

**Royal Holloway, University of London**  
**Programme specification for a postgraduate award**  
**MSc Digital Marketing (3463)**

**Section 1 – Introduction to your programme**

This programme specification is a formal document, which provides a summary of the main features of your programme and the learning outcomes that you might reasonably be expected to achieve and demonstrate if you take full advantage of the learning opportunities that are provided. Further information is contained in the College prospectus, and in various handbooks, all of which you will be able to access online. Alternatively, further information on the College's academic regulations and policies can be found [here](#). Further information on the College's Admissions Policy can be found [here](#).

The MSc Digital Marketing programme is delivered in a single stage, equating to one year (52 weeks) of full-time study, or up to two years (104 weeks) of part-time study. The MSc Digital Marketing programme consists of taught courses worth a total of 140 credits and an individual business project worth 40 credits. On successful completion of the programme, you should have an understanding of the area of Digital Marketing at a level appropriate for a postgraduate qualification. Whilst being a self-contained degree in its own right, the programme provides suitable and recognised qualifications that can facilitate entry to PhD study in the same or a closely related field.

While Royal Holloway keeps all the information made available under review, programmes and the availability of individual course units, especially optional course units are necessarily subject to change at any time, and you are therefore advised to seek confirmation of any factors which might affect your decision to follow a specific programme. In turn, Royal Holloway will inform you as soon as is practicable of any significant changes which might affect your studies.

The following is brief description for some of the most important terminology for understanding the content of this document:

*Degree programme* – Also referred to as 'degree course' or simply 'course', these terms refer to the qualification you will be awarded upon successful completion of your studies.

*Course unit* – Also referred to as 'module', this refers to the individual units you will study each year to complete your degree programme.

Section 2 – Programme details			
Date of specification update	November 2020	Location of study	Central London Campus
Programme award and title	MSc Digital Marketing	Level of study	Postgraduate
Programme code	3463	Year of entry	2021/22
Awarding body	Royal Holloway, University of London		
Department or school	School of Management	Other departments or schools involved in teaching the programme	N/A
Mode(s) of attendance	Full-time / Part-time	Duration of the programme	One year (52 weeks) full-time Two years (up to 104 weeks) part-time
Accrediting Professional, Statutory or Regulatory Body requirement(s)	N/A	Mode of delivery	Daytime teaching
Link to Coursefinder for further information:	<a href="https://www.royalholloway.ac.uk/studying-here/">https://www.royalholloway.ac.uk/studying-here/</a>	For queries on admissions:	<a href="mailto:study@royalholloway.ac.uk">study@royalholloway.ac.uk</a>

**Section 3 – Degree programme structure**

**3.1 Mandatory course unit information**  
**The following table summarises the mandatory courses which students must take in each year of study**

Course code	Course title	Credits	FHEQ level	Course status (see section 6)
<b>MN5612</b>	Introduction to Digital Marketing	20	7	Condonable
<b>MN5613</b>	Search and Metrics	20	7	Condonable
<b>MN5614</b>	Design Thinking	20	7	Condonable
<b>MN5615</b>	Digital Branding Storytelling	20	7	Condonable
<b>MN5616</b>	Digital Consumer in Online Culture	20	7	Condonable
<b>MN5617</b>	Advertising in a Digital Era	20	7	Condonable
<b>MN5618</b>	Applied Digital Research Skills	20	7	Condonable
<b>*MN5140</b>	Individual Business Project	40	7	Non-Condonable
<b>*MN5134</b>	Foundations in Professional Development	0	7	Non-Condonable

This table sets out the most important information for the mandatory courses on your degree programme. These courses are central to achieving your learning outcomes, so they are compulsory, and all students on your degree programme will be required to take them. You will be automatically registered for these courses each year. Mandatory courses fall into two categories; 'condonable' or 'non-condonable'.

In the case of mandatory 'non-condonable' (MNC) courses (marked above with a \*), you must pass the course to successfully graduate with a particular degree title, or before you can proceed to the next year of your programme where studying part-time. In the case of mandatory 'condonable' (MC) courses, these must be taken but you can still progress or graduate even if you do not pass them. Please note that although Royal Holloway will keep changes to a minimum, changes to your degree programme may be made where reasonable and necessary due to unexpected events. For example; where requirements of relevant Professional, Statutory or Regulatory Bodies have changed and programme requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of external advisors, to enhance academic provision.

### 3.2 Optional course units

In addition to mandatory course units, there are no optional course units available during the course of your degree.

Course Code and Course Title	Credits	Course Code and Course Title	Credits
None available			

### 3.3 Optional course unit requirements

- Not Applicable

## Section 4 - Progressing through each year of your degree programme

For further information on the progression and award requirements for your degree, please refer to Royal Holloway's [Academic Regulations](#).

Progression throughout the year/s is monitored through performance in summative or formative coursework assignments. Please note that if you hold a Tier 4 (General) Student Visa and you choose to leave (or are required to leave because of non-progression) or complete early (before the course end date stated on your CAS), then this will be reported to UKVI.

The course is offered full-time and part-time. For part-time students this can be for a duration of 2 years. For the first year it is expected that MN5612, MN5613 and MN5614 will be taken in Term 1, that MN5615, MN5616 and MN5617 will be taken in Term 2 and MN5618 in Term 3. MN5134 will be taken over both Term 1 and 2, with MN5140 introduced in Term 3 and completed over the summer. Part-time students would agree a sequence of modules in agreement with the programme director, but aim to complete at least 80 programme credits in the first year and the remainder in second.

