Ravensbourne University London

Course Title	BSc (Hons) Digital Marketing
Final Award	BSc (Hons) Digital Marketing
Interim Awards	Certificate of Higher Education in Digital Marketing Diploma of Higher Education in Digital Marketing BSc Digital Marketing
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	N500
HECOS code (with Subject percentage Splits if applicable)	
QAA Subject Benchmark	Communication, Media, Film and Cultural Studies (2019)
External Accrediting Bodies	N/A
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	☒ Yes
Level 6 Top Up Option (online only)	☒ No
Study Load	☒ Full-time ☒ Part-time
Mode of study	☒ Face-to-face
Delivery Location(s)	☒ Ravensbourne University campus ☐ Online
Length(s) of Course(s)	3 Years (full-time), 6 years (part-time), 2 years (accelerated)
Type (open/closed)	Open
Validation period	Five years (September 2022 – September 2027)
Intended First Cohort Start Date	September 2022
Date produced/amended	July 2022
Course Leader	Samantha Sandilands
Course Development Team Members	Samantha Sandilands Ajaz Ali
Course Administrative Contact	Charles Mullany

Course Description
This course is designed to develop knowledge, skills, and experience in Digital Marketing and to combine creative elements with digital skills, preparing students for an ever-changing career. In a world where everything in business is innovation and marketing, this course gives students the tools to cultivate demand for new and existing products and services and develop increasingly vital relationships with customers. With the technological revolution and the reach of a seller and service provider extending to all corners of the world, digital marketing has become both a science and an art which combines creativity with data-driven decision making, all with customer satisfaction at its core. The field of digital marketing has emerged relatively recently, as technological developments have given access to affordable digital tools to everyone. A new generation of digital-savvy marketers is needed to create and manage ways to engage audiences, sell products and grow companies. The semi-technical nature of this combines the two strands of marketing and digital

technologies. Sustainable, ethical marketing is a key future consideration which will also be highlighted throughout the course.

According to a report by Cognizant, there will be at least 21 new roles emerging in digital marketing in next 10 years, making the sector an exciting place to work. These roles are an amalgamation of conventional marketing roles converging with new technologies resulting in roles such as 'Loyalty Engineer' and 'Data Ethnographer'. Professionals who can leverage the power of digital marketing via mobile devices, social networks, graphic design, and the web are therefore in high demand in the marketplace. Employment of marketing managers is projected to grow significantly in next few years. For sustainable career success in this field students need skills combined with formal training to understand the complexities of modern business and how digital marketing aligns with business objectives and business strategies.

This course uses a "tribrid" approach designed to develop the student's creative, technical, and business talents to empower their careers as digital marketers.

Course Aims
· Develop an understanding of traditional and digital marketing theories and concepts.
· Create content and evaluate results of campaigns for different audiences and key channels.
· Develop and critically apply the concepts, principles, and theories of marketing which are also relevant to the interdisciplinary topics involved in digital marketing.
· Enable interpretation of requirements, communication, and briefing of internal or external stakeholders on digital business and marketing needs.
· Apply the appropriate tools and techniques using a data-driven approach to analyse marketing information and platforms, data and social media and recognise what is important for insights and optimisation to provide solutions for marketing decisions.
· Develop professional, industry-ready students with demonstrable skills for a range of marketing related job roles.

Course Learning Outcomes

	The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.
	On completion of the **BSc (Hons) Digital Marketing** students will be able to:
Explore	Evidence and contextualise capacity for utilising and synthesising *Digital Marketing* knowledge of the economy and business environments and evidence critical reflection, supporting deeper understanding of the subject. (CLO1)
Create	Critically engage with the development of ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms aligned to *Digital Marketing*.
	Evidence ability to synthesise idea development, experimentation, and technical ability supporting fully resolved outcomes regarding communication and

	presentation for *Digital Marketing.* (CL02)
Influence	Implement a methodical working approach and ethos that encompasses innovation, creativity and enterprise and critically identifies consideration of social, ethical, political, legal and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to *Digital Marketing.* (CL03)
Integrate	Evidence a critical ability to successfully develop and synthesise collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to *Digital Marketing.* (CL04)

Where a student does not complete the full course, but exits with an Ordinary Degree, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **BSc Digital Marketing** students will be able to:

Explore	Evidence and contextualise capacity for utilising and synthesising *Digital Marketing* knowledge of the economy and business environments and evidence critical reflection, supporting understanding of the subject. (CLO1)
Create	Evidence ability to consider ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms aligned to *Digital Marketing.* Evidence ability to synthesise idea development, experimentation, and technical ability supporting resolved outcomes regarding communication and presentation for *Digital Marketing.* (CLO2)
Influence	Evidence a coherent working approach and ethos that encompasses innovation, creativity and enterprise and critically identifies consideration of social, ethical, political, legal and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to *Digital Marketing.* (CLO3)
Integrate	Evidence ability to effectively synthesise collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to *Digital Marketing.* (CLO4)

