



NEW START4U CIC
024 7767 1470
info@new-start4u.co.uk
12-14 Riley Square,
Coventry CV2 1LX, UK

MSc Digital Marketing with Advanced Practice

London Campus

Level of study: Postgraduate

Mode of study: Full-time

Duration: 16-24 months

Overview

Whether you are a business student looking to build your knowledge and specialise in the digital domain or looking to join the marketing world, this MSc Digital Marketing with Advanced Practice programme has been designed to accelerate your career potential in a rapidly developing sector. The Advanced Practice stage of this Masters degree includes the option of 12-15 week internship or applied group consultancy project in your penultimate semester, giving you valuable work experience and business insights.

This option offers the opportunity to spend three months gaining all-important work experience and employability skills in a professional work setting. You may be able to extend this over more than one semester in cases where it is adjacent to a vacation period. Support is provided to help source opportunities and to perfect the applicant CV but ultimately the onus is on the student to secure the internship position.

Key facts

Learn how to integrate new digital tactics and strategies with traditional marketing tools and practices. Put your learning into practice with an internship or group consultancy project. Develop your understanding of leadership and management. Part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation.

Course information

Level of study: Postgraduate

Fees: To find out about current fees and student finance contact us

Entry requirements: Minimum 2:2 (second class) honours degree or equivalent IELTS 6.5 (or above) with no single element below 5.5 or equivalent .

English language requirements: IELTS 6.5 (or above) with no single element below 5.5 or equivalent

Mode of study: Full-time

Duration: 16-24 months

Assessment methods: Coursework and exams

Scholarships or bursaries: available



NEW START4U CIC
024 7767 1470
info@new-start4u.co.uk
12-14 Riley Square,
Coventry CV2 1LX, UK

Student finance: available

Payment plan: available

Starts: Jan, May, Sep,

About this course:

What will I study?

Our marketing Subject Group has established working relationships with key bodies such as the Chartered Institute of Marketing (CIM) and the Institute of Direct and Digital Marketing (IDM) allowing the course content to be reflective of their syllabus. This is particularly of value if you are intending to progress on to a professional qualification with either body upon successful completion of your Masters.

The MSc Digital Marketing programme demonstrates how new digitally-focused tactics and strategies integrate with more traditional marketing tools and practices to capture new customers, build customer loyalty and provide superior customer service. You will understand the value of, and methods for, determining return on investment of Internet marketing programs, as well as online visitor and buyer behaviour, customer journey mapping, mobile marketing and social media.

You will also have the opportunity to develop a wider understanding of the principles and practice of leading and managing organisations and develop a range of applied research skills.

Following your second semester, you will undertake the Advanced Practice element of this programme which consists of either an internship or an applied group consultancy project where you will work with a real organisation on a live business problem. You will benefit from valuable work experience and developing key business insights.

For those completing an internship, in the remainder of the programme you will complete your research and writing up of your dissertation or undertake a consultancy project. Every student has a personal research supervisor and will be required to submit an assessed research proposal prior to embarking on the dissertation itself. For those not undertaking an internship and depending on what grade you achieve on the consultancy project, you will undertake an applied management work investigation or dissertation in the final semester.

Advanced Practice stage

The Advanced Practice version of this course offers you a valuable opportunity to secure a work placement or complete a group consultancy project, giving you experience of the workplace environment or live business issues, and an excellent way to put your learning into practice. This stage of the programme will take place between your second and final semester, and is a semester long (12-15 weeks) in duration. Internships as part of the Advanced Practice stage may

be paid or unpaid. The alternative consultancy module allows you to work in teams with a business organisation working on consultancy-based projects on real business scenarios. Whether you choose the



NEW START4U CIC
024 7767 1470
info@new-start4u.co.uk
12-14 Riley Square,
Coventry CV2 1LX, UK

internship or consultancy project you will successfully develop your business skills and further enhance your employability.

September starts

If you choose to start your Masters in September, your programme will last for up to 21 months. You will have a summer break after Semester 2, and commence your Advanced Practice stage in September.

January starts

If you choose to start your Masters with Advanced Practice in January, your programme will run for 16-24 months. You will commence the Advanced Practice stage of the programme in the following January, immediately after your second semester. Please note that there are two summer breaks included in this programme for those starting in January.

