



Course Handbook
MSc Digital Marketing Communications – Online
2019/20
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Please read this Handbook in conjunction with the University's Student Handbook.

All course materials, including lecture notes and other additional materials related to your course and provided to you, whether electronically or in hard copy, as part of your study, are the property of (or licensed to) UCLan and **MUST** not be distributed, sold, published, made available to others or copied other than for your personal study use unless you have gained written permission to do so from the Dean of School. This applies to the materials in their entirety and to any part of the materials.

Contents

1	Welcome to the Course	1
2	Structure of the Course	6
3	Approaches to teaching and learning	8
4	Student Support	9
5	Assessment	9
6	Classification of Awards	10
7	Student Feedback	10
8	Appendices	9
	8.1 Programme Specification(s)	

1. Welcome to the course

Dear Student

Welcome to the University of Central Lancashire! More specifically, welcome to your MSc in MSc Digital Marketing Communications.

This is your guide to the MSc Digital Marketing Communications programme at the University of Central Lancashire. We recognise that the decision to spend a year of your life investing in your personal and professional development by embarking on the MSc programme is an important commitment on your part. This guide has been designed to help you get the most from this investment. It aims to give you information on the aims of the MSc, the learning outcomes you will achieve, what you will be studying and how you will be assessed. There is also general information on how the MSc is managed, what we expect of you as members of the MSc and of the University, and what you can expect of us, as the team of staff responsible for the MSc programme.

I would like to take this opportunity to wish you success here at the University of Central Lancashire and to encourage you to strive to achieve your full potential.

We are committed to doing everything we can to make your MSc studies and time with the University of Central Lancashire an enjoyable and worthwhile experience. As Course Leader I we shall be playing an active part in the day-to-day running of the programme and will be available to offer guidance and support as and when necessary. Please do not hesitate to contact me if you need help.

Best wishes for your success.

Dr Nadia Rattoo
Course Leader

1.1 Rationale, aims and learning outcomes of the course

On successful completion of the MSc programme you will be able to demonstrate knowledge and understanding of digital marketing communication areas while placing these within a wider organisational and contextual framework. You will understand current issues and thinking along with techniques applicable to research in digital marketing. You will have both theoretical and applied perspectives and will be able to apply a range of specialist marketing skills to the organisations in which you as a digital marketing specialist may operate. Specifically the MSc programme aims are:

- Evaluate digital marketing tools and techniques to achieve strategic organisational goals
- Evaluate Digital Marketing practice through business application in global contexts
- Design strategic digital marketing campaigns
- Support an in-depth and intellectually challenging study of Digital Marketing at a postgraduate level, whilst encouraging independent judgement, awareness and leadership qualities.

Upon completion of the Programme you should be able to demonstrate that you have achieved a number of key learning outcomes to a level appropriate for the award of a Master's Degree from the University. These outcomes cover four areas: knowledge and understanding, marketing specific skills thinking skills and other skills relevant to employability and personal development. The demonstration of these learning outcomes to Master's degree level will lead to the award of the MSc Digital Marketing Communications.

1.2 Course Team

Your course leader is Dr Nadia Rattoo. The personal tutors for the course will be assigned from member of the course team. The best way to contact your tutor is by e-mail to arrange an appointment. Your personal tutor will monitor your attendance on the programme as a whole and will act as a guide for your academic studies. Course tutor details are included below. For extensions to academic deadlines students should contact Student Support Staff based at the Hub in Greenbank Building.

The course team are: Dr Nadia Rattoo (Course Leader and Module Tutor), Chris Shaw (Module Tutor), Dr Candan Celik Elmer (Module Tutor), The course team are supplemented by part-time staff with relevant teaching and/or work experience.

1.3 Expertise of staff

You will be taught by a mixture of staff, some who have completed their doctorate degrees, and are active in research. Other staff may have expertise in teaching or management or a mixture of all of these. Many still maintain strong connections with the industry and most are members of professional Bodies including the CIM, Market Research Society, The IDM & CIPR.