Where a student does not complete the full course, but exits with a Diploma in Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **Diploma of Higher Education in Digital Marketing** students will be able to:

Explore	Evidence evolving ability to utilise research and critical reflection to support developing understanding of subject knowledge and ability to problem solve in relation to *Digital Marketing.*

	Evidence evolving ability to utilise *Digital Marketing* knowledge of the economy, business environments and utilise critical reflection to support deeper understanding of the subject. (CLO1)
Create	Evidence capacity to combine ideas, materials, tests and outcomes into solutions that inform and guide practical and theoretical development in physical, written and oral forms aligned to *Digital Marketing*. Exhibit developed technical competencies, supporting ideation, communication and presentation in relation to *Digital Marketing*. (CLO2)
Influence	Evidence developing working processes that identify consideration and interpretation of social, ethically and environmentally responsible working methods and how this guides personal professional practice in relation to *Digital Marketing*. Evidence developing working processes that identify consideration and interpretation of innovation, creativity and enterprise and social, ethical, political, legal and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to Digital Marketing. (CLO3)
Integrate	Evidence evolving ability to engage with collaborative working to support academic development, industry interactions & practices to enhance and progress self-efficacy and professional development in relation to *Digital Marketing*. (CLO4)

Where a student does not complete the full course, but exits with a Certificate of Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the **Certificate of Higher Education in Digital Marketing** students will be able to:	
Explore	Demonstrate capacity for engaging with research and starting to develop skills in critical thinking, developing Digital Marketing specific knowledge and an emerging ability to problem solve. Demonstrate evolving ability to utilise Digital Marketing knowledge of the economy, business environments and critical reflection, supporting deeper understanding of the subject. (CLO1)
Create	Demonstrate capacity to consider ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms in relation to Digital Marketing. Exhibit emerging technical competencies, supporting ideation, communication and presentation in relation to Digital Marketing. (CLO2)
Influence	Apply an emerging working approach/attitude that identifies recognition of social, ethically and environmentally responsible working methods and how this guides personal professional practice in relation to Digital Marketing.

	Apply an emerging working process that identifies recognition and interpretation of innovation, creativity and enterprise, and social, ethical, political, legal and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to Digital Marketing. (CLO3)
Integrate	Demonstrate emerging capacity to engage with collaboration, teamwork, industry interactions, and professional working practices to support self-efficacy and professional development in relation to Digital Marketing. (CLO4)

Ravensbourne University Assessment Criteria	
Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact Environmental Impact
Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

Core Competencies

Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
Cognitive	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: • Evaluate their own beliefs, biases and assumptions • Evaluate strengths, weaknesses, and fallacies of logic in arguments and information • Apply lesson from the past or learned knowledge and skills to new and varied situations • Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques • Devise and defend a logical hypothesis to explain observed phenomenon • Recognize a problem and devise and implement a plan of action	**Explore, Create, Integrate, Influence**
Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	**Create**

Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	Integrate, Influence
Emotional, Social and Physical	Emotional -The intrapersonal ability to identify, assess, and regulate one's own emotions and moods; to discriminate among them and to use this information to guide one's thinking and actions and where one has to make consequential decisions for oneself. Attributes may include: • Self-awareness & regulation (including metacognition) • Mindfulness • Cognitive flexibility • Emotional resilience • Motivation • Ethical decision- making Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include: • Managing your audience • Coordinating with others • Negotiation • Creativity • People management • Leadership & entrepreneurship • Service orientation • Active listening • Coaching and mentoring Physical - The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include • Self-discipline & management • Attention	Explore, Influence, Integrate

	• Reaction & response time • Cognitive & muscle memory • Managing stress • Physical resilience	
Cultural	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	**Influence, Integrate**
Enterprise and Entrepreneurial	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).	**Create, Influence, Integrate**
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	**Explore, Create, Integrate, Influence**
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	**Explore, Create, Influence, Integrate,**

Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
Level 4: At Level 4 learning & teaching will be delivered through a combination of workshops, lectures, seminars and group exercises, self-directed study, as well as individual or group tutorials. • Lecture	For all levels of the Course: Oral Assessment – content and form Presentation Portfolio Digital Workbook

- Seminar
- Tutorial
- Guest Lecture
- Technical Demonstration
- Practical Classes and Workshops
- Supervised Time in Studio
- Fieldwork
- External Visits
- Independent Study
- Directed Study
- Hybrid Approach

Level 4 will also introduce the students to the Professional Life Practice modules that are embedded in each undergraduate learning level. These modules specifically support collaborative experimental practice, entrepreneurship, and enterprise, helping to catalyse, develop and showcase interdisciplinary working methods interaction and innovation.