May starts

For those starting your Masters with Advanced Practice, you will start the Advanced Practice stage of the programme in January, straight after you have completed your second semester. Your programme will run for a total of 16-18 months.

How will I be taught and assessed?

You will be taught through a mix of lectures, seminars and workshops, totalling around 13 hours per week, to enable you to grow your knowledge of the business world. In addition, you will be expected to engage in independent study involving directed and self-directed learning, around 32 hours per week. Assessment for this programme takes place through group work, assignments, presentations and exams giving you multiple methods for you to show your understanding of the course material. You'll be taught by experienced lecturers and academics who use their industry experience to demonstrate how the theories you will learn translate in to real life situations. Technology Enhanced Learning (TEL) is embedded throughout the course with tools such as the 'Blackboard' eLearning Portal and electronic reading lists that will guide your preparation for seminars and independent research. Significant emphasis is placed on developing your ability to complete a Masters degree. As part of induction you will be made fully familiar with the learning resources and support available to you. There will also be weekly academic support sessions designed to build your confidence and ability as a postgraduate learner. You will also be allocated an individual guidance tutor at induction. You will meet this tutor at regular intervals throughout your studies.

Careers and further study

Graduates will be well suited to join a wide range of businesses, including graduate training schemes or even start up their own businesses or begin a professional qualification with one of the marketing industry bodies. Upon successfully completing your course, you may choose to further develop your employability skills through. These are offered to our graduates for free and give you an excellent opportunity to undertake professional training at the end of your Masters from one of the UK's leading corporate training providers.

You can also gain access to the Northumbria University Graduate Enterprise scheme where we can help provide you with advice and skills to enable you to set up your own business.



NEW START4U CIC
024 7767 1470
info@new-start4u.co.uk
12-14 Riley Square,
Coventry CV2 1LX, UK

Entry requirements

Applicants should have the following:

Academic requirements.

Minimum of a 2:2 (second class) honours degree from a UK university or equivalent in any discipline.

Others are welcome to apply with relevant work experience. You must have a clear commitment to a professional career in the marketing profession, particularly in its digital areas of application.

If you're unsure if you meet the entry criteria, please contact us and our team will be able to advise you.

Alternatively, you may be eligible to join one of our Pre-Masters programmes. These are specifically designed for students who do not yet meet the entry requirements for our postgraduate degrees and would like to bridge this gap in their qualifications. Upon successful completion of one of our Pre-Masters programmes you will be eligible to join one of our Masters programmes.

English language requirements

Students require IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

If you have IELTS 5.5 – 6.0, then you may be able to join our Pre-Sessional English before beginning this programme.

Modules

All modules are core.

LD0472 - Developing Global Management Competencies I (20 credits)

This module is the first of two that prepares you to be highly employable, and enables you to demonstrate your ability to make an immediate impact on your organisation of choice. It develops key hard and soft skills which have been identified by current research as those necessary for postgraduate students seeking work.

LD9700 - Strategic Marketing in the Digital Era (20 credits)

In this module you will learn to appreciate the role of a strategic manager of a modern day manufacturing and sales business in the context of an increasingly digitalised consumer-environment. You will be introduced to Marketing at a strategic level of a business, and understand how marketing decisions are made in the context of other essential business functions; i.e. financial planning, operations and supply chain management, and human resource management. In addition, you will learn to appreciate the digital nature of modern day business operations and marketing strategy.

The module will cover the following themes:

- . Marketing planning and implementation
- . Competitive market strategies



NEW START4U CIC
024 7767 1470
info@new-start4u.co.uk
12-14 Riley Square,
Coventry CV2 1LX, UK

- . Product development
- . Routes to market and multichannel marketing
- . Operations and supply chain management
- . Financial planning for operations and growth
- . Managing employees for competitive advantage
- . Introduction to promotional strategy
- . Introduction to digital and social-media marketing
- . Marketing-related legislation

LD9701 - The Digital Customer Journey: Data, Profiling and CRM (20 credits)

This module is designed to provide you with an introduction to how consumers behave in the digital domain and the opportunities this presents for organisations targeting them. At the heart of this is the concept of consumer behaviour, which has been revolutionised by emerging technologies, offering new opportunities for communication with companies and fellow consumers. This will be complemented by an in-depth review of how consumers can be profiled based on their lifestyle characteristics, and an acknowledgement of the role of database marketing in collating, updating and using data to deliver personalised communications messages.