To pass the programme a student must pass MN5140 Individual Business Project, and Foundations in Professional Development, and achieve an overall weighted average of at least 50.00%:

- To pass the programme a student must achieve in every course the aggregate mark of at least 50%.
- Failure marks between 40-49% can be condoned (made allowance for) in courses which in total do not constitute more than 40 credits, provided that the overall weighted average for the programme is at least 50.00%.

Two courses must be passed (non-condonable), the Individual Business Project with a mark of at least 50% and Foundations of Professional Development with a pass

#### Section 5 – Educational aims of the programme

The aims of this programme are to:

- provide a systemic understanding of the practice of digital marketing.
- provide conceptual tools for analysing and evaluating complex digital marketing problems.
- provide a range of rich and contemporary courses that draws on the Royal Holloway Marketing department's distinctive research expertise.
- help prepare students for post-graduate level entry employment and/or a research career in a related marketing field.

**Section 6 - Programme learning outcomes**

In general terms, the programmes provide opportunities for students to develop and demonstrate the following learning outcomes. (*Categories – Knowledge and understanding (K), Skills and other attributes (S), and Transferable skills (\*)*)

- To be able to:
- apply the major tools and theories of digital marketing to theoretical and practical problems. (K,S,\*)
  - critically evaluate academic research and industry insight in the field of digital marketing. (K)
  - analyse, synthesise and evaluate digital marketing information and concepts to solve complex problems. (K,S, \*)
  - communicate ideas and arguments effectively, both individually and collaboratively in teams. (S,\*)
  - conduct an independent research project. (For students proceeding to the MSc). (K,S,\*)

**Section 7 - Teaching, learning and assessment**

Teaching and learning is mostly by means of interactive lecture workshops, seminar discussions, oral presentations, practical exercises, guided independent research, guided independent study, coursework essays, and an independent business project. The basic strategies are to nurture the interest and enthusiasm of the students for the field, to develop the students' critical and communication skills and to develop critical, research and creative skills. Assessment of knowledge and understanding is typically by coursework, group work, examinations, and an extended piece of independent research. Full details of the assessments for individual courses can be obtained from the Marketing Department in the School of Business and Management.

**Section 8 – Additional costs**

There are no single associated costs greater than £50 per item on this degree programme.

These estimated costs relate to studying this particular degree programme at Royal Holloway. General costs such as accommodation, food, books and other learning materials and printing etc., have not been included, but further information is available on our [website](#).

<b>Section 9 – Indicators of quality and standards</b>	
<b>QAA Framework for Higher Education Qualifications (FHEQ) Level</b>	7
Your programme is designed in accordance with the FHEQ to ensure your qualification is awarded on the basis of nationally established standards of achievement, for both outcomes and attainment. The qualification descriptors within the FHEQ set out the generic outcomes and attributes expected for the award of individual qualifications. The qualification descriptors contained in the FHEQ exemplify the outcomes and attributes expected of learning that results in the award of higher education qualifications. These outcomes represent the integration of various learning experiences resulting from designated and coherent programmes of study.	
<b>QAA Characteristics Statement (Master’s Degrees) – September 2015</b>	<a href="https://www.qaa.ac.uk/docs/qaa/quality-code/master%27s-degree-characteristics-statement.pdf?sfvrsn=6ca2fg81_10">https://www.qaa.ac.uk/docs/qaa/quality-code/master%27s-degree-characteristics-statement.pdf?sfvrsn=6ca2fg81_10</a>
Subject benchmark statements provide a means for the academic community to describe the nature and characteristics of programmes in a specific subject or subject area. They also represent general expectations about standards for the award of qualifications at a given level in terms of the attributes and capabilities that those possessing qualifications should have demonstrated.	

### Section 10 – Further information

This 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 when taking full advantage of the learning opportunities that are available. More detailed information on course units, including teaching and learning methods, and methods of assessment, can be found via the online [Course Catalogue](#). The accuracy of the information contained in this document is reviewed regularly by the university, and may also be checked routinely by external agencies.

Your programme will be reviewed regularly, both by the university as part of its cyclical quality enhancement processes, and/or by your department or school, who may wish to make improvements to the curriculum, or in response to resource planning. As such, your programme may be revised during the course of your study at Royal Holloway. However, your department or school will take reasonable steps to consult with students via appropriate channels when considering changes. All continuing students will be routinely informed of any significant changes.

### Section 11 – Intermediate exit awards (where available)

You may be eligible for an intermediate exit award if you complete part of the programme as detailed in this document. Any additional criteria (e.g. mandatory course units, credit requirements) for intermediate awards is outlined in the sections below.

Award	Criteria	Awarding body
PG Diploma	Passes in at least 120 credits, with fails of between 40% to 49% for up to 40 credits condonable (with the exception of any programme specific requirements).	Royal Holloway and Bedford New College
PG Certificate	Passes in at least 60 credits with no condonable fails	Royal Holloway and Bedford New College

### Section 12 - Associated award(s) with Banner Programme Codes

**MSc Digital Marketing 3463**  
**PG Dip Digital Marketing 3464**  
**PG Certificate Digital Marketing 3465**  
**MSc Digital Marketing (Year in Business) 3466**