

BSc (Hons) Digital Marketing

Academic year: 2022-2023

1. PROGRAMME INFORMATION	
Title of final award	Bachelor of Science with Honours in Digital Marketing BSc (Hons) Digital Marketing
Code	OUBS045
Awarding Body	Open University
Department/Faculty	Business and Management
Programme Manager	Mr Abheenaye Chauhan Gokhool
Administrative contact point	TBC
Programme duration	Minimum 3 years Maximum 6 years
Total Credits	180
Credits per year	<i>Normally 60 credits per academic year Minimum number of credits that can be taken per semester is 20 Maximum number of credits that can be taken per semester is 40</i>
MQA NQF level	Level 8
EHEA level	Level 6
External Accreditors	Not applicable
Collaborative Partners	Not applicable.
Programme approval date	Tbc
Last revision	Not applicable
Last update	Not applicable

2. ENTRY REQUIREMENTS	
General:	<p>Based on the General Entry Requirements under Direct Entry to Undergraduate Programmes, applicants should fulfil the following conditions:</p> <p>OPTION 1 A pass in English Language at Cambridge School Certificate/ 'O' Level or equivalent</p> <p><u>AND</u></p>

	<p>EITHER Pass in:</p> <p>3 subjects at A-level and 1 subject at subsidiary level at Higher School Certificate Examination;</p> <p>OR Pass in:</p> <p>2 subjects at A-level and 2 subjects at subsidiary level at the Higher School Certificate Examination;</p> <p>OR Pass in:</p> <p>3 subjects at A-level at the London General Certificate Examination.</p> <p>OR any other qualifications acceptable to OU. (refer to OU general rules and regulations)</p> <p>OPTION 2</p> <p>Submission of a comprehensive portfolio for possible recognition of prior learning/experience (RPL/RPE) as an alternative to above along with evidence for the language/numeracy/Information and Communication Technology (ICT) skills required for the programme of study.</p> <p><u>Note:</u></p> <ul style="list-style-type: none"> • Mature candidates will be considered on their own merit. (refer to OU general rules and regulations) • Learners who do not qualify under Option 1 may initially register for Foundation Courses offered by OU. (refer to OU general rules and regulations)
Programme specific:	None

3. PROGRAMME OVERVIEW

<p>Aims and objective of the programme:</p>	<p>The programme aims to:</p> <ul style="list-style-type: none"> • Empower learners to enhance their knowledge and skills in ways that will enable them to think strategically about the growth of their organisation; • Enable learners to discuss the recent trends in Digital Marketing and also assess legal issues in relations to Digital Marketing • Enable learners to develop effective Digital Marketing practices to solve marketing problems; and • Equip learners within the relevant skills and competencies to excel in Digital Marketing. <p>This course will allow learners to acquire a creative flair in Digital Marketing and develop an interest in the digital elements of today’s world and also apply the</p>
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	<p>different digital techniques in their respective workplace. It will also help learners to acquire future proof skills to ensure the relevance of ever-changing environment of the digital economy. The programme is most suitable for those already working in the marketing environment or wishing to pursue a career in fields such as Digital Marketing, Social Media, Marketing Communications, Web Analytics or Mobile Marketing</p>
<p>Intended Learning outcomes: After successfully completing this programme students will be able to:</p>	
<p>Knowledge and understanding</p>	<p>K1: Identify and explain the key theoretical and practical concepts of management and communication; K2: Identify and explain the key theoretical and practical concepts of marketing and digital marketing; K3: Explain the basic financial concepts in an organisation; K4: Describe the process of optimising a website effectively; K5: Explain the core principles of marketing and the role of marketing function within organisations; K6: Identify the barriers and different types of communication within an organisation; K7: Describe the role played by technology in marketing; K8: Explain the key elements of services in marketing; K9: Identify the key players in the digital marketing industries and explain their importance; K10: Demonstrate an understanding of the concept of brand management; K11: Explain the key principles and approaches of Customer Relationship Management; K12: Demonstrate an understanding of the key concepts of Law in relation to digital marketing; K13: Identify the different types of media which can be used by an organisation; K14: Explain the fundamental principles of email marketing and the underlying theoretical concepts; K15: Describe the various parts of mobile marketing.</p>
<p>Cognitive skills</p>	<p>C1: Discuss the various elements of a content marketing strategy; C2: Identify ways of measuring the success of a marketing strategy; C3: Develop objectives related to marketing; C4: Discuss the main elements of digital advertising and their impact; C5: Analyse the performance of a marketing campaign; C6; Discuss the effect of financial elements on organisations; C7: Critically identify and evaluate the tools used in various elements of digital marketing C8: Understand how to use Google AdWords C9: Discuss the legal implications in relation to digital marketing; C10: Analyse the importance of building and maintaining relationships with stakeholders; C11: Discuss the factors affecting buyer behaviour and the elements of marketing communications; C12: Analyse the current business context by applying appropriate theoretical frameworks and making use of relevant industry examples; C13: Apply relevant theories of marketing and management to specific problems to devise appropriate strategies; C14: Analyse how various stakeholders can impact on the organisation;</p>

