

# PROGRAMME SPECIFICATION

## 1. Key Information

<b>Programme Title:</b>	BA (Hons) Digital Marketing BA (Hons) Digital Marketing with Foundation Year
<b>Awarding Institution:</b>	Buckinghamshire New University
<b>Teaching Institution(s):</b>	Buckinghamshire New University
<b>Subject Cluster:</b>	Business
<b>Award Title (including separate Pathway Award Titles where offered):</b>	BA (Hons) Digital Marketing
<b>Pathways (if applicable)</b>	N/A
<b>FHEQ level of final award:</b>	6
<b>Other award titles available (exit qualifications):</b>	Certificate of Higher Education Diploma of Higher Education BA Digital Marketing (Ordinary Degree)
<b>Accreditation details:</b>	Chartered Institute of Marketing (CIM)
<b>Length of programme:</b>	3 years Full-time 4 years with Foundation Year
<b>Mode(s) of Study:</b>	Full Time
<b>Mode of Delivery:</b>	In person (on-site) delivery
<b>Language of study:</b>	English
<b>QAA Subject Benchmark(s):</b>	Business and Management (2019) Media Communications Pathway: Communication, Media, Film and Cultural Studies (2019)
<b>Other external reference points (e.g. Apprenticeship Standard):</b>	N/A
<b>Course Code(s):</b>	BAMMCOFT – Full-time BAMMCOFY – Foundation Year
<b>UCAS Code(s):</b>	MAMD – Full-time MAMF – Foundation Year
<b>Approval date:</b>	December 2022
<b>Date of last update:</b>	February 2025

## 2. Programme Summary

The Digital Marketing programme is designed to give you a comprehensive understanding of the digital marketer's role and to develop the analytical and critical thinking skills needed to create and implement strategic marketing plans at both local and global levels.

In today's rapidly changing business world, the only constant is the customer. Understanding your audience is crucial for business success. This programme will help you grasp the evolving landscape of marketing and equip you with practical skills to make a significant impact in the business world. The programme ensures you have a solid foundation in marketing and business, preparing you for employment or further postgraduate study.

You'll learn both theoretical knowledge and essential 'soft skills' such as collaboration, problem-solving, and creative thinking. Key topics covered include:

- Strategic Marketing
- Branding and Advertising
- Customer Experience Management
- Content Marketing
- Digital and E-commerce Strategy

Our teaching approach includes guest lectures, live briefs from clients, agencies, and media owners, and a blend of established and emerging practices. This will enhance your ability to think critically and apply practical solutions to real-world situations.

With digital technology causing significant economic and social changes, there's a growing demand for graduates who can develop and deploy effective marketing communications. You'll have the opportunity to tailor your experience to understand how agencies, clients, and media owners operate, explore emerging job roles, and learn how to produce email marketing campaigns, social media and video content, as well as how to use analytic tools to assess digital and e-commerce strategies.

### 3. Programme Aims and Learning Outcomes

#### Programme Aims

This programme aims to:

1. Provide learners with a commercial mind-set that enables them to understand how marketing can be effectively used to achieve business objectives, at both a tactical and strategic level
2. Develop in learners a clear understanding of the evolving role and importance of the consumer in the marketing process
3. Enable learners to develop an understanding of the critical role of digital technology in marketing and where and how this can be used effectively and efficiently
4. Develop in learners an ability to critically assess leading edge thinking and practice and ascertain its practical use including understanding of the digital marketing landscape and its wider concepts and what it means for business and society
5. Instil in learners a range of transferable skills to make effective contributions in the workplace, to take responsibility for their continuing personal and professional development and to be lifelong learners

## Programme Learning Outcomes

### Knowledge and Understanding (K)

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

ID	Learning Outcome
<b>K1</b>	Outline the relevant theories, practices, tools and methods within marketing and organisations that can then be appropriately and systematically applied to problems and situations in both the business and consumer contexts.
<b>K2</b>	Recognise and be able to utilise the business, technological and social contexts in which marketing communications takes place with consideration of the changing nature of business within the digital environment.
<b>K3</b>	Implement management skills in the development of marketing programmes, problem solving and the completion of other tasks, to meet the relevant requirements and timescales.
<b>K4</b>	Recognise the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

### Analysis and Criticality (C)

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

ID	Learning Outcome
<b>C1</b>	Analyse the advantages and disadvantages of different marketing strategies as potential approaches for successfully achieving marketing and business objectives.
<b>C2</b>	Evaluate and creatively deploy tools and techniques learned on the programme to enable effective problem solving and decision-making.
<b>C3</b>	Evaluate critically information, arguments and concepts.
<b>C4</b>	Practice adaptability and flexibility in response to new, changing and unpredictable situation.