The Modules will also facilitate opportunities to integrate with industry partners in order to establish professional currency at the start of the undergraduate journey, and to drive enterprise and employability through the degree experience.

The Professional Life Practice Modules integrate the emerging subject knowledge of each student with working methods from a range of disciplines to create a multidisciplinary synthesis of practice, skills and learning. Students will develop social, cultural, emotional, and cognitive intelligence through projects that facilitate community and industry connections aligned to the Ravensbourne Core Competencies.

Level 5:

Skills acquired at Level 5 are developed further through a combination of workshops, lectures, seminars, group exercises, self-

Practical Assignment

Classroom Test

Reflective Written Document

Industry Focussed Report

Project Pre-Production Treatment

Critique

Personal Progress Review (PPR)

Formative Assessment is used in all modules of the programme to assess your progress relating to unit briefs and an opportunity to offer feedback, feedforward and a diagnostic response. This is typically within a group or individual review held midway throughout each unit though for latter modules in level six there are more formative assessment points.

Summative Assessment is held in the latter stages of each module and is the definitive assessment point where each assessment requirement is assessed. All Assessment involves moderation and verification. Written or aural feedback and clear feedforward will be provided shortly after assessment and there are opportunities for tutorials if you need further classification before the start of the next unit.

Assessment will be aligned to the Ravensbourne Core Competencies.

A Learning Journal will be used throughout the course across all assessments. This will be a tool for the students to keep track of their own progress in addition to being an assessment method. The Learning Journal will be unique to each individual and will need to be submitted alongside each unit. It will be

directed study, as well as individual or group tutorials.

- Lecture
- Seminar
- Tutorial
- Guest Lectures
- Practical Classes and Workshops
- Supervised Time in Studio
- Independent study
- Directed Study
- Placement Opportunities
- Study Abroad Opportunities
- Hybrid Approach

These modules will inform Level 6 modules around portfolio creation and Final Major Project and enable students to make career choices around their industry discipline.

In addition, students will test their developing disciplinary knowledge in collaborative scenarios with the opportunity to take part in the Professional Life Practice Modules, and Work Based Learning Modules, offering collaborative and industry aligned opportunities both within Ravensbourne and in external contexts.

Visiting speakers and industry specialists will be invited to deliver lectures or practical workshops, bringing their own specialism and examples of industry work into the sessions.

The Professional Life Practice Modules at Level 5 supports practical, theoretical and industry focused engagement facilitating expertise, experience and interactions with professional aspects of the games and games programming disciplines.

viewed holistically with other assessments and will be a space for students to reflect upon their own learning, set targets and track feedback given at both formative and summative assessments throughout the course.

All Level 5 students will have the opportunity to undertake a Work Based Learning module at the end of Semester 2. The Work Based Learning module will offer the students the ability to engage with industry-led experience supporting industry interactions, entrepreneurship and employability skills. The placements will be supported by the careers team at Ravensbourne.

Level 6

Skills acquired at Level 4 and 5 will be developed and perfected at Level 6 through lectures, seminars, workshops, self-directed study and individual tutorials.

- Lecture
- Seminar
- Tutorial
- Guest Lecture
- Independent study
- Directed Study
- Technical Masterclass
- Industrial Live Project
- Placement Options
- Networking Events
- Portfolio Review
- Hybrid Approach
- Online Study

Students are expected to take on professional attitudes to time and project management.

Visiting lecturers may be invited to deliver lectures and/or practical sessions related to their area of work and students will develop an outward facing portfolio to aid graduate progression.

Written work will focus upon critical analysis and reflection of project-based work, with a view to encouraging ongoing development. Within the sphere of theoretical study, students will expand their ability to write reflexively and critically about their discipline

and competently be able to contextualise their personal practice.

Students will be expected to interface directly with industry through mentoring, competition, and research.

Work-Based Learning

Students will be supported in securing work-based learning in their second year in the second semester, utilising contacts and links built between the course team and industry.

This could be within a marketing department in a wider organisation, or an organisation such as a marketing agency.

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 4				
BSM22101	Marketing and the Digital Context	x	Mandatory	20
BSM22104	Fundamentals of Business and Management Practice	x	Mandatory	20
DIM22104	Web Design and Coding Basics	x	Mandatory	20
DIM22105	Promotion and Communication Design	x	Mandatory	20
PLP22103	Professional Life Practice Developing your Practice"	x	Mandatory	20
PLP22106	Professional Life Practice "Exploring your Practice"	x	Mandatory	20
				120
Level 5				
DIM22202	Photography and Visual Creation		Mandatory	20
DIM22201	Digital Psychology	x	Mandatory	20
DIM22204	Enterprise, Innovation and Responsible Business	x	Mandatory	40
PLP22203	Professional Life Practice "Applying your Practice"	x	Mandatory	20
PLP22206	Work-Based Learning		Mandatory	20
				120
			Total	**240**
Level 6				
DIM22304	Marketing Campaign Planning		Mandatory	20
DIM22301	Applied Research Methods: Emerging Technology, AI and Market Research	x	Mandatory	40
PLP22303	Professional Life Practice "Situating your Practice"	x	Mandatory	20
DIM22302	Independent Dissertation Project		Mandatory	40
				120
			Total	**360**

