

Course Description Document

Course Title	Digital Marketing (2023-24)
Course Code	8519
Award Title	Master of Science (MSc)
Awarding Body	University of Southampton
Teaching Institution	University of Southampton
Regulated by	Office for Students
Accreditation	Association to Advance Collegiate Schools of Business (AACSB)
Regulations	The Regulations of the University are in the University Calendar. https://www.southampton.ac.uk/calendar/index.page?
Location of study	Southampton
Length of the course	12 Months
Tuition Fees	Fees for students can be located by the student fees page. https://www.southampton.ac.uk/student-services/money-matters/student-fees/index.page

Course Overview

Digital Marketing is totally pervasive in the modern business, and the demand for knowledgeable and skilled marketing professionals has never been higher. From the rise of online advertising and the advent of social media, to the increasing importance of video, this constantly changing landscape presents marketers with both challenges and opportunities. The MSc Digital Marketing programme at the University of Southampton is designed for students who want to develop a deeper understanding of the digital tools and techniques available to marketers today. You will have the opportunity to explore the needs of the digital marketing industry, and learn a wide range of digital and social media related marketing knowledge and techniques.

The programme is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which is an internationally recognised award of excellence in business education.

Aims of the Course

This programme aims to develop your knowledge and understanding of the evolving field of digital marketing. It provides you with education and training in the theory and application of the principles, concepts, approaches, purpose and practice of digital marketing in contemporary organisations. The programme is available in full time mode only.

The aims of the programme are to:

- Provide an appreciation of the value of digital marketing in modern organisations;
- Develop an appreciation and understanding of the range and relationship of digital marketing applications, to help you prepare for or develop your career;
- Introduce and develop a breadth of knowledge in key digital marketing disciplines such as digital marketing strategy, digital marketing applications, digital analytics, multi-channel marketing communications and media management;
- Provide practicable training in applying the tools and techniques of key digital marketing disciplines;
- Provide the opportunity to gain experience of applying the concepts and approaches learned;
- Develop the ability to undertake rigorous, independent research.

Course Structure

The tables below provide a list of the modules that make up your course.

Each module is worth a specified number of credits: you can take a combination of core and compulsory modules enabling you to cover key subject knowledge. Some courses have option modules which enable you to develop your own interests.

Your programme requires a certain number of credits. The number of option modules you can take depends on the number of core and compulsory modules and this is also influenced by the requirements of the regulatory requirements for professionally accredited courses. Some courses also have pre and co-requisites, and these are included in individual module information.

Your learning will be led by the latest research, and modules can change periodically to reflect developments in the discipline. You can always find the most up-to-date information about your modules and who is teaching them via the information on our webpages and, post enrolment, via the Faculty hub. If we have insufficient numbers of students interested in an option module, it may not be offered. If an option module will not be run, we will advise you as soon as possible and help you choose an alternative module.

The core and compulsory modules available on your course are as follows:

Part I

Typical course content

The MSc Digital Marketing programme content is covered in a range of compulsory and optional modules. Compulsory modules provide a balanced grounding in the skills of the discipline, and optional modules provide opportunities to broaden understanding or to specialise in specific areas. The programme has eight 7.5 ECTS (15 CATS) taught modules spread over two semesters, followed by a dissertation or practice-based dissertation project. Six modules are compulsory, dissertation/ practice-based dissertation is optional core and two modules are optional. In the first semester, you have to complete four compulsory modules, and in the second semester, you need to complete two compulsory modules, and two optional modules.

Information about pre and co-requisites is included in individual module profiles.

Part I Compulsory Semester 1

Code	Module Title	ECTS	Type
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MANG6267	Building Customer Insight	7.5	Compulsory
MANG6262	Contemporary Marketing Practice: Ethics, Innovation, and Social Responsibility	7.5	Compulsory
MANG6540	Integrated Marketing Communication Design	7.5	Compulsory
MANG6572	Research Methods for Marketing	7.5	Compulsory

Part I Compulsory Semester 2

Code	Module Title	ECTS	Type
MANG6534	Digital Analytics	7.5	Compulsory
MANG6573	Digital Marketing Strategy	7.5	Compulsory

Part I Optional Core

Students must choose one of the modules below (30ECTS/60CATS), once chosen the module will become core.

Code	Module Title	ECTS	Type
MANG6544	Dissertation for Marketing	30	Optional/Core
MANG6518	Marketing Practice Based Dissertation	30	Optional/Core

Part I Optional Semester 2

Please select 2 module (15ECTS/30CATS):

Code	Module Title	ECTS	Type
MANG6559	Digital Marketing Applications	7.5	Optional
MANG6531	Managing Digital Design and Web Development	7.5	Optional
MANG6519	Services Marketing	7.5	Optional

Learning and Teaching

Your overall workload consists of class contact hours, independent learning, and assessment activity, with each ECTS credit taken equivalent to 20 hours of student effort. While your actual contact hours may depend on the option modules you select, the information available on our webpages give an indication of how much time you will need to allocate to different activities.