	<p>C15: Discuss the contributions of societal and green marketing approaches to societal welfare;</p> <p>C16: Discuss the different elements in Marketing Research;</p> <p>C17: Identify the key elements in developing a website;</p> <p>C18: Analyse and evaluate the different components of International Marketing.</p>
Practical/professional Skills	<p>P1: Apply a range of basic statistical methods which are relevant to managerial decisions;</p> <p>P2: Identify ways of collecting data from various sources;</p> <p>P3: Develop effective leadership and teamwork skills in enhancing collective organisational performance;</p> <p>P4: Solve Marketing issues from an ethical perspective;</p> <p>P5: Develop appropriate marketing strategies effectively;</p> <p>P6: Provide recommendations based on marketing issues;</p> <p>P7: Develop a marketing plan to meet the objectives of the organisation;</p> <p>P8: Develop web pages based on best practices;</p> <p>P9: Apply the various elements of digital marketing in marketing decisions.</p>
Transferable skills	<p>T1: Acquire the basic IT and communication skills;</p> <p>T2: Develop a global mind-set;</p> <p>T3: Communicate ideas and arguments both in written formats and orally through formal presentations;</p> <p>T4: Demonstrate effective learning and research skills, including planning and self-management;</p> <p>T5: Develop independent thinking and leadership abilities;</p> <p>T6: Work effectively in teams, collaborating appropriately in all work environments;</p>

4. PROFESSIONAL, STATUTORY AND REGULATORY BODIES (where applicable)

Not applicable

5. LEARNING AND TEACHING STRATEGY

Learning and teaching methods:

Students will be provided with opportunities to engage in a diverse range of learning environments so as to maximise their learning. The mode of delivery will be a blended mode. Students will interact with their tutors regularly through the e-platform and will have face to face as well.

The e- platform will use the following tools:

- Online activities: for every unit covered in each module students will be given opportunities to complete interactive learning activities including discussion forums, quizzes, field trips, videos, webinars and problem-solving activities. Students will be encouraged to work independently but also to engage in collaborative work.
- Independent study: Independent study forms an essential part in the development of your knowledge and understanding. We will guide you, via the e-platform, on the reading and

reflection of primary and secondary texts. Students should use this independent study time to link knowledge with e-class and face-to-face activities and develop their own understanding and critical perspective on the topics they are studying.

The face-to-face sessions are an opportunity to untangle complex concepts and provide students with an opportunity to apply the knowledge acquired in the preceding weeks. During the face-to-face sessions students are expected to:

- Engage in problem solving activities
- Read the uploaded material in advance in order to participate actively in class discussions
- Review core/complex concepts through applied work.