Throughout the module you will cover the following themes:

- . Consumer Decision Making
- . Journey Mapping
- . Customer Profiling
- . Database Marketing
- . Customer Relationship Marketing

LD0422 - Dissertation Preparation and Research Methods (0 credits)

In this module you will learn about a variety of different research methods. This will equip you with the knowledge and practical skills necessary for you to conduct research at Masters' level and prepare you to complete a Masters dissertation or consultancy project. By the end of the module you will know how to apply both quantitative and qualitative data collection and analysis techniques.

LD0475 - Academic and Professional Development (0 credits)

You will undertake the following support sessions across each of the three semesters of your study. In the first semester, the emphasis in terms of skills will be around the development of reflective practice including its practical deployment, experience of writing critically and being able to demonstrate reflective practice



NEW START4U CIC
024 7767 1470
info@new-start4u.co.uk
12-14 Riley Square,
Coventry CV2 1LX, UK

and experiential learning within the development of this writing, but equally, explicit development of and practice in everyday academic skills such as presentation preparation and doing, time management. In the second semester the module will continue to provide sessions for you to see your Programme Leader on a regular basis so your relationship is maintained. The emphasis of many of the sessions will be on enhancing your employability. In your final semester the focus will be on ASk tutors supporting you during the undertaking of your dissertation.

LD0473 - Developing Global Management Competencies II (20 credits)

Developing Global Management Competencies II facilitates and supports you to develop and refine relevant and up-to-date employability skills, and in so doing enables you to recognise and articulate how you can demonstrate your potential added value to organisations.

You will learn about the development of practical skills and the techniques required by businesses to help in project management and the implementation of data management and data analytics solutions. The module will introduce some project management processes, frameworks and methodologies e.g. PRINCE2, Agile, PMBOK as well as some database principles and data analytics.

LD9702 - Digital Campaign Management and Media (20 credits)

This module is designed to equip you with an overview of managing a digital marketing campaign alongside opportunities to utilise a range of digital media. At heart of the module is digital campaign management, which is continually evolving due to consumers' digital media usage, offering interactive opportunities for businesses to communicate.

You will explore this in the module by completing a group-based live marketing project which is a part of the Institute of Direct Marketing (IDM) National Student Competition, covering digital campaign management, developing content for digital platforms, the user experience through the digital area, the role of social media marketing, deploying email marketing, and affiliated marketing's role in a digital campaign. Throughout this module you will cover the following themes:

- . Campaign Management Content Management
- . User Experience
- . Social Media Marketing
- . Mobile Marketing
- . Email Marketing
- . Affiliated
- . Measurement

LD9706 - Marketing Metrics and Analysis (20 credits)

In this module, you will explore the important role of the website in an organisation's digital marketing strategy. You will learn the principles of website evaluation and will use analytic tools for the analysis of web data to help measure the effectiveness of web marketing and improve the user experience.



NEW START4U CIC
024 7767 1470
info@new-start4u.co.uk
12-14 Riley Square,
Coventry CV2 1LX, UK

For students completing an internship

Internship (60 credits)

Students completing the Advanced Practice Masters programme can choose to complete a 12-15 week internship, worth 60 credits. This internship can be sourced by the student or by the university. It may be paid or unpaid. Most internships are unpaid. Students will be supported in the process of applying for an internship during their first year of study and equipped with the necessary internship application and selection skills, e.g. CV writing, interview technique. All internships will be approved by the university to ensure they are providing an appropriate learning experience and working environment. Students will be allocated an internship tutor who will work with them throughout the internship period. This will include visits and support in completing the internship assessment. The module is assessed by a 4,000 word reflective portfolio which is focussed on your development from the perspective of gaining particular skills relating to employability and being employment prepared, engagement in further self-development from the perspective of employment potentially in a new or international context and further demonstration of cultural and ethical awareness through broader experience of working in a cultural diverse groups and teams via this employment opportunity.

LD0480 - The Newcastle Business School Masters Dissertation (60 credits)

You will design a research project, assessed through a proposal and will then work under supervision of a member of academic staff to use and extend the knowledge and skills that they have acquired during your programme of study to complete a dissertation. You will use appropriate research methodologies and data collection methods to critically synthesise a body of knowledge relevant to the taught programme.

