Buckinghamshire New University

PROGRAMME SPECIFICATION

1. Key Information

Programme Title:	MSc Digital Marketing Leadership MSc Digital Marketing Leadership with Placement Year
Awarding Institution:	Buckinghamshire New University
Teaching Institution(s):	High Wycombe
Subject Cluster:	Business
Award Title (including separate Pathway Award Titles where offered):	MSc Digital Marketing Leadership
Pathways (if applicable)	N/A
FHEQ level of final award:	Level 7
Other award titles available (exit qualifications):	Postgraduate Diploma Digital (PGDip) Marketing Leadership Postgraduate Diploma (PGCert) Digital Marketing Leadership
Accreditation details:	
Length of programme:	1 year 2 years with Placement Year
Mode(s) of Study:	Full Time
Mode of Delivery:	In person (on-site) delivery
Language of study:	English
QAA (Quality Assurance Agency) Subject Benchmark(s):	Master's Degrees in Business and Management (2023)
Other external reference points (e.g. Apprenticeship Standard):	
Course Code(s):	MSDIGIFT MSDIGISW
UCAS Code(s):	
Approval date:	July 2024
Date of last update:	July 2025

2. Programme Summary

The MSc (Hons) Digital Marketing Leadership programme is tailored for students who have excelled in their undergraduate studies and are now eager to lead digital marketing initiatives and enhance their skills for leadership roles in various industries or organisations. This programme is particularly beneficial for those with a keen interest in digital marketing roles.

Our curriculum is designed to foster a deep understanding and competency in digital marketing leadership, whether you are a recent graduate aspiring to advance to middle or senior roles, or an experienced professional in marketing, business, public relations, strategy, or management. The programme bridges the gap between theory and practice, preparing you to lead digital marketing projects and campaigns effectively.

By embracing digital transformation, you will be equipped to drive innovation, shape consumer experiences, and contribute significantly to organisational success. This programme is your stepping-stone to becoming a part of the next generation of marketing leaders.

3. Programme Aims and Learning Outcomes

Programme Aims

This programme aims to:

1. **Strategic Acumen**: Provide you with a comprehensive understanding of digital marketing strategies, encompassing data-driven decision-making, customer segmentation, and campaign optimisation.

2. **Employability Enhancement**: Enhance your employability by fostering the development of advanced expertise and understanding necessary to effectively shape digital marketing and business strategies.

3. **Personal Growth**: Enable you to demonstrate autonomy, initiative, and continuous personal growth in navigating complex digital marketing landscapes.

4. **Leadership Development**: Equip you with the essential knowledge, skills, and attitudes required for leadership roles in the digital marketing domain across diverse sectors, including multinational corporations and small to medium enterprises (SMEs).

5. **Leadership Skills**: Facilitate your development of leadership competencies specific to the digital landscape, such as managing cross-functional teams, driving innovation, and adapting to technological advancements.

6. **Ethical Considerations**: Guide you in exploring the ethical implications of digital marketing practices and learning to balance business goals with social responsibility.

Programme Learning Outcomes

Knowledge and Understanding (K)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
K1	Establish a critical understanding of the dynamic landscape of digital marketing leadership, encompassing legal frameworks, ethical considerations, environmental factors, social dynamics, and technological advancements, with a focus on international perspectives.
K2	Synthesise the strategic use of digital marketing techniques in organisational contexts, considering factors such as target audience, data-driven insights, and conversion optimisation.
K3	Articulate an in-depth critical understanding of a chosen aspect of business or management through coursework, and presentations.

| K4 | Demonstrate an understanding of diverse concepts pertinent to digital marketing leadership to formulate effective strategies for organisational growth and sustainability in the digital age. |

Analysis and Criticality (C)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
C1	Appraise individual and team performance in relation to overall business performance, with a leader's insight into team dynamics.
C2	Analyse allocation and utilisation of resources within digital marketing enterprises, with a critical appreciation of their role in driving organisational success and competitive advantage.
C3	Examine a range of contemporary and pervasive issues which may change over time. These may include innovation, digitalisation; sustainability & environment, business ethics, values, and norms.
C4	Evaluate appropriate business policies and strategies within a changing context to meet and protect stakeholder interests with the foresight of a professional academic and work setting leader.

Application and Practice (P)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
P1	Undertake a situation analysis using research-based evidence and apply analytical models and frameworks.
P2	Critically apply digital marketing tools to real-world business and leadership scenarios.
P3	Execute advanced problem-solving methodologies and decision-making frameworks as a leader, specifically tailored to the challenges and opportunities inherent in digital marketing leadership.
P4	Advance new knowledge and understanding to real-world business and management situations as a visionary professional.
P5	Incorporate a critical ethical dimension to practice, managing the implications of ethical dilemmas and work proactively with others to formulate solutions in an academic and workplace environment.

Transferable skills and other attributes (T)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
T1	Develop self-confidence among peers and colleagues by leading by example and empowering them to take initiative.
T2	Evaluate alternative strategies to meet stakeholder requirements with a leader's vision for inclusivity and respect for diversity.