### Application and Practice (P)

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

ID	Learning Outcome
<b>P1</b>	Research information about complex business situations using appropriate techniques to analyse and evaluate a range of business data, sources of information which includes the need for strong digital literacy and to use that research for evidence-based decision-making.
<b>P2</b>	Demonstrate the ability to determine the cause of a problem and identifying and selecting appropriate solutions utilising problem-solving and critical analysis skills.
<b>P3</b>	Execute commercial acumen based on an awareness of the key drivers for business success, causes of failure and the importance of the consumer for success in the strategic planning process.
<b>P4</b>	Conduct innovation and creativity of thought in the development and communication of ideas in response to business challenges set to ensure delivery of successful outcomes.

<b>P5</b>	Recognising the different roles within a team, be able to make different and appropriate contributions to a collaborative project demonstrating leadership skills, according to the nature of the problem and the skill set within the group.
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### Transferable skills and other attributes (T)

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

<b>ID</b>	<b>Learning Outcome</b>
<b>T1</b>	Demonstrate the ability to work collaboratively as part of a team utilising emotional intelligence and empathy skills.
<b>T2</b>	Practice written and verbal communication and listening skills, including the ability to produce clear, structured business communications in a variety of formats.
<b>T3</b>	Utilise critical thinking and problem-solving skills.
<b>T4</b>	Apply creativity of thought, originality and innovation in response to business challenges set.
<b>T5</b>	Employ the skills of self-management and working independently to effectively plan, organise and manage time.

### Graduate Attributes

At BNU, we focus on developing innovative leaders who are ready to thrive in the 21st-century job market and make a positive impact as global citizens. Our key graduate attributes include:

- Knowledge and its application
- Creativity
- Social and ethical awareness and responsibility
- Leadership and self-development

In this programme, you'll develop these attributes through practical marketing projects, emphasizing digital, ethical and social responsibility.

#### Key Highlights:

- **Leadership and Creativity:** Fostered through case studies and real-world projects, helping you develop innovative problem-solving skills.
- **Professional Conduct:** Learn principles of integrity, confidentiality, competence, and fairness to become a highly employable, socially aware marketing professional.

By the end of the programme, you'll be well-prepared to support colleagues, act responsibly towards clients, and make a positive impact as a global citizen.

## 4. Entry Requirements

To join this programme, you need to meet the University's [general entry requirements](#), plus the following:

- **UCAS tariff score:** 88 – 112 (Full-time)
- **UCAS tariff score:** 32 – 56 (Foundation Year)

If you don't meet these requirements but have relevant professional experience, you may still be invited for an interview. During the interview, you'll need to demonstrate the necessary knowledge and understanding for entry onto the course.

We also recognize previous study, professional, and vocational experiences as equivalent learning experiences. This may allow you to skip certain modules through our [accreditation of prior learning](#) (APL) process.

## 5. Programme Structure

Level	Modules (Code, Title and Credits)	Other Exit Awards Available
<b>Foundation Year</b>	<p><b>Core modules:</b>                      BAM0001 Developing Personal Effectiveness                      BAM0002 Business in Practice                      BAM0003 Research in Practice                      BAM0004 Business and Society                      BAM0005 Communications in Practice                      BAM0006 Live Learning Project</p>	<b>N/A.</b> No credit is awarded at this Level.
<b>Level 4</b>	<p><b>Core modules:</b>                      BAM4011 People Management and Employment Skills (20 credits)                      BAM4012 Global Business and Sustainability (20 credits)                      BAM4013 Introduction to Data and Analytics (20 credits)                      BAM4019 Introduction to Financial Decision Making (20 credits)                      BAM4020 Principles of Marketing (20 credits)                      BAM4077 Ideas Hackathon (10 credits)                      BAM4078 The Power of Branding and Advertising (10 credits)</p>	<b>Certificate of Higher Education</b> , awarded on achievement of 120 credits at Level 4
<b>Level 5</b>	<p><b>Core modules:</b>                      BAM5013 Strategic Marketing (20 credits)                      BAM5024 Responsible Enterprise and Ethical Research (20 credits)                      BAM5026 Customer Experience (20 credits)                      BAM5029 Media and Communications Management and Planning (20 credits)                      MED5004 Client Video Production (20 credits)</p> <p><b>Option modules:</b>  <i>Choose modules to the total of 20 credits:</i>                      BAM5063 The Business Communicator (20 credits)                      BAM5098 Advertising and Social Media Marketing (20 credits)</p>	<b>Diploma of Higher Education</b> , awarded on achievement of 240 credits, including a minimum of 120 credits at Level 5
<b>Level 6</b>	<p><b>Core modules:</b>                      BAM6010 Consumer Brand Relationship (20 credits)</p>	<b>Ordinary Degree</b> , awarded on achievement of 300 credits, including

