

NORWICH UNIVERSITY OF THE ARTS

PROGRAMME SPECIFICATION FOR: MA DIGITAL & TECH MARKETING (PMAL02)

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2024/25]

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended 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. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	Norwich University of the Arts ¹		
Teaching Body	London School of Design and Marketing (LSDM)		
Final Award Title and Type	MA		
Course Title	MA Digital & Tech Marketing (LSDM-MADT)		
Course Location and Length	Campus: Online	Length: Full time – 1 year	
Mode of Study	Full-time	☒	Part-time
Period of Validation	2024/25 – 2028/29		
Name of Professional, Statutory or Regulatory Body	Not applicable		
Type of Accreditation	Not applicable		
Accreditation due for renewal	Not applicable		
Entry criteria and requirements² - A bachelor's degree in the subject or a related discipline, attested by a legally issued certificate of the country of origin. Other relevant and equivalent UK and international qualifications are considered on an individual basis. - Curriculum Vitae with relevant work experience, demonstrating your ability to study at a postgraduate level. - Motivational Letter describing your personal motivation regarding the application for the course, your strong points and your goals for the future. - Applicants may be requested to submit a portfolio of work and/or have an interview. AND (if applicable) Language requirements: If you are not a native speaker in the study language you've chosen, you must demonstrate the following certified level of proficiency: - English: certified level of proficiency in IELTS of at least 6 or above, or equivalent. - Spanish: certified level of proficiency in DELE (Diploma de Español como Lengua Extranjera) of at least B2 or above, according to the Common European Framework of Reference for Languages, or equivalent; - Portuguese: certified level of proficiency in PLE (Português como Língua Estrangeira) of at least B2 or above, according to the Common European Framework of Reference for Languages, or equivalent. Candidates must also possess software skills according to the Terms and Conditions. Mature Applicants Applications from mature students are welcomed. Mature students may apply on the strength of a portfolio, which must present previous relevant experience, prior learning, and reference letters and contacts. If necessary, an interview will be arranged with the Course Leader to assess the ability to study at postgraduate level. Disabled students			

¹ Regulated by the Higher Education Funding Council for England

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

Applications from students with disabilities are considered according to comparable criteria and principles of other applicants. All students with a disability are encouraged to indicate this on their application form so that advice can be offered regarding the facilities and services available. Prospective students with a disability will be encouraged to visit and discuss their needs with the Admission Advisors.			
Overall methods of assessment ³	Written exams:	Practical exams:	Coursework:
Stage 1	0 %	14,4 %	85,6 %
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Stage 1	26,7 %	73,3 %	0 %
	480 hours	1320 hours	0 hours
General level of staff delivering the course ⁵	The LSDM – London School of Design and Marketing's current recruitment policy for Tutors and Teachers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or Professional Recognition by the Higher Education Academy. Teachers are required to be professionally active or engaged in research in their discipline. There are also Sessional Staff to link courses with professional practice and technicians to provide technical support.		
Language of Study	English/Spanish/Portuguese		
Subject/Qualification Benchmark Statement: QAA Masters Characteristics QAA Master's Degrees in Business and Management			
Framework for Higher Education Qualifications (FHEQ)			

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

The course structure

The structure of all of the LSDM's awards complies with the LSDM Academic Regulatory Framework, which includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value UK Credits ⁶	Credit value ECTS ⁷	Elective / Core	Most popular student choice of optional elective units or elective options in core units?
Year 1					
LSDM-MADT01 - Trend Forecasting and Emerging Technologies	7	30	15	Core	
LSDM-MADT02 - Data Analytics	7	20	10	Core	
LSDM-MADT03 - Digital Marketing Management	7	20	10	Core	
LSDM-MADT04 - Marketing Automation and CRM	7	30	15	Core	
LSDM-MADT05 - Research Methods	7	20	10	Core	
LSDM-MADT06 - Applied Digital Marketing Project	7	60	30	Core	

Section B - Course Overview

The aim of this programme is to prepare professionals with high competencies and abilities to intervene in the digital marketing management of different types of organisations in the spectrum of digital marketing fields.

The main structural feature of the course is its systematic orientation to the job market and the students' vocational traits, combined with advanced marketing techniques and conceptual skills.

The course allows students to understand digital marketing in a professional context and implement innovative and effective marketing strategies. The study plan promotes the use of theory and practice of existing research to develop strategic thinking and implementation of marketing management, providing students with advanced, specialised, academic and entrepreneurial knowledge to pursue an established career in digital marketing areas.