Research supervision:

In the final part, students will undertake a dissertation, supervised by a tutor with expertise in the area. Students will have the opportunity to meet with the supervisor to explore the topic, receive guidance on the research and receive feedback on the work as it progresses.

Overall Workload:

Your overall workload as a student consists of independent learning, e-learning activities and, if you choose to, face to face sessions. The following gives you an indication of how much time you will need to spend on the different components of your programme at each level. Each ECTS credit taken is equivalent to 25 hours of study time.

The expected study time for this programme will be as follow:

Year 1: 1,500 hours for 60 ECTS credits.

Year 2: 1,500 hours for 60 ECTS credits.

Year 3: 1,500 hours for 60 ECTS credits.

Typically, for each year of your degree you will spend 0-10% of your time in face to face sessions, 30-40% of your time engaging with e-learning activities and 60% of your time in independent study time.

A typical study week for a student will involve some optional face to face sessions, required engagement in online discussion forum, the completion of online activities and independent study time to review attached readings, textbooks and relevant sections of the module document. Students should expect to devote 8 to 12 hours of study time per week per module.

These are indicative and may vary from student to student.

6. ASSESSMENT STRATEGY

Assessment Methods

A range of formative and summative assessment exercises are designed to enable you to demonstrate and apply your knowledge and understanding.

Most modules will consist of a Tutor Marked Assessment component and an examination and, in some modules, you may have group projects or presentations. TMAs can include:

- Essays
- Exercises and problem set
- Mini case studies
- Group Presentations
- Group Projects
- Online Engagements

In addition to TMAs, this programme includes final examination for all modules except the Final year dissertation module.

Assessment mapping: See Appendix page 12.

Academic Feedback

Throughout the course of your studies, tutors will provide informal feedback on your online activities and class contributions. Feedback may be individual or provided to the class as a whole.

Each summative assessment will be accompanied by detailed marking criteria and marking scheme detailing the expectation of the assessment at each grade classification level. Feedback on assessment will be provided along the marking criteria. Marking criteria will be made available to the student at the same time as the assessment details.

Students will receive written individual feedback on all TMA components.

The university policy on assessment feedback and guidance on provisional marks can be found in the General Rules.

Late submission, Extension and Resit Policy

The university policy on late submission, Extension and re-sits can be found in the General Rules.

Special Circumstances

The university policy on special circumstance can be found in the General Rules.

Continuous assessment and Exam Regulations

The university regulations on continuous assessment and examination can be found in the General Rules.

7. ACADEMIC MISCONDUCT

As a safeguard to the quality and standard of Open University's qualifications and awards, the university takes any incidence of academic misconduct seriously and will investigate any reported case.

Academic Misconduct refers to any activity where a student, through unpermitted means, seeks to gain an advantage in the completion of an assessment. Any unpermitted action will be considered as academic misconduct when occurring during a formal examination, a TMA, or any other form of assessment considered by Board of Examiners and undertaken in pursuit of a University qualification or award.

Plagiarism (using, intentionally or unintentionally another person’s work and presenting it as its own) will be systematically checked through an automated text-matching detection software that supports the detection of plagiarism: Turnitin.

For a list of all academic misconducts see section 23.3 of the University Regulations.

Any suspected cases of academic misconduct will be reported and investigated. Academic misconduct offences, may lead to suspension or expulsion from the University.

The university regulations on Academic Misconduct can be found [insert]

8. PROGRAMME STRUCTURE

C= Core i.e. modules which must be taken to be eligible for the award

S1 = Semester 1

S2 = Semester 2

Year 1 – Level 5 (NQ-MQA) – Short cycle Introductory (level 4 QF-EHEA)