1.4 Academic Advisor

You will be assigned an Academic Advisor who will provide additional academic support during the year. They will be the first point of call for many of the questions that you might have during the year. Your Academic Advisor will be able to help you with personal development, including developing skills in self-awareness, reflection and action planning.



1.5 Administration details

Course Administration Service provides academic administration support for students and staff and are located in the following hubs which open from 8.45am until 5.15pm Monday to Thursday and until 4.00pm on Fridays. The hub can provide general assistance and advice regarding specific processes such as extenuating circumstances, extensions and appeals.

Greenbank Building

Lancashire School of Business and Enterprise

telephone: 01772 891992/891993

email: GreenbankHub@uclan.ac.uk

1.6 Communication



The University expects you to use your UCLan email address and check regularly for messages from staff. If you send us email messages from other addresses they risk being filtered out as potential spam and discarded unread.

We will communicate with you by email, please remember working hours are roughly Monday- Friday 9am-5pm. You can email staff to arrange online meetings with them.

1.7 External Examiner

The University has appointed an External Examiner to your course who helps to ensure that the standards of your course are comparable to those provided at other higher education institutions in the UK. The external examiner is Dr Scott Jones. If you wish to make contact with your External Examiner, you should do this through your Course Leader and not directly. External Examiner reports will be made available to you electronically via blackboard. The school will also send a sample of student coursework to the external examiner(s) for external moderation purposes, once it has been marked and internally moderated by the course tutors. The sample will include work awarded the highest and lowest marks and awarded marks in the middle range.

2. Structure of the course

2.1 Overall structure

The MSc Digital Marketing Communications is offered as a online course. Students are able exit the course after the first semester (60 credit) with a Certificate award, or after 2 semesters with a Diploma Award.

On completion of semester 1, 2 and Dissertation or Project the students will attain the MSc Digital Marketing Communications award.

There are online classes for semester 1 & 2 and online supervision (over a period of 13 weeks) for the digital marketing dissertation or project to be completed.

This course offers the students flexibility in their studies, allowing them to exit early and re-join in later years if they choose to. It offers students the opportunity to gain both the essential knowledge of Digital Marketing Communications, theory, practice and its application in a real world context. The course focuses on skills required to take on a specialist role in Digital Marketing in a variety of organisations.

The table below shows the structure of the course, and the modules we would normally expect to be completed for the PG Cert and PG Dip. There are six modules shown in blue which run through semester 1. The six modules shown in orange run through semester 2 Jan to April, followed by the dissertation which runs from May to August. Credit values are shown in brackets.

PG Certificate (Semester 1 only)	PG Diploma (Semester 1 & 2)	MSc (Semester 1, 2 & 3)
Semester 1	Semester 2	Semester 3
MK 4511 (20) Developing Postgraduate Study and Learning	MK4524 (20) Contemporary issues in Digital Marketing	MK4593 (60)- Dissertation <u>Or</u>
MK4512 (20) Digital Communication	MK4525 (20) Digital Marketing Planning	MK4595 (60) - Digital Marketing Communications Project
MK4513 (20) Social Media Marketing and SEO	MK4526 (20) Research Methods for the Digital World	

2.2 Modules available

Each module is a self-contained block of learning with defined aims, learning outcomes and assessment. A standard module is worth 20 credits. It equates to the learning activity expected from one sixth of a full-time undergraduate year.



2.3 Course requirements

For students where English is not their first language or where their degree has not been studied in the English language, a score of at least 6.5 on IELTS (or equivalent) is required.

As a student undertaking this course you are subject to the following codes of conduct:

http://www.uclan.ac.uk/study_here/assets/images/regulations-for-the-conduct-of-students-current.pdf

Due to the nature of the course being delivered online, students are required to have access to appropriate IT facilities i.e PC/Laptop, and Internet access. These are pre-registration requirements.

2.4 Module Registration Options

Discussions about your progression through the course normally take place after each semester. It is an opportunity for you to make plans for your study over the next academic year. The course team will tell you about the various modules available and you will both agree on the most appropriate course of study for you.