The course program includes a combination of core units that provide students with a comprehensive understanding of the principles and practices of digital marketing:

⁶ The UK Credit: The [Higher education credit framework for England](#) outlines the credit values typically associated with the main higher education qualifications in terms of the minimum number of credits required for the award, including the minimum number of credits required at the level of the award. The credit framework outlines these requirements in terms of the UK Credit Transfer and Accumulation System (CATS) where 1 UK credit is equivalent to 10 notional hours of student effort.

⁷ The European Credit Transfer and Accumulation System (ECTS) is a tool of the European Higher Education Area for making studies and courses more transparent. It helps students to move between countries and to have their academic qualifications and study periods abroad recognised

Trend Forecasting and Emerging Technologies will provide students with tools and techniques to stay ahead of the market and capitalise on emerging opportunities, by predicting future consumer trends and behaviours, and using that information to develop new marketing strategies. The unit will introduce cutting-edge technologies like generative AI applied to marketing, extended reality (XR), blockchain, and the internet of behaviour (IoB) and their impact on marketing strategies.

Data Analytics will provide students with the knowledge and skills they need to succeed in a data-driven environment. Covering the fundamentals of data analytics in marketing, including customer segmentation, predictive analytics, and leveraging big data for targeted campaigns, students will learn to make informed decisions that drive results and stay ahead of the competition.

Digital Marketing Management will involve students in developing compelling digital content across platforms, including content strategy, storytelling, search engine optimization (SEO), multimedia production, and content distribution tactics, creating a consistent experience across all digital and physical brand touchpoints. This unit covers brand identity, positioning, communication, experience, and measurement in a digital environment.

Marketing Automation and CRM will provide students with the skills to implement automated marketing strategies and leveraging customer relationship management (CRM) systems to cultivate personalised customer experiences, lead nurturing, measure campaign effectiveness and drive sustainable business growth.

Research Methods will provide students with a framework for the research process and project formulation with the knowledge and skills they need to conduct research aligned with business objectives, provide insights and data-driven recommendations, and make informed decisions that drive results.

Applied Digital Marketing Project is a research project that allows students to demonstrate their mastery of digital marketing concepts, theories, and practices and provide insights into the implications of the research for digital marketing theory and practice.

Graduates of this course might develop their careers in several different business industries, including:

- Digital Marketing Manager
- Social Media Manager
- Content Marketing Manager
- SEO Specialist/Manager
- Digital Analytics Manager
- E-commerce Marketing Manager
- Digital Marketing Consultant
- Marketing Automation Specialist
- Brand Manager/Digital Brand Manager
- Inbound Marketing Manager

The course also presents opportunities to pursue entrepreneurial activity.

Further study opportunities include: PhD

Students are encouraged to adopt a reflective, analytical and evaluative approach to understand the dynamic relationships between the digital marketing aspects in commercial, industrial and non-profitable organisations (such as NGOs or Public Services). Students have the opportunity to enhance theoretical knowledge and fundamental critical and procedural skills that are key to dealing with real-life marketing challenges through a diversified teaching/learning model suited to a wide variety of professional activities and contexts.

LSDM is committed to providing an inclusive learning environment where all students feel their perspectives and contributions are equally respected and valued. Our courses align with Education for Sustainable Development as defined by UNESCO (2019): 'Education for Sustainable Development empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity.'

Section C - Course Aims

- A1 Provide a strong foundation in digital marketing concepts and theory, contributing to the careers of highly qualified experts in Digital Marketing.
- A2 Foster an in-depth understanding of emerging technologies, their applications in innovative marketing strategies and their impact and outcomes on other organisational areas.
- A3 Provide hands-on experience and practical skills in data analysis, content creation, marketing automation, CRM implementation, and strategic planning.
- A4 Prepare students to create, implement and optimise digital marketing strategies that are aligned with sustainable value creation.
- A5 Cultivate ethical and responsible marketing practices, emphasising transparency, consumer trust, and compliance with regulatory frameworks.
- A6 Encourage continuous professional development and lifelong learning to lead change in digital and tech marketing.
- A7 Prepare students to operate in the digital world and be able to respond to real-world problems and business challenges.

Section D - Course Outcomes

Upon successful completion of the course students are able to:

Knowledge

- LO1 Collect, analyse, and interpret data to inform marketing decisions, using analytics techniques.
- LO2 Identify emerging trends and technologies in the digital marketing industry and critically assess their application and impact on marketing strategies and campaigns to drive innovation.

Understanding

- LO3 Create compelling and optimised digital content across various platforms that reflect business, social, environmental and ethical concerns.
- LO4 Identify and implement innovative marketing solutions, marketing automation tools and CRM systems.