All core modules must be taken

Code	Module Title	Type	Semester	Credits
OUBs045111	Management Principles	C	S1	6
OUBs045112	Fundamentals of Finance	C	S1	6
OUBs045113	Principles of Marketing	C	S1	6
OUBs045114	Business Communications Skills	C	S1	6
OUBs045115	Academic Literacies	C	S1	3
OUBs045121	Introduction to Digital Marketing	C	S2	7
OUBs045122	Services Marketing	C	S2	6
OUBs045123	Marketing Communications	C	S2	6
OUBs045124	Legal and Ethical considerations in Digital Marketing	C	S2	8
OUBs045125	Brand Management	C	S2	6
Credit Total				60

Year 2 – Level 6 (NQ-MQA) – Short cycle Intermediate (level 5 QF-EHEA)

All core modules must be taken

Code	Module Title	Type	Semester	Credits
OUBs045211	Search Engine Optimization	C	S1	7
OUBs045212	Web Development	C	S1	7
OUBs045213	Introduction to FinTech	C	S1	5

OUbs045214	Content Marketing	C	S1	5
OUbs045215	Marketing and Society	C	S1	8
OUbs045221	Pay-per-click Marketing	C	S2	7
OUbs045222	Marketing Research	C	S2	7
OUbs045223	Customer Relationship Management	C	S2	6
OUbs045224	Social Media Marketing	C	S2	8
Credit Total				60

Year 3 – Level 7/8 (NQ-MQA) – 1st Cycle Honours (level 6 QF-EHEA)				
All core modules must be taken				
Code	Module Title	Type	Semester	Credits
OUbs045311	Email and Mobile Marketing	C	S1	9
OUbs045312	Digital Advertising	C	S1	5
OUbs045313	Digital Marketing Analytics	C	S1	9
OUbs045314	Dissertation		S1 and S1	-
OUbs045321	Big Data Analytics	C	S2	7
OUbs045322	Digital Marketing Strategy	C	S2	9
OUbs045323	International Marketing	C	S2	6
	Dissertation	C	S1 and S1	15
Credit Total				60

Overall Programme Credit Total 180

9. GRADING

Grading system:

Assessments are graded in percentage and correspond to a letter grade and a grade point.

Marks (x) %	Description	Letter Grade	Grade point
X ≥ 70	Excellent	A	5
60 ≤ X < 70	Very Good	B	4

$50 \leq X < 60$	Good	C	3
$40 \leq X < 50$	Satisfactory	D	2
$X < 40$	Ungraded	U	0
Non-graded/pending	See section 17.1.1 in assessment rules and regulation for pending grades letter codes		

To pass a module students need an overall of 40% weighted average of their combined continuous assessment and examination. All components of TMAs will have to have been submitted and examination sat to pass the module.

Students will normally not be allowed to postpone more than two modules for the following semester.

If a student obtains grade "U" in three or more modules in the same semesters, and the CPA is below 40 for that semester, the student will be requested to repeat the semester unless decided otherwise by the Academic Council upon the recommendation of the Board of Examiners. When repeating a semester, a student may or may not take the modules for which Grade C or above have been obtained.

If after completing a level the student's CPA < 40, the student will have to repeat the entire academic year, and retake the modules as and when offered. However, s/he will not be required, if s/he wishes, to retake 3 module(s) for which Grade C or above has been obtained. Students will not be allowed to repeat more than two semesters during the entire duration of the programme.

University general marking criteria for undergraduate exams and undergraduate dissertations can be found in the Undergraduate Handbook

Cumulative Point Average (CPA):

Total CPA for Undergraduate degrees is calculated by:

- a) multiplying the module credit by the % marks for the module and then summed up and divided by the total credits attempted over the cumulative period at each level (1 semester or 1 year). AND
- b) Taking the weighted average of the obtained CPAs at each level. The respective weights being set as follow: the CPA of level 5 modules (year 1) will be weighted at 15% (0.15), the CPA of level 6 modules (year 2) will be weighted at 35% (0.35) and the CPA of level 7/8 modules (year 3 and/or 4) will be weighted at 50% (0.5).

