

# STRATHCLYDE BUSINESS SCHOOL

## MARKETING

### DIGITAL MARKETING MANAGEMENT

**Master of Science in Digital Marketing Management**  
**Postgraduate Diploma in Digital Marketing Management**  
**Postgraduate Certificate in Digital Marketing Management**

*These regulations are to be read in conjunction with [General Academic Regulations - Postgraduate Taught Degree Programme Level](#).*

#### **Admission**

1. Notwithstanding the [General Academic Regulations - Postgraduate Taught Degree Programme Level](#), applicants shall possess:
  - i. an upper second-class Honours degree in Business with Marketing modules; or
  - ii. a qualification deemed by the Head of Department acting on behalf of Senate to be equivalent to (i) above
2. In all cases, applicants whose first language is not English, shall be required to demonstrate an appropriate level of English.

#### **Duration of study**

3. The [General Academic Regulations - Postgraduate Taught Degree Programme Level](#) shall apply.

#### **Mode of study**

4. The programme is available by full-time study only.

#### **Curriculum**

5. All students shall undertake an approved curriculum as follows:
  - i. for the Postgraduate Certificate no fewer than 60 credits,
  - ii. for the Postgraduate Diploma no fewer than 120 credits,
  - iii. for the degree of MSc no fewer than 180 credits including a project.

#### **Compulsory Modules (September start)**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
MK814	eMarketing in Practice	5	20
MK815	Marketing Research in a Digital Age	5	20
MK816	Strategic Digital Marketing	5	20
MK817	Supply Chain Digitalisation	5	10
MK968	Key Skills	5	10

MK975	Cross-Cultural Buyer Behaviour	5	20
MK985	Contemporary Consumers	5	10
MK994	Integrated Marketing Communications	5	10
MS928	Business Information Systems	5	10
HR977	Leadership for Change and Innovation	5	10

**Compulsory Modules (January start)**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
MK836	eMarketing in Practice	5	20
MK834	Marketing Research in a Digital Age	5	20
MK837	Strategic Digital Marketing	5	20
MK833	Supply Chain Digitalisation	5	10
MK823	Key Skills	5	10
MK820	Consumer Behaviour	5	20
MK832	Contemporary Consumers	5	10
MK830	Integrated Marketing Communications	5	10
MK928	Business Information Systems	5	10
HR977	Leadership for Change and Innovation	5	10

**Students for the degree of MSc only (September Start):**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
MK813	Digital Transformative Project	5	40

**Students for the degree of MSc only (January Start):**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
MK835	Digital Transformative Project	5	40

Or other modules approved by the Programme Director.

**Progress, Examination and Final Assessment**

6. In order to progress to the degree of MSc Digital Marketing Management a student must have successfully accumulated at least 140 credits from the programme curriculum.
7. The final award will be based on performance in the assessments, coursework and the Digital Transformative Project.

#### **Award**

8. **Degree of MSc:** In order to qualify for the degree of MSc in Digital Marketing Management, a candidate must have performed to the satisfaction of the Board of Examiners and must have accumulated no fewer than 180 credits, of which 40 must have been awarded in respect of the Digital Transformative Project.
9. **Postgraduate Diploma:** In order to qualify for the award of the Postgraduate Diploma in Digital Marketing Management, a candidate must have accumulated no fewer than 120 credits from the taught programme curriculum.
10. **Postgraduate Certificate:** In order to qualify for the award of the Postgraduate Certificate in Digital Marketing Management, a candidate must have accumulated no fewer than 60 credits from the taught programme curriculum.