When not attending lectures, seminars and other timetabled sessions you will be expected to continue learning independently through self-study. Typically, this will involve reading journal articles and books, working on individual and group projects, undertaking research in the library, preparing coursework assignments and presentations, and for other types of assessments and examinations.

Full information about contact hours is provided in individual module information.

How we'll assess you

Your course provides you with opportunities to test your understanding of the subject informally before you complete the formal assessments that count towards your module mark. Each module normally contains at least one piece of practice or formative assessment for which you receive feedback.

Formative assessments are developmental, and any results do not count towards your module mark, but they are an important part of your learning.

Summative assessments usually take place at the end of each module, although some may have interim assessments throughout. Assessment methods might include written examinations and a range of

coursework assessments such as essays, reports, portfolios, performance, presentations and projects for example. The marks from summative assessments count towards your module mark.

The information available on our website gives an indication of the assessment methods used on your course.

Staff involved in delivering the different elements of the course

You will be taught by an experienced teaching team whose expertise and knowledge are closely matched to the content of the modules on your course. The team includes senior academics, professional practitioners with industry experience, demonstrators and technical officers.

Postgraduate research students who have undertaken appropriate training may also contribute to the teaching of seminars if their research specialism is directly related to the topic of the module and may also be involved in practical classes, project work and field trips. All contributions will be carried out under the supervision of the module leader.

Fees

What your fees pay for

Your tuition fees pay for the full cost of tuition and all examinations.

Extra costs you may experience

Accommodation and living costs, such as travel and food, are not included in your tuition fees.

Depending on the nature of your course, you may be able to choose modules which may have additional costs, such as field studies, travel overseas or industrial placements which will change the overall cost of your course. Details of these costs can be found in module information.

Please also ensure you read the section on additional costs in the Fees, Charges and Expenses

Regulations in [Section IV](#) of the University Calendar.

The following course-related costs are not included in your fees:

Type	Details
Calculators	Where a calculator is required, all Casio Calculators are allowed but they must be Non-Programmable, Scientific models. More information is available in the Examination Regulations https://www.southampton.ac.uk/studentadmin/assessment/assessment-overview/exam-regulations.page
Stationery	You will be expected to provide your own day-to-day stationery items, e.g. pens, pencils, notebooks, etc. Any specialist stationery items that you may need will be specified in the relevant module profile.
Textbooks	Where a module specifies essential texts, the Library will identify the optimal option(s) to support the module via the course Reading List. This may include e-books (ideally with unlimited concurrent usage) or a digitised chapter extract, supported by a limited number of print books (where available). You may request that the Library purchases additional

	print copies via ' suggest a book ', borrow an additional copy via our inter-library-loans service or you may prefer to buy your own copies for high demand titles.
Printing	In most cases, written coursework such as essays and projects are submitted online. However it may be necessary to submit a hard copy of some projects, business projects and dissertations. The costs of printing a hard copy for submission of such work will be your responsibility. You will also have to cover the cost of photocopying. https://www.southampton.ac.uk/isolutions/students/printing .
Parking	Parking space is limited on all sites and the issue of permits is restricted to students that have medical needs. For more information please follow the link https://www.southampton.ac.uk/transport/parking/car-parking.page

Bursaries, scholarships and other funding

We award scholarships and grants for travel, academic excellence, or to students from underrepresented backgrounds.

You may be able to get a University of Southampton bursary to help with your living costs.

If you are a care leaver or estranged from your parents, you may be able to get a specific bursary.

You may be able to get a scholarship or grant that's linked to your chosen subject area.

Financial Support

The Student Services Centre offers support and advice regarding student finances. You may be able to access our Student Support fund and other sources of financial support during your course. You can find more information about financial support via our webpages:

<https://www.southampton.ac.uk/studentsservices/money-matters/student-support-fund/index.page>

Academic support

The Student Support Hub is your first point of contact when it comes to seeking support. The team will answer your questions or concerns about your wellbeing, fees and funding, accommodation and visas. The team will help make sure you receive the support you need, guiding you to further support services where required. You can find more information about student support via our webpages:

<https://www.southampton.ac.uk/studentsservices/index.page>

One of the most important people you will meet while you are a student at Southampton is your Personal Academic Tutor, who will be allocated to you for your arrival at the University and who is normally a member of academic staff in your own or a closely related subject area. Your Personal Academic Tutor will offer one-to-one support and advice throughout your time at Southampton and will support you in your studies or with other issues you may have. You can find out more via our webpages:

<https://www.southampton.ac.uk/studentadmin/academic-support-guidance/personal-tutor.page>

Disclaimer

As a research-led University, we undertake a continuous review of our courses to ensure quality enhancement and to manage our resources. As a result, this course may be revised during a student's

period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's course.