	BAM6014 Independent Professional Project (40 credits) BAM6016 Integrated Marketing Communications (IMC) Strategy and Planning (20 credits) BAM6025 Corporate Communications and Content Management (20 credits) BAM6026 Digital and E-commerce Strategy (20 credits)	60 credits at Level 6 and 120 credits at each of Levels 4 and 5
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Please note:

- Only students enrolled on the Foundation Year option will take Foundation Year modules
- Not all optional modules will be available every year.
- New optional modules may be introduced later to keep the programme up-to-date with changes in the subject area.

## 6. Learning, Teaching and Assessment

### Learning and teaching

Our goal is to develop your knowledge, skills, and analytical abilities to prepare you for a successful career in marketing and media communications. We achieve this through a mix of lectures, seminars, interactive workshops, self-study, and directed research. You'll work both individually and in teams.

**Foundation Year:** You'll experience a variety of assessments and develop the academic skills needed for university success. The course content and learning outcomes focus on building your knowledge and understanding of the subjects.

**Level 4:** Teaching methods introduce you to core business areas, providing a foundation of knowledge and skills for Levels 5 and 6. Methods include lectures, classroom activities, independent learning, and practical sessions. Lectures are interactive and use flipped classroom methods to facilitate understanding and inspire critical thinking. Seminars offer a space for interaction, collaboration, and discussion.

**Level 5:** You'll gain in-depth knowledge and understanding of subjects at a strategic level, applying skills through detailed analysis and real-world examples. Creativity and problem-solving are emphasized through live briefs.

**Level 6:** You'll develop independent learning, analytical, and critical evaluation skills. You'll apply your knowledge to wider contexts, preparing you for graduate-level expectations. Discussions with staff and industry professionals will help you focus on career pathways and develop strategies for entering the workplace.

**Virtual Learning Environment:** Our digital platform offers additional resources, including:

- Peer support via discussion boards
- Notices for communication between lecturers and learners
- Resources page with links to relevant academic articles
- E-Journals accessible from anywhere with internet access
- Course documents like lecture handouts, seminar activities, module guides, and reading lists

### Assessment

Summative assessments test your achievement of module learning outcomes. Some modules include formative assessments, which provide valuable feedback to improve your performance on summative assignments.

Assessment methods include:

- **Essays / Reports:** Demonstrate in-depth understanding, conduct systematic literature reviews, and present coherent arguments.
- **Oral Presentations:** Showcase your knowledge through effective verbal communication and sensitivity to contextual factors.
- **Portfolios:** Examine selected samples of activities and documents related to outcomes.
- **Structured Independent Work:** Conduct major independent research on strategic business issues in your final year, supported by an academic supervisor.

## Contact Hours

You can expect up to 12 hours of scheduled learning activities per week, including lectures, seminars, and workshops. Detailed contact hours are provided in individual module descriptors.

## 7. Programme Regulations

This programme follows the *Regulations for Taught Degree Programmes*.

## 8. Support for learners

We have several systems in place to help you succeed in your studies:

- **Personal Tutor:** You'll be assigned a Personal Tutor who will provide both pastoral and academic support throughout your programme.
- **Programme Handbook and Induction:** You'll receive a handbook and an induction at the start of your studies to help you get started.
- **Library Resources:** Access a wide range of books, journals, and databases, many available electronically, with support from trained library staff.
- **Virtual Learning Environment (VLE):** Use Blackboard, accessible via PC, laptop, tablet, or mobile device, for your online learning needs.
- **MyBNU Portal:** Access all university systems, information, news, record your attendance, and view your personalised timetable through the MyBNU portal.
- **Academic Registry:** Get general guidance on university regulations, exams, and other aspects of your course administration from the Academic Registry staff.
- **Central Student Services:** Benefit from support teams for academic skills development, career success, student finance, accommodation, chaplaincy, disability, and counselling.
- **Bucks Students' Union:** Receive free and confidential advice on university processes from the Students' Union Advice Centre.