T3	Utilise effectively written, digital, and oral communication skills to present information in a coherent and persuasive manner as a leader.
T4	Communicate complex ideas in a verbal and written form suitable for dissemination to a wider audience with the clarity and decisiveness of a leader.

Graduate Attributes

The BNU Graduate Attributes focus on developing innovative leaders with professional and creative capacities. These attributes include Knowledge and its application, Creativity, Social and ethical awareness and responsibility, and Leadership and self-development. Graduates are equipped to thrive in the 21st-century labour market and make a positive global impact.

As a digital marketing leader on this programme, you will apply practical leadership skills, critical thinking, and communication abilities. Real-world scenarios and business case studies enhance your learning experience. Throughout the course, analysis and evaluation techniques are integrated into both individual and group tasks. Regular feedback will support your personal development, fostering self-efficacy and adaptability in an ever-evolving

4. Entry Requirements

The University's general entry requirements will apply to admission to this programme.

- Applicants should normally have obtained a Bachelor's degree with Honours (or equivalent). A minimum of a 2:2 is required for consideration
- If applicants' first language is not English or their language of instruction during undergraduate studies was not English, they must demonstrate English proficiency. The required overall score for IELTS (International English Testing Service) is 6.5, with no score below 6.0 in any category.

- Flexibility will be given for senior and experienced learners who lack formal academic qualifications. Consideration may be given via portfolio preparation and interview. During the interview, applicants must demonstrate the necessary knowledge and understanding for entry onto the course.

- Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our accreditation of prior learning (APL) process.

5. Programme Structure

Pathway 1 or stand-alone programme (MSDIGIFT)

Level	Modules (Code, Title, and Credits)	Exit Awards
Level 7	BAM7009 Digital Business Strategy (20) BAM7041 Digital Marketing and Data Analytics in International Business (20) BAM7049 Social Media Marketing and Analytics (20) BAM7050 Leadership in Client Management (20) BAM7051 Digital Channels Planning and Campaign Management (20) BAM7052 Digital Leadership (20) Students will choose **one** of the following three options for their major project: BAM7030 Independent Professional Project (60) BAM7047 Business Consultancy (60) BAM7048 Work Placement (60)	**Postgraduate Certificate**, awarded on achievement of 60 credits at Level 7 **Postgraduate Diploma**, awarded on achievement of 120 credits at Level 7

Pathway 2 – with Industrial Placement (Placement Year) (MSDIGISW)

Level	Modules (Code, Title, and Credits)	Exit Awards
Level 7	**Core modules – Year 1:** BAM7009 Digital Business Strategy (20) BAM7041 Digital Marketing and Data Analytics in International Business (20) BAM7049 Social Media Marketing and Analytics (20) BAM7050 Leadership in Client Management (20) BAM7051 Digital Channels Planning and Campaign Management (20) BAM7052 Digital Leadership (20) **Core modules – Year 2:** BAM7107 – Industrial Placement (60) BAM7030 Independent Professional Project (60)	**Postgraduate Certificate**, awarded on achievement of 60 credits at Level 7 **Postgraduate Diploma**, awarded on achievement of 120 credits at Level 7

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject area.

6. Learning, Teaching and Assessment

Learning and teaching

The programme is designed to engage you in active learning, combining in-person instruction with virtual learning environments (VLE) and flipped learning techniques. The ABC curriculum framework is employed to cater to diverse learning preferences and encourage learner involvement, integrating short lectures within a broader framework that emphasises engagement and active participation.

The learning experience extends beyond formal lectures, incorporating seminars, workshops, and tutorials for deeper understanding and consolidation. These sessions leverage written materials, online resources, and VLE platforms to enrich content and facilitate off-site access.

Tutorials provide personalised guidance, reinforcing lecture content or aiding in assessment preparation. Practical sessions immerse you in real-world scenarios through hands-on experiences, including simulations and case studies. Seminars foster critical thinking and collaboration through formal debate and spontaneous discussions.

The programme is further enriched by industry visits, guest lectures, and digital marketing tools, ensuring a dynamic and stimulating educational journey. Each module's teaching and learning strategies are outlined in their respective descriptors, providing clarity and direction throughout the course.

Assessment

The programme employs a range of authentic assessment methods, all designed to reflect real-world contexts and case studies, a range of assessment types will include but not limited to, reports, portfolio, presentations, and critical reflection. This approach allows you to apply the skills you have developed in a practical setting. Certain assessments are designed to encourage you to display the innovation and creativity integral to digital marketing leadership. The programme ensures exposure to both formative and summative assessments, fostering the academic skills necessary for successful post-graduate study. It culminates in an Independent Professional Project module, worth 60 credits, which serves as a platform for you to amalgamate and demonstrate the knowledge, practical skills, and analytical abilities you have developed.