2.5 Study Time

2.5.1 Weekly timetable

A timetable will be available once you have enrolled on the programme, through the student portal.

2.5.2 Expected hours of study

Your personal study, assessment, preparation, and class contact time is expected to be the equivalent of 200 hours per 20 credit module.



2.5.3 Attendance Requirements

You are required to attend the activities for each module. Notification of illness or exceptional requests for leave of absence must be made to: Course Leader

If you have not gained the required authorisation for leave of absence, do not respond to communications from the University and if you are absent for four weeks or more, you may be deemed to have withdrawn from the course. If this is the case, then the date of withdrawal will be recorded as the last day of attendance.

3. Approaches to teaching and learning

3.1 Learning and teaching methods

Students will be exposed to a range of teaching and learning strategies to support wider reading. These will include:

- Lectures: comprising a presentation of arguments in which the lecturer introduces new material or expounds on material already presented. These may also be delivered as pre-recorded lectures online.
- Workshops: will take place online via Adobe Connect. This workshop provides an opportunity for mini-lectures and student discussions.
- Case Studies: In addition to programme assignments incorporating the main elements of each subject, case studies are undertaken at specific stages in the programme. Case Studies provide an extension to assignments in that they are designed to allow students to explore and solve the wider aspects and implications of realistic problems.
- Group Work: students are encouraged to work in small teams to complete group exercises or solve particular problems. Students will be placed in groups and will be given a separate, secure adobe connect room to work in.
- Audio-Visual: Students will be presented with material depicting current Businesses to provide a catalyst for discussion and analysis around current Digital Marketing issues.
- Independent Preparatory Work: Students are expected to complete written work to support each module. Work maybe set at the end of each session for discussion in the next session
- Assignments: These may be theory or practice based assessments and full details will be given in the module information pack for each module.
- Students are also encouraged to draw on their own experience, both work and non-work to promote their own learning and that of others.

3.2 Study skills

In addition to the development of study skills in each module, students will be provided with a range of online study skills materials in blackboard. These include essay writing, report writing, learning styles, effective reading, thinking skills, referencing and reflective writing. Students requiring additional advice are referred to WISER.

WISER <https://intranet.uclan.ac.uk/ou/lis/Pages/WISER.aspx>

LIS <https://intranet.uclan.ac.uk/ou/lis>



3.3 Learning resources

3.3.1 Learning Information Services (LIS)

Contact our subject librarians for help in finding resources to support your assignments and preparation in relation to Digital Marketing topics.

3.3.2 Electronic Resources

You will find information at the back of your Module Information Packs which details which electronic resources are particularly useful for which modules.

3.4 Personal development planning

You will be supported in your PDP through the MK4511 module and through to the dissertation process where you will consider PDP in your reflection.



3.5 Preparing for your career

Your future is important to us, so to make sure that you achieve your full potential whilst at university and beyond, your course has been designed with employability in mind. The course has been designed to allow for flexibility in your employment. Some of you may already be in employment and hence the online course provides an opportunity to

further your skills in Digital Marketing Communication.

4. Student Support

Student support staff are available in Greenbank Hub and your course leader Nadia Rattoo is available to help discuss any problems you are facing.



4.1 Academic Advisors

The Academic Advisor is there to help you with advice about both the academic and administrative aspects of your course. If there is anything which you are not sure about then ask them.

They are someone to go to if you have any personal difficulties which are affecting your ability to study on the course, certainly in the first instance. It is wise to inform them at the earliest opportunity.

4.2 Students with disabilities

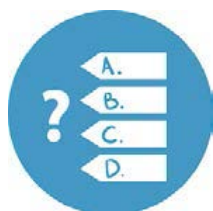
Careers Adviser for Disabled Students and Graduates for a one to one appointment or telephone appointment. Contact Liz Bradley on extension 5858 or email futures@uclan.ac.uk

4.3 Students' Union

The Students' Union offers thousands of volunteering opportunities ranging from representative to other leadership roles. We also advertise paid work and employ student staff on a variety of roles. You can find out more information on our website:

<http://www.uclansu.co.uk/>

5. Assessment



5.1 Assessment Strategy

The overall assessment strategy for the programme is coursework. A variety of assessment methods will be used and learners will be required to demonstrate their capabilities through written assessments (projects, reports and research articles), portfolio and presentations. A variety of summative assessments are used including essays, reports, practical projects and exercises, including case studies as well as individual and group oral presentations. Students will also be provided with formative assessments including case study analysis, problem solving exercises short essays and market analysis reports. Formative assessment also includes presentation, short answers and discussions feedback usually in-class. For the final stage of assessment learners will have a choice of

research dissertation or project. The research dissertation assesses how well learners can use cognitive and intellectual skills and complete a rigorous research study. The project could be based at a company where the student is employed. All written work will be submitted via Turnitin on the module specific Blackboard area. Any presentations will be made in Adobe Connect rooms.

5.2 Notification of assignments and examination arrangements

Assignment briefs will be explained in class and stored on blackboard for reference. Assignment briefs include assessment criteria which gives you a good idea of what your tutor is looking for in your work and enables you to assess your fulfilment of assessment criteria before you hand in the work.

5.3 Referencing

Referencing should use the LBS system of referencing found at:

<https://v3.pebblepad.co.uk/v3portfolio/uclan/Asset/View/Gm3mmGk6sM3RqHZnjGfh7mm6pM>

5.4 Confidential material

The privacy of company and personal information should be respected, this will come into play usually in the dissertation and final year project process when the use of the University's ethics form will be required.

5.5 Cheating, plagiarism, collusion or re-presentation

Please refer to the information included in section 6.6 of the University Student Handbook for full definitions. The University uses an online Assessment Tool called Turnitin. A pseudo-Turnitin assignment will be set up using the School space on Blackboard to allow students to check as many drafts as the system allows before their final submission to the 'official' Turnitin assignment. Students are required to self-submit their own assignment on Turnitin and will be given access to the Originality Reports arising from each submission. In operating Turnitin, Schools must take steps to ensure that the University's requirement for all summative assessment to be marked anonymously is not undermined and therefore Turnitin reports should either be anonymised or considered separately from marking. Turnitin may also be used to assist with plagiarism detection and collusion, where there is suspicion about individual piece(s) of work.

6. Classification of Awards

The University publishes the principles underpinning the way in which awards and results are decided in [Academic Regulations](#). Decisions about the overall classification of awards are made by Assessment Boards through the application of the academic and relevant course regulations.



7. Student Feedback

You can play an important part in the process of improving the quality of this course through the feedback you give. Tutors will ask for written feedback or in some cases collaboration from you as to how assessments will progress.

7.1 Student Staff Liaison Committee meetings (SSLCs)

Details of the Protocol for the operation of SSLCs is included in section 8.2 of the University Student Handbook.

8. Appendices

8.1 Programme Specification

UNIVERSITY OF CENTRAL LANCASHIRE

Programme Specification

This Programme Specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

Sources of information on the programme can be found in Section 17

1. Awarding Institution / Body	University of Central Lancashire
2. Teaching Institution and Location of Delivery	UCLan Preston
3. University School/Centre	Lancashire School of Business and Enterprise
4. External Accreditation	N/A
5. Title of Final Award	MSc Digital Marketing Communications Postgraduate Diploma Digital Marketing Communications Postgraduate Certificate Digital Marketing Communications
6. Modes of Attendance offered	Full Time/Part Time Distance Learning
7a) UCAS Code	
7b) JACS Code	N590
8. Relevant Subject Benchmarking Group(s)	http://www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf Digital Marketing, Communications, Business and Marketing
9. Other external influences	N/A
10. Date of production/revision of this form	October 2017
11. Aims of the Programme	
	<ul style="list-style-type: none"> Evaluate digital marketing tools and techniques to achieve strategic organisational goals.

