

STRATHCLYDE BUSINESS SCHOOL

DEPARTMENT OF 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. a first or upper second class Honours degree of a United Kingdom University (in a cognate discipline); or
 - ii. another qualification deemed by the Programme Director, 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 final project.

Compulsory Modules (September start)

Module Code	Module Title	Level	Credits
MK814	eMarketing in Practice	5	20
MK815	Marketing Research in a Digital Age	5	20
MK816	Strategic Digital Marketing	5	20
MK843	Artificial Intelligence in Marketing	5	10
MK9XX	Data Analytics for Marketing	5	10

MK972	Consumer Behaviour	5	20
MK831	Social Responsibility and Sustainability	5	10
MK994	Integrated Marketing Communications	5	10
MK839	Brand Management & Strategy	5	20

Compulsory Modules (January start)

Module Code	Module Title	Level	Credits
MK836	eMarketing in Practice	5	20
MK834	Marketing Research in a Digital Age	5	20
MK837	Strategic Digital Marketing	5	20
MK843	Artificial Intelligence in Marketing	5	10
MK???	Data Analytics for Marketing	5	10
MK838	Social Responsibility and Sustainability	5	10
MK820	Consumer Behaviour	5	20
MK830	Integrated Marketing Communications	5	10
MK840	Brand Management & Strategy	5	20

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

Module Code	Module Title	Level	Credits
MK845	Data-Driven Digital Transformation Project	5	40

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

Module Code	Module Title	Level	Credits
MK844	Data-Driven Digital Transformation Project	5	40

Or other modules approved by the Programme Director.

Examination, Progress and Final Assessment

- See [General Academic Regulations - Postgraduate Taught Degree Programme Level](#).
- The final award will be based on performance in the examinations, coursework, and the research projects where undertaken

Award

- 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 Data-Driven Digital Transformation 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 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 curriculum.