

BA Marketing and Digital Communications (Hons)

Programme Specification



1.	Programme title	BA(Hons) Marketing and Digital Communications
2.	Awarding institution	Middlesex University
3a	Teaching institution	Middlesex University (London)
3b	Language of study	English
4a	Valid intake dates	September (for London only)
4b	Mode of study	FT/PT/TKSW for each intake
4c	Delivery method	<input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
5.	Professional/Statutory/Regulatory body	N/A
6.	Apprenticeship Standard	N/A
7.	Final qualification(s) available	BA (Hon) Marketing and Digital Communications
8.	Academic year effective from	2025/26

9. Criteria for admission to the programme

For year one admission, Middlesex University general entry requirements apply, including GCSE's (grade A to C / 9-4) (or equivalent) in mathematics and English language. Applicants whose first language is not English are required to achieve a minimum score of 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University.

Specific programme requirements are 96 UCAS points or equivalent. Students not meeting this may be eligible to join at year zero, the foundation year.

The equivalence of qualifications from outside UK will be determined according to NARIC guidelines.

Applications from mature candidates without formal qualifications are welcomed, provided they can demonstrate suitable work experience.

10. Aims of the programme

The programme aims to:

- Prepare students for a career in Marketing through the development of knowledge, skills and understanding of essential marketing principles and practices.
- Equip graduates with competencies with that allow creativity, innovation and adaptability to change and work in cross-cultural teams.
- Promote student knowledge and appreciation of the role of a marketing professional in society today.
- Enhance the employability of graduates through a blend of academic study and skills development.
- Ensure students develop the confidence to articulate learnt skills and in areas that are sought by employers in such areas as communications, digital literacy, problem solving, critical thinking, and professional development.
- Facilitate student learning and knowledge around sustainability challenges facing marketers, this would also include awareness of issues related to equity, diversity and inclusion.
- Provide the knowledge and skills enabling students to engage with further advanced academic and research-based studies.

11. Programme outcomes*

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

1. the role of marketing within a range of diverse organisations
2. key marketing concepts, practices and underpinning theory
3. the internal and external environmental influences on the organisation and marketing management
4. the diverse application of marketing principles across sectors and type of organisations
5. tools and techniques for marketing decision making
6. the behaviour of consumers and management of customer relationships

7. the integration of communication tools, digital technologies and creative thought for application in business and management
8. awareness of contemporary issues which impact marketing such as social change, sustainability, innovation, enterprise, ethics and globalisation
9. marketing evaluation and measurement using both qualitative and quantitative data applied in the marketing environment

Teaching/learning methods

Students gain knowledge and understanding through a range of learning approaches including pre-recorded concept videos, workshops, interactive sessions, presentations, practitioners, case studies and projects.

Workshops will provide core knowledge sharing for the students where opportunities to develop and apply theories through case studies, tasks and discussion. Guest speakers will also provide specialized marketing topics and practitioner perspectives within the marketing discipline.

Assessment methods

Students' knowledge and understanding is assessed by:

Authentic methods of formative activities, summative assessed coursework, presentations and reports. The relevant industry-linked methods of practice-based learning will include vlogs, consulting projects, portfolio, group work, self-reflection and digital videos.

These assessments enable students to connect their understanding of theory and practice and develop problem solving skills and awareness of work-based competences required for employment.

B. Skills

On completion of this programme the successful student will be able to:

1. apply key marketing concepts across a range of sectors and organisations
2. critically analyse theories, facts and circumstances to determine the cause of a problem and identify and select appropriate marketing solutions
3. gather, analyse, synthesise and evaluate information from multiple sources for evidence-based decision-making
4. communicate effectively through a variety of media in a form appropriate to the intended audience
5. demonstrate cultural sensitivity through a global outlook and awareness and respect for diversity in teams of people and cultures
6. develop strategic and operational marketing objectives and plans using marketing tools, technologies and processes
7. use emerging technology to acquire, analyse and communicate information
8. work effectively as a member of a team or individually to tackle practical marketing and business-related challenges

Teaching/learning methods

Students develop cognitive skills through tasks undertaken within seminar classes, workshops. This includes team-based activities, exercises, presentations, debates and directed discussion.