<ul style="list-style-type: none"> • Evaluate Digital Marketing practice through business application in global contexts. • Design strategic digital marketing campaigns. • Support an in-depth and intellectually challenging study of Digital Marketing at a postgraduate level, whilst encouraging independent judgement, awareness and leadership qualities.
8. Learning Outcomes, Teaching, Learning and Assessment Methods
A. Knowledge and Understanding
A1. Demonstrate a critical evaluation of academic and industry discourse relating to Digital Marketing, including strategic digital marketing and communications issues.
A2. Evaluate digital marketing concepts and cases and their practical application.
Teaching and Learning Methods
Online lectures, use of online guided discussion boards and online group discussion; case study analysis; background reading and research; guest speakers video /TED.
Assessment methods
Essays, reports, research, portfolio and presentations.
B. Subject-specific skills
B1. Appraise relevant market information and research in order to solve digital marketing problems, evaluate alternatives and propose digital marketing strategies.
B2. Develop effectively, techniques and skills in Digital Marketing and application to Digital Marketing strategies.
B3. Critically evaluate the creativity and value of strategies and techniques across different digital marketing tools.
Teaching and Learning Methods
Online lectures, online activities, and group online discussion; case study and video analysis; background reading.
Assessment methods
Essays, reports, case study analyses; research tasks; presentations.
C. Thinking Skills
C1 Interpret comprehensively academic theories and frameworks within the field of digital marketing communication.
C2 Design research into a contemporary digital marketing issue, problem or field of study.
C3 Design and evaluate practical solutions to real problems based upon the application of analysis and reflection.
C4 Critically analyse how differing international and multicultural approaches influence digital marketing.
Teaching and Learning Methods
Online lectures and online discussion; critical reviews of academic writing; reflective learning activities.
Assessment methods
Essays, reports and portfolios; Group presentations, research and analytical tasks; critical review of academic writing; reflective learning reports; dissertation proposal and dissertation.
D. Other skills relevant to employability and personal development
D1. Appraise comprehensively the contemporary application of the digital marketer, to enable continuing professional development.
D2 Develop key personal, social, technical skills relevant to employment within a digital marketing context.
Teaching and Learning Methods
Online lectures, and online discussions, presentations, investigative tasks, reflective learning activities.
Assessment methods
Essays, reports, and online presentations, case study analyses, reflective learning reports. dissertation proposal, dissertation or project.

13. Programme Structures*				14. Awards and Credits*
Level	Module Code	Module Title	Credit rating	
Level 7	MK4511	Developing Postgraduate Study and Learning	20	MSc in Digital Marketing Communications Requires 180 credits at Level 6 or above with a minimum of 160 credits at Level 7 (must include MK4511 and MK4526) Postgraduate Diploma in Digital Marketing Communications Requires 120 credits at Level 6 or above with a minimum of 100 credits at Level 7 (must include MK4511) Postgraduate Certificate in Digital Marketing Communications Requires 60 credits at Level 6 or above with a minimum of 40 credits at Level 7 (must include MK4511)
	MK4512	Digital Communication	20	
	MK4513	Social Media Marketing and Search Engine Optimisation	20	
	MK4524	Contemporary Issues in Digital Marketing Communications	20	
	MK4525	Digital Marketing Strategy	20	
	MK4526	Research Methods for the Digital World	20	
		<u>MSc Students Only</u>		
	MK4593	EITHER Dissertation	60	
	MK4595	OR Digital Marketing Communications Project	60	
15. Personal Development Planning				
<p>A supported PDP process commences with an online briefing during the induction programme. For students who are engaged in higher education alongside their full-time employment, the opportunity to continuously relate their studies with their workplace experience is a powerful vehicle for fostering their own personal development. Students are also expected to access a range of online resources through independent study. Students' personal development planning will be supplemented by discussions with their Academic Advisor, teaching/learning/assessment strategies, University careers advice service website, extra-curricular experiences.</p> <p>Students are encouraged to engage with Personal Development Planning (PDP) at each stage of the programme and students are expected to reflect upon his/her skills base and plan for future personal development. There will be a strong focus on developing the individual employability and lifelong learning skills. There are ample opportunities throughout the programme to engage in personal development through assessments, presentations, communication projects and plans, plus undertaking private research and developing analytical problem-solving abilities and advanced critical thinking skills. The students are encouraged to develop their research and project portfolio, which can be presented to their future employers, or current employer.</p> <p>Regular online discussions with the course tutors will lead to learners being able to identify and articulate skills for their own development and particularly for matching themselves to aspired careers. Students are encouraged to undertake discussions with their Academic Adviser; draw on modules in terms of curriculum, teaching/learning/assessment strategies. Students are offered the opportunity to undertake a 'live' project module for a client. This enables them to undertake a supervised piece of consultancy.</p>				
16. Admissions criteria *				
(including agreed tariffs for entry with advanced standing)				
<i>*Correct as at date of approval. For latest information, please consult the University's website.</i>				
UK honours degree or its international equivalent (at least Lower Second Class)				
Or professional qualification deemed to be honours degree (2ii) equivalent				
For students where English is not their first language or where their degree has not been studied in the English language, a score of at least 6.5 on IELTS (or equivalent) is required.				