Application

- LO5 Recognise and address ethical considerations, privacy concerns, and regulatory frameworks in digital marketing practices.

- LO6 Think critically and creatively to develop effective work in a professional context, individually or in group environments and demonstrate professional digital marketing skills.
- LO7 Use research sources and methodologies, critical thinking and problem-solving to develop, apply and optimise digital marketing strategies aligned with business objectives and target audience needs.

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

The LSDM approach to learning and teaching centres the student in the learning process, developing their skills through active, practical, exploratory and reflective learning activities that addresses an intercultural and interdisciplinary labour market and develops an entrepreneurial outlook. It promotes a lifelong learning attitude, essential in today's competitive and dynamic world.

LSDM operates exclusively through online delivery, which means that all activities are developed using digital technologies. The campus online is the main hub where students will engage in a variety of learning modalities, including weekly lessons, tutorial sessions, participation in masterclasses or other student's events, developing individual or group assignments, participating in discussion forums, etc. Our courses offer a variety of resources and technologies to enhance learning, collaboration and active research, such as:

- Easy to use digital learning platform where students have access to all resources of their learning journey;
- Weekly lessons per unit, in the format of accessible and responsive learning packages that include videos, visuals, audio, guided readings, curated content, activities and self-assessment opportunities;
- Extra complementary resources, in topics such as career management, health and wellbeing, etc;
- Flexible opportunities for students to develop their learning and explore areas of interest, either individually or in groups;
- Synchronous and asynchronous discussions;
- Support for academic similarity analysis through Turnitin;
- Tutor Centre support, with an appointed Tutor to follow students' paths and provide academic guidance and mentoring;
- Student Office, supporting students with any issue related to registration, financial aid, disabilities or specific learning disabilities;
- 24/7 access to LSDM's online libraries of books, journals, statistical data and resources regarding academic integrity and academic writing;
- Optional tutorial group meetings to discuss assessment deliveries and doubts;
- Optional tutorial individual project meetings to discuss project developments;
- Optional masterclasses with invited experts;
- Optional student/alumni events.

The MA Digital & Tech Marketing combines active learning with curricular content developed by industry practitioners. These two aspects are essential to the development of applicable knowledge and skills in marketing. The course offers a relevant range of subjects wherein experienced tutors support and supervise the learning experience.

The approach to learning and teaching allows students to set their own pace, therefore combining their existing activities with an engaging and enriching learning environment. Students are encouraged to actively participate in all provided learning activities, and to take further responsibility for achieving their full potential.

Digital technologies are used to enhance learning, collaboration and active research, integrating the theoretical and practical dimensions, for a deeper level of understanding of marketing and its

related business practice. Live assessment briefs and masterclasses with invited industry experts provide opportunities to experience real life problem solving and prepare students for a professional career or further research.

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The coursework encourages an international perspective on marketing knowledge and practices. Therefore, the learning experience is supported and informed by an international faculty of academic staff with extensive professional expertise spanning diverse areas of digital marketing activity.

Assessment Strategy for the Digital & Tech Marketing Course

Assessment within the course is focused on developing a range of advanced technical and professional skills which can be applied using the knowledge and understanding of business problems within Digital Marketing. Assessments typically require primary and secondary research, ensuring the development of critical thinking throughout the programme.

A wide range of assessment methodologies is used oriented to the achievement of the learning outcomes of each unit, which may include written presentations, pre-recorded video presentations, portfolio, synchronous presentations and discussion. Working students are encouraged to develop applied projects for the companies they work for, offering the opportunity to put into practice the contents learned during the course with the mentoring of the tutors and the course leader.

Written assignments are presented through the Turnitin feedback studio which allows checking for similarity, giving meaningful feedback/feedforward and standardising grading through the use of rubrics. Synchronous presentations are made through video-conferencing solutions that enable screen, audio, and video sharing.

Feedback is provided to enable students to identify their strengths and areas of improvement.

Students gain credits through successful completion of units that comply with the LSDM's Academic Regulatory Framework. Master of Arts degrees are awarded on the basis of meeting the credit requirements.

Student Support

We aim to ensure, where possible, tutors remain with a student throughout their degree studies to discuss all matters relating to student well-being and academic support.

Students are further supported by:

- Course Leader
- Student Office support staff (including support for finance, regulations, disability)
- Technical support with IT and software
- Online learning environment
- Induction unit and session
- Student Staff Course Boards
- Library and Learning Resources
- Councils of alumni and student representatives

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports

- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student and Alumni Representatives.