Assessment methods

Students' skills are assessed through a range of assessments strategies which are designed to develop students' cognitive skills. These will include case studies, developing portfolios, presentations, vlogs, understanding digital applications, and industry focused report writing.

12. Programme structure (levels, modules, credits and progression requirements) 12.1

Full time/Part time (360 credits)

Year 1

Semester 1

MKT1120 Marketing Theory and Practice (Compulsory 30 credits)

MGT1310 Management in the Global Environment (Compulsory 30 credits)

Semester 2

FIN1610 Financial Performance Management (Compulsory 30 credits)

MSO1750 Data and Digital Technologies (Compulsory 30 credits)

Year 2

Semester 1

MKT2001 Market Research and Insights (Compulsory 30 credits)

MKT2340 Consumer Behaviour and Socially Responsible Consumption (Compulsory 30 credits)

Semester 2

MKT2220 Marketing and Digital Strategy (Compulsory 30 credits)

MKT2100 Customer Experience Management (Compulsory 30 credits)

Year 3

Semester 1

MKT3119 Branding and Marketing Communications (Compulsory 30 credits)

MKT3007 Digital Campaign Planning: Social Media Tactics and Analytics (Optional 30 credits)

MKT3010 Global Brands and Cross-Cultural Marketing (Optional 30 credits)

MGT3125 Project Management (Optional 30 credits)

Semester 2

MKT3902 Marketing Consultancy Project (Compulsory 30 credits)

MKT3174 Creativity and Innovation in Marketing (Optional 30 credits)

MKT3020 Start-up Success: Digital Marketing Essentials (Optional 30 credits)

MBS3001 Work Internship (Optional 30 credits)

With Flexible work experience modules – 4-year programme (480 credits)

Year 1

Semester 1

MKT1120 Marketing Theory and Practice (Compulsory 30 credits)

MGT1310 Management in the Global Environment (Compulsory 30 credits)

Semester 2

FIN1610 Financial Performance Management (Compulsory 30 credits)

MSO1750 Data and Digital Technologies (Compulsory 30 credits)

Year 2

Semester 1

MKT2001 Market Research and Insights (Compulsory 30 credits)

MKT2340 Consumer Behaviour and Socially Responsible Consumption (Compulsory 30 credits)

Semester 2

MKT2220 Marketing and Digital Strategy (Compulsory 30 credits)

MKT2100 Customer Experience Management (Compulsory 30 credits)

MBS 3331 & MBS3332 Work Placement (120 credits)

Year 3

Semester 1

MKT3119 Branding and Marketing Communications (Compulsory 30 credits)

MKT3007 Digital Campaign Planning: Social Media Tactics and Analytics (Optional 30 credits)

MKT3010 Global Brands and Cross-Cultural Marketing (Optional 30 credits)

MGT3125 Project Management (Optional 30 credits)

Semester 2

MKT3902 Marketing Consultancy Project (Compulsory 30 credits)

MKT3174 Creativity and Innovation in Marketing (Optional 30 credits)

MKT3020 Start-up Success: Digital Marketing Essentials (Optional 30 credits)

MBS3001 Work Internship (Optional 30 credits)

12.2 Levels and modules

Level 4

Compulsory

Students must take all of the following:

MKT1120 Marketing Theory and Practice (30 credits)

MGT1310 Management in the Global Environment (30 credits)

FIN1610 Financial Performance Management (30 credits)

MSO1750 Data and Digital Technologies (30 credits)

Optional

N/A

Progression requirements

Students must pass at least 90 credits to progress to level 5.

To achieve Honours, failed credits will need to be repeated.

Level 5

Compulsory

Students must take all of the following:

MKT2001 Market Research and Insights (30 credits)

MKT2340 Consumer Behaviour and Socially Responsible Consumption (30 credits)

MKT2220 Marketing and Digital Strategy (30 credits)

MKT2100 Customer Experience Management (30 credits)

Optional

N/A

Progression requirements

Students must pass at least 210 credits to progress to level 6.

