

Programme Regulations: 2024/25

MSc Digital Marketing

Code: 5493F

MSc Digital Marketing (with Study Abroad)

Code: 5508F

Notes

- (i) These programme regulations should be read in conjunction with the University's Taught Programme Regulations.*
- (ii) A core module for learning outcomes is a module which a student must pass.*
- (iii) A core module for PSRB accreditation is a module a student is required to pass to obtain accreditation.*
- (iv) A compulsory module is a module which a student is required to study.*
- (v) All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.*

1. Programme Structure

- (a) The programme is available for study in full-time mode only.
- (b) The period of study for full-time mode shall be one year beginning in September.
- (c) The programme comprises modules to a credit value of 180 Credits.
- (d) All candidates shall take the following compulsory modules (170 Credits):

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for learning outcomes</i>	<i>Mode</i>
NBS8512	Dissertation in Marketing	60	5	5	50	7	Compulsory			
NBS8514	Marketing Research	20	10	10		7	Core		Yes	
NBS8526	Principles of Marketing	20	20			7	Compulsory			
NBS8527	International Marketing Ethics	10	10			7	Compulsory			
NBS8562	Contemporary Trends in Marketing	10	10			7	Compulsory			
NBS8636	Digital Consumer Behaviour	10	10			7	Compulsory			
NBS8637	Digital Marketing Communications	10		10		7	Compulsory			
NBS8638	Omnichannel Retailing	10		10		7	Compulsory			
NBS8639	Social Media Marketing	10		10		7	Compulsory			
NBS8640	Digital Marketing Strategy	10		10		7	Compulsory			

(e) All candidates shall take a further optional module to a value of **10** credits from the following:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for learning outcomes</i>	<i>Mode</i>
NBS8236	Customer Relationship Management	10		10		7	Optional			
NBS8604	Marketing Analytics	10		10		7	Optional			

2. Semester of Exchange – eligibility to participate:

- a. Candidates who have successfully passed all taught elements of Year 1 at the first or second attempt may take part in a semester of study abroad in one of the School's exchange partner institutions. Such candidates shall transfer to (5508F) MSc Business Analytics (with Study Abroad).
- b. Permission to undertake a period of study abroad is subject to the approval of the Degree Programme Director. It is the responsibility of the individual students to make sure they meet the visa requirements of the country in which the plan to undertake a period of study. Travel and study abroad will be guided by the institutional policy and governmental policy at the time.
- c. The University will withdraw UK student (Tier 4) visas for international students spending a semester overseas.
- d. During the period of study abroad, students are required to take the following module:

<i>Code</i>	<i>Descriptive Title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
NBS8000	Business School PGT Mobility	0	0	0	7		

3. Assessment methods

Details of the assessment patterns for each module are explained in the module outline.

4. Progress

Before proceeding to the dissertation in Semester 3, candidates are normally expected:

- (i) to pass the taught modules or to have failed no more than 20 credits of non-core modules
- (ii) to have their ethics form and, where relevant, the travel and fieldwork risk assessment forms signed off by their supervisor.

5. Degree Title

Upon successful completion of the programme, the degree title awarded will be (5493) MSc Digital Marketing. Candidates who choose to take part in the Study Abroad shall be transferred onto the 18-month version of the programme and graduate with (5508F) MSc Digital Marketing (with Study Abroad).