Contact Hours

You can expect to receive approximately 8 hours of scheduled learning activities per week. These will include a combination of lectures, seminars, and workshops. A full breakdown of contact hours can be found in individual module descriptors.

7. Programme Regulations

This programme will be subject to the following assessment regulations:

- *Regulations for Taught Degree Programmes (2023)*

8. Support for learners

The following systems are in place to support you to be successful with your studies:

- The appointment of a personal tutor to support you through your programme

- A programme handbook and induction at the beginning of your studies
- Library resources, include access to books, journals, and databases - many of which are available in electronic format – and support from trained library staff
- Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet, or mobile device
- Access to the MyBNU portal where you can access all University systems, information, and news, record your attendance at sessions, and access your personalised timetable
- Academic Registry staff providing general guidance on University regulations, exams, and other aspects of students and course administration
- Central student services, including teams supporting academic skills development, career success, student finance, accommodation, chaplaincy, disability, and counselling
- Support from the Bucks Students' Union, including the Students' Union Advice Centre which offers free and confidential advice on university processes.

9. Programme monitoring and review

BNU has several ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module 'check-ins'
- Participation in external surveys
- Programme Committees, via appointed student representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University's Education Committee
- Review by the relevant PSRB(s)
- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)
- The QAA Subject Benchmark Statement – see detailed mapping below
- The QAA Master's degree characteristics statement
- The Apprenticeship Standard – see detailed mapping below
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy, Thrive 28

Mapping of Subject Benchmark Statement and any relevant Apprenticeship Standard to Programme Learning Outcomes

Subject Benchmark Statement: Master's degrees in business and management	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	**K1**	**K2**	**K3**	**K4**	**C1**	**C2**	**C3**	**C4**	**P1**	**P2**	**P3**	**P4**	**P5**	**T1**	**T2**	**T3**	**T4**	**T5**
A systematic and deep understanding of relevant knowledge about organisations, their external context, how they are managed and the detailed relationship between these and their application to practice.	X		X		X	X		X	X	X	X	X		X			X	
Comprehensive understanding of appropriate techniques sufficient to allow detailed investigation, research or advanced scholarship into relevant business and management issues or specialism within business and management.		X	X	X		X	X	X	X	X	X	X		X		X	X	
An excellent command of subject-specific academic		X		X	X	X		X	X	X				X		X	X	

Subject Benchmark Statement: Master's degrees in business and management	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	**K1**	**K2**	**K3**	**K4**	**C1**	**C2**	**C3**	**C4**	**P1**	**P2**	**P3**	**P4**	**P5**	**T1**	**T2**	**T3**	**T4**	**T5**
and professional skills relevant to the appropriate field of business and management as well as consistent proficiency in generic skills and attributes.																		
A critical awareness of current issues in business and management which is informed by leading edge research and practice in the field as well as by a proactive and independent approach to learning.	X	X	X		X	X	X	X		X	X	X		X	X	X		
Conceptual understanding that enables students to evaluate critically current research and advanced scholarship in the field of business and management or a specialism within it.	X	X		X	X			X		X		X		X	X			

Subject Benchmark Statement: Master's degrees in business and management	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Application of relevant knowledge to a range of complex situations, taking account of its relationship and interaction with other areas of the business or organisation.	X	X	X	X	X	X	X	X	X	X	X	X		X	X		X	
Originality and creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in business and management, or in a specialist field within it.		X		X	X	X		X		X	X	X		X		X	X	
Ability to evaluate and integrate theory and practice in a wide range of situations.		X	X	X	X		X			X	X	X		X			X	
An understanding of how the boundaries of		X		X	X		X			X		X		X	X		X	

Subject Benchmark Statement: Master's degrees in business and management	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
knowledge are advanced through research.																		
A commitment to championing the values of global social responsibility, ethical values and behaving with integrity.	X			X			X	X	X	X		X	X	X	X			
An ability to take an international perspective, including understanding the impact of globalisation on businesses, societies and the environment and the ethical implications.	X			X			X	X		X		X		X	X			
An ability to manage and lead with a strong sense of global social responsibility, appreciating the contradictory challenges this presents in complex business and management environments.	X	X		X	X		X	X		X		X		X	X			

Mapping of Programme Learning Outcomes to Modules

Programme Learning Outcome	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)			
Module Code (Core)	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4
BAM7009 Digital Business Strategy	X	X	X	X	X	X	X	X	X		X	X		X	X	X	X
BAM7041 Digital Marketing and Data Analytics in International Business	X	X			X	X		X	X		X						X
BAM7049 Social Media Marketing and Analytics	X	X	X		X	X	X			X	X	X	X	X	X	X	
BAM7050 Leadership in Client Management	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
BAM7051 Digital Channels Planning and Campaign Management	X	X	X		X	X	X			X	X			X	X	X	
BAM7052 Digital Leadership	X	X	X	X	X	X	X	X	X	X		X		X	X	X	X
BAM7030 Independent Professional Project	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
BAM7107 Industrial Placement				X			X			X		X				X	X