## 9. Programme monitoring and review

BNU ensures the quality of learning and teaching on your programme through various mechanisms. You can provide feedback on your programme through:

- **Feedback Questionnaires:** Formal surveys and anonymous module check-ins.
- **External Surveys:** Participation in national or external surveys.
- **Programme Committees:** Share your thoughts via appointed student representatives.
- **Informal Feedback:** Directly to your programme leader.

Quality and standards are maintained through:

- **Programme Approval:** An initial event to approve the programme for delivery.
- **External Examiner Reports:** Annual reports following external moderation of assessments.
- **Annual Monitoring:** Annual review of the programme overseen by the University's Quality Assurance Committee.
- **Periodic Subject Reviews:** Held every five years.
- **Sector Compliance:** Other compliance and review mechanisms.

## 10. Internal and external reference points

The design and development of this programme have been guided by the following reference points:

- **Framework for Higher Education Qualifications (FHEQ)**
- **QAA Subject Benchmark Statement:** Detailed mapping provided below.
- **BNU Qualifications and Credit Framework**
- **BNU Grading Descriptors**
- **University Strategy, Thrive 2028**

### Mapping of Subject Benchmark Statement to Programme Learning Outcomes

Subject Benchmark Statement: Business & Management (2019)	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
<b>Knowledge and understanding</b>																		
Graduates should be able to demonstrate relevant knowledge and understanding of organisations, the business environment in which they operate and their management. Courses emphasise understanding, responding and shaping the dynamic and changing nature of business and the consideration of the future of organisations within the global business environment, including the management of risk.	X	X		X		X		X				X				X	X	
The interrelationships among and the integration between these areas are very important within the overall learning experience and should be demonstrated in the capabilities of successful graduates from all modes of delivery.	X		X		X	X	X			X	X					X	X	
Organisations: this encompasses the internal aspects, functions and processes of organisations, including their diverse nature, purposes, structures, size/scale, governance, operations and management, together with the individual and corporate behaviours and cultures which exist within and between different organisations and their influence upon the external environment.	X	X	X		X	X	X				X	X				X	X	
The business environment: this encompasses the fast pace of change within a wide range of factors, including economic, environmental, Cultural, ethical, legal and regulatory, political,	X	X		X		X	X	X	X	X	X					X	X	

<b>Subject Benchmark Statement: Business &amp; Management (2019)</b>	<b>Knowledge and understanding (K)</b>				<b>Analysis and Criticality (C)</b>				<b>Application and Practice (P)</b>					<b>Transferable skills and other attributes (T)</b>				
<b>Benchmark / Standard requirement</b>	<b>K1</b>	<b>K2</b>	<b>K3</b>	<b>K4</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>P1</b>	<b>P2</b>	<b>P3</b>	<b>P4</b>	<b>P5</b>	<b>T1</b>	<b>T2</b>	<b>T3</b>	<b>T4</b>	<b>T5</b>
sociological, digital and technological, together with their effects at local, national and global levels upon the strategy, behaviour, management and sustainability of organisations.																		
Management: this encompasses the various processes, procedures and practices for effective management of organisations. It includes theories, models, frameworks, tasks and roles of management, including the management of people and corporate social responsibility, together with rational analysis and other processes of decision-making within different organisations	X	X	X	X	X	X	X			X	X	X				X	X	
<b>Subject-specific knowledge</b>																		
Markets: the development, access and operation of markets for resources, goods and services	X		X		X	X	X				X							
Marketing and sales: different approaches for segmentation, targeting, positioning generating sales and the need for innovation in product and service design.	X		X		X	X	X	X	X	X	X	X				X	X	
Customers: management of customer expectations, relationships and development of service excellence.	X	X	X	X	X	X	X	X	X	X	X	X				X	X	
Finance: the sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision-making and managing financial risk.	X				X	X	X	X			X					X		