To achieve Honours, failed credits will need to be repeated.

Level 6

Compulsory

Students must take all of the following:

MKT3119 Branding and Communications (30 credits)

MKT3902 Marketing Consultancy Project (30 credits)

Optional

Students must also choose 1 optional module for each semester

Semester 1:

MKT3007 Digital Campaign Planning: Social Media Tactics and Analytics (30 credits)

MKT3010 Global Brands and Cross-Cultural Marketing (30 credits)

MGT3125 Project Management (30 credits)

Semester 2:

MKT3174 Creativity and Innovation in Marketing (30 credits)

MKT 3020 Start-up Success: Digital Marketing Essentials (30 credits)

MBS3001 Work Internship (30 credits)

Progression requirements

N/A

*Please refer to your programme page on the website re availability of option modules

12.3 Non-compensatable modules

Module level

None

Module code

None

13. Information about assessment regulations

This programme will run in line with general University Regulations:

https://www.mdx.ac.uk/_data/assets/pdf_file/0034/759256/FINAL-Regulations-2023-24.pdf

14. Placement opportunities, requirements and support (if applicable)

There will be an opportunity for students to do a year-long placement module (120 credits) between Levels 5 and 6.

A 12-month placement is offered at the end of year two (Thick Sandwich mode).

Alternatively, students can opt for 2 smaller placements over the years one and two of the programme including the summers between their years of study (Thin Sandwich Mode).

A dedicated Employability Advisor helps in the search for an employer who can provide the student with an appropriate placement. S/he will also provide students with guidance and support in preparation for, as well as during and after the placement.

The placement forms the basis for an assessed report.

At the start of the placement students are allocated an individual supervisor who provides support and advice for the duration of the project.

Students are supported throughout the programme through a series of external guest speakers, workshops and engagement with employers.

15. Future careers / progression

We are strongly committed to ensuring that graduates are well-situated to secure appropriate, graduate-level employment in whichever sub-sector of the industry they are most enthusiastic about. It is our belief that the strong practice-based, experiential focus of the programme, in combination with targeted support for MDX Works, and other sources, will ensure this occurs. We are also mindful of the opportunities for graduates to pursue related programmes of post-graduate study to further enhance their employability credentials.

MDXWorks will be able to give further support and guidance on future careers.

<https://unihub.mdx.ac.uk/employment>

16. Particular support for learning

The Faculty's Teaching and Learning Strategy is aligned with that of the University as a whole in seeking to develop learner autonomy and resource-based learning. In particular support of the students' learning experience, the following is provided:

- All new students go through an induction programme, and some have early diagnostic numeric and literacy testing before starting their programme.
- The Learning Enhancement Team provides workshops and one to one support for those students needing additional support in academic writing, presentation skills and numeracy. Such seminars, workshops and lectures are embedded into specific modules across all levels of the programme.
- Students are allocated a personal email account, and secure networked computer storage for student's University-related files and documents.
- Soft copies of all module handbooks are provided on MyUniHub. Extensive web-based learning materials are provided to support learning in all modules.
- Extensive library facilities are available on and off campus, with e-resources accessible through the MyLibrary page on MyUniHub. Virtual learning is provided via the My Learning pages through MyUniHub. Seminars and workshops by Library and Learning Support staff are embedded into specific modules across all levels of the programme, particularly in support of programmes outcomes A9 and B8.
- Students can access advice and support on a wide range of issues from the UniHelp Desk, and specific one-to-one advice and support from the Faculty's Progression and Support Team.
- High quality specialist laboratories, equipped with industry standard software and hardware, are provided for formal teaching as well as student self-study.
- Research activities of academic staff feed into the teaching programme, which can provide individual students with ad-hoc opportunities to work with academics on some aspects of their research.

