

## **Programme Regulations: 2026/27**

### **MSc Digital Marketing**

**Code: 5493F (12 months)**

### **MSc Digital Marketing (with Study Abroad)**

**Code: 5508F (18 months)**

### **MSc Digital Marketing (Dual Award)**

**Code: 5493N (24-30 months)**

**Code: 5493I (12 months)**

#### *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				
NBS8514	Marketing Research	20	10	10		7	Core		Yes	
NBS8526	Principles of Marketing	20	20			7				
NBS8527	International Marketing Ethics	10	10			7				
NBS8562	Contemporary Trends in Marketing	10	10			7				
NBS8636	Digital Consumer Behaviour	10	10			7				
NBS8637	Digital Marketing Communications	10		10		7				
NBS8638	Omnichannel Retailing	10		10		7				
NBS8639	Social Media Marketing	10		10		7				
NBS8640	Digital Marketing Strategy	10		10		7				

(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				
MKT8001	Digital Marketing Analytics	10		10		7				

## 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. Dual Award – Outgoing students

- Candidates who have successfully passed all taught elements of Year 1 at the first or second attempt may, if selected through an application process, take part in a Dual Award at a participating NUBS partner institution, undertaking an additional year of study. Such candidates shall transfer to (5493N ) MSc Digital Marketing (Dual Award).
- Permission to undertake a second year 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 they plan to undertake a second

year of study. Travel and study abroad will be guided by the institutional policy and governmental policy at the time.

- International students undertaking this option must be aware that the University will withdraw UK student (Tier 4) visas for the time spent overseas.
- During the period spent studying at the partner institution, students are required to register for the following module at Newcastle University:

Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type	Mode
NBS7000	Business School Dual Award	0	0	0	7		

#### 4. Dual Award – Incoming students

- Selected students from participating partner institutions will be registered on (5493I MSc Digital Marketing (Dual Award)).

Students registered to this programme are not entitled to participate in a Semester Exchange opportunity, following completion of the degree programme.

#### 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:

- to pass the taught modules or to have failed no more than 60 credits
- 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). Candidates who choose to take part in the Dual Award shall be transferred onto the 24-30 month version of the program and upon successful completion of their second degree, will graduate with;

Outgoing Students: 5493N MSc Digital Marketing (Dual Award). Additionally, outgoing students will receive a separate certificate which details the partner institution they studied with as well as the degree certificate from the partner institution. Incoming students: 5493I MSc Digital Marketing (Dual Award)