Applications from individuals with non-standard qualifications, relevant business work or life experience and who can demonstrate the ability to cope with and benefit from masters-level studies are welcome and with these applicants will be interviewed.

17. Key sources of information about the programme

- Online Postgraduate brochure and web-site

18. Curriculum Skills Map

Level	Module Code	Module Title	Core (C), Compulsory (COMP) or Option (O)	Programme Learning Outcomes											
				Knowledge and understanding		Subject-specific Skills			Thinking Skills				Other skills relevant to employability and personal development		
				A1	A2	B1	B2	B3	C1	C2	C3	C4	D1	D2	
LEVEL 7	MK4511	Developing Postgraduate Study and Learning	COMP				✓		✓					✓	
	MK4512	Digital Communication	COMP		✓			✓	✓		✓	✓		✓	
	MK4513	Social Media Marketing and Search Engine Optimisation	COMP		✓			✓	✓		✓	✓		✓	
	MK4526	Research Methods for the Digital World	COMP	✓		✓	✓		✓	✓				✓	
	MK4524	Contemporary Issues in Digital Marketing Communications	COMP	✓		✓			✓		✓	✓		✓	
	MK4525	Digital Marketing Strategy	COMP	✓	✓	✓	✓		✓	✓	✓		✓	✓	
	MK4593	Dissertation	O	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	MK4595	Digital Marketing Communications Project	O	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Note: Mapping to other external frameworks, e.g. professional/statutory bodies, will be included within Student Course Handbooks

19. LEARNING OUTCOMES FOR EXIT AWARDS:

Learning outcomes for the award of: PG Diploma Digital Marketing Communications

A1. Demonstrate a critical evaluation of academic and industry discourse relating to Digital Marketing, including strategic digital marketing and communications issues.

A2. Evaluate digital marketing concepts and cases and their practical application.

B1. Appraise relevant market information and research in order to solve digital marketing problems, evaluate alternatives and propose digital marketing strategies.

B2. Develop techniques and skills in Digital Marketing and application to Digital Marketing strategies.

B3. Evaluate the creativity and value of strategies and techniques across different digital marketing tools.

C1 Interpret academic theories and frameworks within the field of digital marketing communication.

C2 Design research into a contemporary digital marketing issue, problem or field of study.

C3 Design and evaluate practical solutions to real problems based upon the application of analysis and reflection.

C4 Critically analyse how differing international and multicultural approaches influence digital marketing.

D2 Develop key personal, social, technical skills relevant to employment within a digital marketing context.

Learning outcomes for the award of: PG Cert Digital Marketing Communications

A2. Evaluate digital marketing concepts and cases and their practical application.

B2. Develop techniques and skills in Digital Marketing and application to Digital Marketing strategies.

B3. Evaluate the creativity and value of strategies and techniques across different digital marketing tools.

C1 Interpret academic theories and frameworks within the field of digital marketing communication.

C3 Design and evaluate practical solutions to real problems based upon the application of analysis and reflection.

C4 Critically analyse how differing international and multicultural approaches influence digital marketing.

D2 Develop key personal, social, technical skills relevant to employment within a digital marketing context.