2025/26 Intake Month September Mode of Study Full Time Structure

Credit breakdown

Status	Teaching Period 1	Teaching Period 2	Teaching Period 3 and 4
Core	60 credits	60 credits	60 credits
Optional	n/a	n/a	n/a

180 credits in total

Core modules

Delivery Period	Code	Title	Credits
Teaching Period 1 (October – January) Sem 1	MK7010	Marketing Management and Practice	30 credits

Delivery Period	Code	Title	Credits
Teaching Period 1 (October – January) Sem 1	MK7011	Consumers, Brands and Digital Communications Strategy	30 credits
Teaching Period 2 (January – April) Sem 2	MK7435	Market Intelligence, Data Analysis and Research Methods	30 credits
Teaching Period 2 (January – April) Sem 2	MK7088	Producing and managing digital content	30 credits
Teaching Period 3 & 4* (May – September) Sem 2*	MK7029	Dissertation (Digital Marketing)	60 credits

Notes

*Denotes module with delivery spanning 2 academic years

Students will undertake their dissertation in Digital Marketing (MNXXXX). Students who wish to undertake research which is more aligned with the specialisms within the School of Arts Department of Media and Communications will be, where possible, allocated a supervisor from outside the Business School. The supervisor will be selected ensuring their research area is aligned with the focus of the dissertation.

Where possible research projects will be undertaken responding to real problems and providing active data sets and tasks.

Level 7/Year 1 Delivery Year 2025/26 Intake Month January Mode of Study Full Time Structure

Credit breakdown

Status	Teaching Period 2	Teaching Period 3	Teaching Period 4 and 1
Core	60 credits	60 credits	60 credits
Optional	n/a	n/a	n/a

180 credits in total

Core modules

Delivery Period	Code	Title	Credits
Teaching Period 2 (January-April) Sem 2	MK7035	Market Intelligence, Data Analysis and Research Methods	30 credits
Teaching Period 2 (January-April) Sem 2	MK7088	Producing and managing digital content	30 credits
Teaching Period 3 (May – July) T3	MK7010	Marketing Management and Practice	30 credits
Teaching Period 3 (May – July) T3	MK7011	Consumers, Brands and Digital Communications Strategy	30 credits
Teaching Period 4* and Teaching Period 1 (July – January) T3*	MK7029	Dissertation (Digital Marketing)	60 credits

Notes

*Denotes module with delivery spanning 2 academic years

Students will undertake their dissertation in Digital Marketing (MN7029). Students who wish to undertake research which is more aligned with the specialisms within the School of Arts Department of Media and Communications will be, where possible, allocated a supervisor from outside the Business School. The supervisor will be selected ensuring their research area is aligned with the focus of the dissertation.

Where possible research projects will be undertaken responding to real problems and providing active data sets and tasks.

Level 7/Year 1 Delivery Year 2025/26 Intake Month April Mode of Study Full Time Structure

Credit breakdown

Status	Teaching Period 3	Teaching Period 4*	Teaching Period 1 & 2 (Year Long)
Core	60 credits	60 credits	60 credits

Optional	n/a	n/a	n/a
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Delivery period	Code	Title	Credits
Teaching Period 3 (April – July) T3	MK7010	Marketing Management and Practice	30
Teaching Period 3 (April – July) T3	MK7011	Consumers, Brands and Digital Communications Strategy	30
Teaching Period 4 (July – Sept) T3*	MK7435	Market Intelligence, Data Analysis and Research Methods	30
Teaching Period 4 (July – Sept) T3*	MK7088	Producing and managing digital content	30
Teaching Period 1 & 2 (October – April) Year Long	MK7029	Dissertation (Digital Marketing)	60

*Denotes module with delivery spanning 2 academic years

Appendix 2: Module specifications

See postgraduate [module specification database](#) (Note - modules are organized by year of delivery) [login-required]