Learning Hours

Learning Hours (per 20 credit module excluding the Work-Based Learning)			
Staff – Student Contact Hours		**Independent Study Hours**	
Taught hours	48	Independent study, self-directed study and assessment	152
Total			200

Course Regulations

Entry Requirements

Please refer to the institutional regulations on the expected minimum entry requirements (found under Section 5 of the General Academic Regulations found on the website here), and the course page on the Ravensbourne University website for course specific entry requirements.
3 x A Levels at Grades CCC or above (96 Tariff points), or

BTEC Extended Diploma at MMM (96 Tariff points), or

equivalent level 3 qualifications,

plus GCSE English and Maths at Grade 4 or above

Accreditation of Prior Learning (if applicable)

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure and Student Transfer Plan.

Conditions for Progression

Students will be deemed to have passed a module if they achieve a 40% for undergraduate students; or a 50% for postgraduate students.

A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

Reassessment of Failed Elements

Failure in any component will result in a Fail grade for the component.

Non-submission in any component will result in a non-submission for the component.

Students must then successfully retrieve the failed or non-submitted component by resubmission of assessment in order to pass the module.

Where a student does successfully retrieve a component failure, the grade for the component will be capped at 40% (undergraduate) or 50% (postgraduate) (except where Extenuating Circumstances have been approved). The overall grade for the module will be calculated using all achieved grades where there are 2 or more components.

Conditions for the Granting of Awards

A student who completes an approved course of study, shall be awarded BSc (Hons) Digital Marketing. Those students who exit the Course without completing it may be entitled to exit with an award of either a:

1. Certificate of Higher Education in Digital Marketing, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
2. Diploma of Higher Education in Digital Marketing, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
3. BSc Digital Marketing (ordinary degree), provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

The Quality Team   Definitive Documents

Any derogation(s) from the Regulations required?	
N/A	
Student Support	https://www.ravensbourne.ac.uk/student-services
Assessment Regulations	https://www.ravensbourne.ac.uk/staff-and-student-policies

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Level 4 Modules				
BSM22101 Marketing and the Digital Context	x	x	x	x
BSM22104 Fundamentals of Business and Management Practice	x	x		x
DIM22104 Web Design and Coding Basics	x	x		
DIM22105 Promotion and Communication Design	x	x	x	x
PLP22103 Professional Life Practice: Developing Your Practice	x	x	x	x
PLP22106 Professional Life Practice: Exploring your Practice	x	x	x	x
Level 5 Modules				
DIM22202 Photography and Visual Creation	x	x		x
DIM22201 Digital Psychology	x	x		x
DIM22204 Enterprise, Innovation and Responsible Business	x	x		x
PLP22203 Professional Life Practice: Applying your Practice	x	x	x	x
PLP22206 Work-Based Learning				
Level 6 Modules				
DIM22304 Marketing Campaign Planning	x	x		
DIM22301 Applied Research Methods: Emerging Technology, AI and Market Research	x	x		x
PLP22303 Professional Life Practice: Situating your Practice	x	x	x	x
DIM22302 Final Major Project	x	x		x

Course Diagram - Full Time mode

	Semester 1	Semester 2

Level 4	BSM22101 Marketing and the Digital Context 20 credits	DIM22104 Web Design and Coding Basics 20 credits	
120 credits	BSM22104 Fundamentals of Business and Management Practice 20 credits	DIM22105 Promotion and Communication Design 20 credits	
	PLP22103 Professional Life Practice: Developing Your Practice 20 credits	PLP22106 Professional Life Practice: Exploring Your Practice 20 credits	

	Semester 1	**Semester 2**	
Level 5	DIM22201 Digital Psychology 20 credits	DIM22204 Enterprise, Innovation and Responsible Business 40 credits	PLP22206 Work-Based Learning 20 credits
120 credits	DIM22202 Photography and Visual Creation 20 credits		
	PLP22203 Professional Life Practice: Applying your practice 20 credits		

	Semester 1	**Semester 2**	
Level 6	DIM22301 Applied Research Methods: Emerging Technology, AI and Market Research 40 credits	DIM22302 Final Project/Dissertation 40 credits	DIM22304 Marketing Campaign Planning 20 credits
120 credits	PLP22303 Professional Life Practice: Situating Your Practice 20 credits		

The Quality Team   Definitive Documents