Middlesex University encourages and supports students with disabilities. Some practical aspects of Faculty of Science and Technology programmes may present challenges to students with particular disabilities. You are encouraged to visit our campuses at any time to evaluate facilities and talk in confidence about your needs. If we know your individual needs, we'll be able to provide for them more easily. For further information contact the Disability Support Service (email: disability@mdx.ac.uk).

17. HECos code(s)

100075

18. Relevant QAA subject benchmark(s)

Business and Management

19. Reference points

The following reference points were used in designing the programme:

- QAA Subject Benchmark Statement for Management.
- The QAA Quality Code for Higher Education.
- The QAA Frameworks for Higher Education Qualifications.
- University Learning and Teaching policies and strategies, in particular Middlesex.
- University's Graduate Competencies and the 2031 Learning Framework.
- United Nations Sustainable Development Goals and its 2030 Agenda for Sustainable Development.

20. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

21. Curriculum map for *BA Marketing and Digital Communications*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and Understanding

- A1 The role of marketing within a range of diverse organisations
- A2 Key marketing concepts, practices and underpinning theory
- A3 The internal and external environmental influences on the organisation and marketing management
- A4 The diverse application of marketing principles across sectors and type of organisations
- A5 Tools and techniques for marketing decision making
- A6 The behaviour of consumers and management of customer relationships
- A7 The integration of communication tools, digital technologies and creative thought for application in business and management
- A8 Awareness of contemporary issues which impact marketing such a social change, innovation, enterprise, ethics and globalisation
- A9 Marketing evaluation and measurement using both qualitative and quantitative data applied in the marketing environment

Skills

- B1 Apply key marketing concepts across a range of sectors and organisations
- B2 Critically analyse theories, facts and circumstances to determine the cause of a problem and identify and select appropriate marketing solutions
- B3 Gather, analyse, synthesise and evaluate information from multiple sources for evidence-based decision-making
- B4 Communicate effectively through a variety of media in a form appropriate to the intended audience.
- B5 Demonstrate cultural sensitivity through a global outlook and awareness and respect for diversity in terms of people and cultures
- B6 Develop strategic and operational marketing objectives and plans using marketing tools, technologies and processes
- B7 Use emerging technology to acquire, analyse and communicate information
- B8 Work effectively as a member of a team or individual to tackle a practical marketing or business-related problem

		A 1	A 2	A 3	A 4	A 5	A 6	A 7	A 8	A 9	B 1	B 2	B 3	B 4	B 5	B 6	B 7	B 8
Marketing Theory and Practice (30 credits)	MKT1120	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X
Management in the Global Environment (30 credits)	MGT1310			X			X		X		X	X	X		X			
Financial Performance Management (30 credits)	FIN1610			X		X				X			X				X	
Data and Digital Technologies (30 credits)	MSO1750					X	X			X			X	X		X	X	X
Market Research and Insight (30 credits)	MKT2001		X	X		X	X			X	X	X	X			X	X	
Consumer Behaviour and Socially Responsible Consumption (30 credits)	MKT2304	X	X	X			X	X	X			X	X		X			X
Marketing and Digital Strategy (30 credits)	MKT2220		X	X		X	X	X	X	X		X	X	X		X	X	
Consumer Experience Management (30 credits)	MKT2100	X	X	X		X	X			X	X	X	X			X		X
Branding and Marketing Communication (30 credits)	MKT3119		X			X		X	X					X	X		X	X
Digital Campaign Planning: Social Media Tactics and Analytics (30 credits)	MKT3007	X	X	X		X		X	X	X		X	X	X		X	X	
Marketing Consultancy Project (30 credits)	MKT3902	X	X	X	X	X				X	X	X					X	X
Creativity and Innovation in Marketing (30 credits)	MKT3174	X	X		X			X	X			X	X			X		X
Start-up Success: Digital Marketing Essentials (30 credits)	MKT3020	X				X	X	X		X	X		X	X	X	X	X	
Project Management (30 credits)	MGT3125	X	X		X	X				X	X	X	X	X		X		X
Global Brands and Cross-Cultural Marketing	MKT3010	X		X	X				X		X			X	X			X
Work Internship	MBS3001	X							X			X	X	X				