On successful completion of this module, you will be able to conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. You will demonstrate this ability by identifying an appropriate research topic, critically selecting and applying an appropriate research methodology and data collection method(s) to your chosen research topic, demonstrating a rigorous understanding of the theory and literature relevant to the issues under investigation, and showing how these link to the research method(s). You will also critically reflect on how their research contributes to the understanding of the topic area.

Some students may choose to base their topic on their internship.

For students undertaking a consultancy project

Business Clinic PG Group Consultancy Project (60 credits)

As a student enrolled on one of the Advanced Practice Programmes you may undertake a group consultancy project within the first semester of your second years of Masters' study (the alternative is an Internship). Through your workbased experience, you will develop abilities as a problem solver with valued investigative, theoretical and practical

business skills. This work-based experience will last the length of the semester and involve the examination of a complex organisational problem or commercial opportunity. By undertaking this module, you will have enhanced your individual skills, knowledge, effectiveness and employability by locating learning and



NEW START4U CIC
024 7767 1470
info@new-start4u.co.uk
12-14 Riley Square,
Coventry CV2 1LX, UK

development within a work-based context and will have critically reflected and evaluated upon organisational practices and the relation with academic theory.

The content of the work-based experience will be unique to you as a group of participants. The nature and scope of the area of student investigation will be defined and agreed in collaboration with the organisation and the University supervisor. The syllabus will include:

- . Conducting research in organisations
- . Identifying researchable questions
- . Consultancy and project management skills
- . Research methods and doing a literature review
- . Presentation, communication and report writing skills.
- . Analysing findings
- . Writing recommendations and action plans
- . Reflecting on work based experiential learning

Assessment will be both formative and summative and incorporate self, peer, and tutor evaluation. You will present your work-based findings to the host organisation (oral presentation) and an interim report written on behalf of the host organisation or sponsoring project client. In the follow-up module, Applied Management Work Investigation, you will

provide a substantial management investigation report on the business related issue emerging from this placement or consultancy, alongside a personal reflective statement. Depending on what grade you achieve for the Consultancy Project, you will progress to one of the following modules:

Applied Management Work Investigation (60 credits)

This follows your group consultancy project during the first semester of your second year of Masters' study. In this module you will take the skills you developed as a problem solver of a work based project and develop a client focused management report and presentation alongside an individual literature review and personal reflection. The content of the management report will be unique. The nature and scope of the area of your investigation will be defined and agreed in collaboration with the organisation you worked with on the group consultancy project and your University supervisor. The syllabus will include:

- . Conducting research in organisations.
- . Identifying researchable questions.
- . Consultancy and project management skills.
- . Research methods and doing a literature review
- . Presentation, communication and report writing skills.



NEW START4U CIC
024 7767 1470
info@new-start4u.co.uk
12-14 Riley Square,
Coventry CV2 1LX, UK

- . Analysing findings.
- . Writing recommendations and action plans.
- . Reflecting on work based experiential learning.

In undertaking this project based module, you will critically reflect and evaluate upon organisational practices and their relation with academic theory, and in doing so, provide practical and actionable recommendations through an investigative management report. The assessment for your module consists of a Group Consultancy Report (7,000 words) and Final Client Presentation, weighted at 60%, alongside an Individual Assignment comprising a Literature Review (4000 words) and a Reflective Learning Statement (2,000 words), weighted at 40%.

LD0480 - The Newcastle Business School Masters Dissertation (60 credits)

You will design a research project, assessed through a proposal and will then work under supervision of a member of academic staff to use and extend the knowledge and skills that they have acquired during your programme of study to complete a dissertation. You will use appropriate research methodologies and data collection methods to critically synthesise a body of knowledge relevant to the taught programme. On successful completion of this module, you will be able to conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. You will demonstrate this ability by identifying an appropriate research topic, critically selecting and applying an appropriate research methodology and data collection method(s) to your chosen research topic, demonstrating a rigorous understanding of the theory and literature relevant to the issues under investigation, and showing how these link to the research method(s). You will also critically reflect on how their research contributes to the understanding of the topic area.

Some students may choose to base their topic on their internship.

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £100 for the duration of your studies should you choose to purchase any additional reading materials.