Subject Benchmark Statement: Business & Management (2019)	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
People: leadership, management and development of people and organisations, including the implications of the legal context.	X						X											
Organisational behaviour: design, development of organisations, including cross-cultural issues, change, diversity and values	X			X			X											
Information systems and business intelligence: the development, management, application and implementation of information systems and their impact upon organisations.	X		X			X	X		X	X						X		
Communications: the comprehension and use of relevant communications for application in business and management, including the use of digital tools.	X	X	X		X	X	X		X	X		X			X	X	X	
Digital business: the development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models	X	X	X		X	X	X	X	X	X	X	X				X	X	
Business policy and strategy: the development of appropriate policies and strategies within a changing environment to meet stakeholder interests, and the use of risk management techniques and business continuity planning to help maximise achievement of strategic objectives.	X	X	X	X	X	X	X	X	X	X	X	X				X	X	
Business innovation and enterprise development: taking innovative business ideas to create new products, services or organisations, including the identification of	X		X		X	X	X	X	X	X	X	X				X	X	

<b>Subject Benchmark Statement: Business &amp; Management (2019)</b>	<b>Knowledge and understanding (K)</b>				<b>Analysis and Criticality (C)</b>				<b>Application and Practice (P)</b>					<b>Transferable skills and other attributes (T)</b>				
<b>Benchmark / Standard requirement</b>	<b>K1</b>	<b>K2</b>	<b>K3</b>	<b>K4</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>P1</b>	<b>P2</b>	<b>P3</b>	<b>P4</b>	<b>P5</b>	<b>T1</b>	<b>T2</b>	<b>T3</b>	<b>T4</b>	<b>T5</b>
intellectual property and appreciation of its value.																		
Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.	X	X	X	X			X											
<b>Subject-specific skills</b>																		
People management: to include communications, team building, leadership and motivating others.			X			X		X					X	X				
Problem-solving and critical analysis: analysing facts and circumstances to determine the cause of a problem and identifying and selecting appropriate solutions			X			X	X	X	X	X	X	X				X	X	
Research: the ability to analyse and evaluate a range of business data, sources of information and appropriate methodologies, which includes the need for strong digital literacy, and to use that research for evidence-based decision-making.						X	X		X	X						X		X
Commercial acumen: based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.	X				X	X	X		X	X	X	X				X	X	
Innovation, creativity and enterprise: the ability to act entrepreneurially to generate, develop and communicate ideas, manage and exploit intellectual property, gain support, and deliver successful outcomes.			X		X	X	X		X	X	X	X			X	X	X	

Subject Benchmark Statement: Business & Management (2019)	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Numeracy: the use of quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena.	X		X		X	X	X		X	X							X	
Networking: an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation and their use in generating business contacts.			X		X			X					X	X	X			
Ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.			X					X					X	X	X			
Ability to work with people from a range of cultures.			X										X	X				
Articulating and effectively explaining information.			X					X		X	X	X			X		X	
Building and maintaining relationships.			X					X					X	X				
Communication and listening, including the ability to produce clear, structured business communications in a variety of media.	X		X		X		X			X	X	X			X		X	
Emotional intelligence and empathy.			X	X				X						X				
Conceptual and critical thinking, analysis, synthesis and evaluation					X	X	X			X	X					X		
Self-management: a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.								X					X	X				X
Self-reflection: self-analysis and an awareness/sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development.								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	T5
<b>Level 4</b>																			
BAM4011 People Management and Employment Skills	X			X		X	X			X						X			X
BAM4012 Global Business and Sustainability with Academic Skills	X	X		X		X	X	X		X			X		X	X		X	X
BAM4013 Introduction to Data and Analytics	X			X		X	X			X			X	X	X	X	X		X
BAM4019 Introduction to Financial Decision Making	X			X		X	X			X						X			X
BAM4020 Principles of Marketing	X	X		X	X		X	X		X		X	X	X	X	X		X	X
BAM4077 Ideas Hackathon						X		X				X	X			X	X	X	X
BAM4078 The Power of Branding and Advertising	X	X			X								X					X	X
<b>Level 5</b>																			
BAM5013 Strategic Marketing	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
BAM5024 Responsible Enterprise and Ethical Research	X			X		X	X	X		X	X						X		X
BAM5026 Customer Experience	X	X		X	X	X	X			X		X				X			

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	T5
BAM5029 Media and Communications Management and Planning					X	X	X			X	X	X				X			
MED5004 Client Video Production	X		X			X		X			X		X	X	X	X	X	X	X
<b>Level 6</b>																			
BAM6011 International Marketing	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X		
BAM6016 Integrated Marketing Communications (IMC) Strategy and Planning	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	
Consumer Brand Relationship	X	X				X	X				X	X				X	X		X
BAM6014 Independent Professional Project	X		X			X	X	X		X	X		X			X	X	X	X
BAM6026 Digital and E-commerce Strategy	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	