Example calculation of the CPA at level 5 for undergraduate programmes:

Course Level 5	% Scores	ECTS Credit unit	Module Credit x % Score
BAXX1	64	7.5	$64 * 7.5 = 480$
BAXX2	71	7.5	$71 * 7.5 = 533$
BAXX3	44	7.5	$44 * 7.5 = 330$
BAXX4	59	7.5	$59 * 7.5 = 443$
BAXX5	82	5.0	$82 * 5 = 410$

BAXX6	62	5.0	62*5 = 310
BAXX7	65	5.0	65*5 = 325
BAXX8	54	15.0	54*15 = 810
Total		60	3640
CPA = 3640/60			61.7

Example Calculation Total CPA:

Level	Score	Weighted score
CPA level 5 (60 credits)	61.7	61.7 * 0.15 = 9.11
CPA level 6 (60 credits)	63.4	63.4 * 0.35 = 22.19
CPA level 7/8 (60 credits)	65.5	65.5 * 0.5 = 32.75
Total CPA (180 credits)		64

10. PROGRESSION, EXIT POINTS AND AWARD

Progression	<p>If a student fails to achieve 60 credits at the end of a year level, the board of examiners will make a decision with regard to the student's progression. At its discretion, the board of examiners may:</p> <ul style="list-style-type: none"> - allow a student to carry forward up to 15 credits in the following year level in order to retake these units in attendance; - require the student to repeat the year; - award of an exit award once you've exhausted all the opportunities to retrieve failed assessment. 										
Classification of Awards	<p>For the award of the Honours degree, all modules of the programme must be completed.</p> <p>The Certificate of Higher Education and the Diploma of Higher education are awarded as possible exit points in the programme as indicated in the table below:</p> <table border="1"> <thead> <tr> <th>Award</th> <th>Title</th> <th>Level NQ-MQA</th> <th>Total required Credits</th> <th>Classification</th> </tr> </thead> <tbody> <tr> <td>BSc (Hons)</td> <td>Digital Marketing</td> <td>8</td> <td>180</td> <td> 1st Class Honours (First): CPA ≥ 70 2nd Class 1st Division Honours (2:1): 60 ≤ CPA < 70 2nd Class 2nd Division Honours (2:2): 50 ≤ CPA < 60 </td> </tr> </tbody> </table>	Award	Title	Level NQ-MQA	Total required Credits	Classification	BSc (Hons)	Digital Marketing	8	180	1st Class Honours (First): CPA ≥ 70 2nd Class 1st Division Honours (2:1): 60 ≤ CPA < 70 2nd Class 2nd Division Honours (2:2): 50 ≤ CPA < 60
Award	Title	Level NQ-MQA	Total required Credits	Classification							
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	Ordinary BA/BSC	Digital Marketing	7	180	3rd Class: 45 ≤ CPA < 50 Pass: 40 ≤ CPA < 45
	Diploma of Higher Education (DipHE)	Digital Marketing	6-7	120	Distinction : CPA ≥ 70 Pass: 40 ≤ CPA < 70 No Award: CPA < 40
	Certificate of Higher Education (CertHe	Digital Marketing	6	60	Distinction : CPA ≥ 70 Pass: 40 ≤ CPA ≤ 69 No Award: CPA < 40

11. STUDENT SUPPORT

List student support available through :

To be populated with

- link to career's office when created
- Welfare office when created
- Learning and Teaching unit when/if created Learning and teaching Unit
- Admin enquire contact including IT support and facilities
- Personal Tutor system or equivalent

12. Have your say

Open University values student feedback and students will be given opportunities to have their say on their learning experience in the following way:

- Student programme and module evaluation surveys;
- Acting as student representative and participate in a range of committees such as the staff-student consultative committee;
- Participate in programme validation processes.

The University will respond to student feedback through the following channels:

- Response and action taken following the module evaluation survey will be posted on the e-platform;
- Action from minutes will be monitored by the chair of the relevant committees;
- Annual programme monitoring process will take into account student feedback;
- Programme review process (every five years).

