

Programme Specification

MSc Strategic Digital Marketing

MSc Strategic Digital Marketing (with Professional Experience)

| | |
|--|--|
| <i>School:</i> | York Business School |
| <i>Subject area:</i> | Business Management |
| <i>Entry from academic year:</i> | 2025-26 |
| <i>in the month(s) of</i> | September, February |
| <i>Awarding institution:</i> | York St John University |
| <i>Teaching institution:</i> | York St John University |
| <i>Delivery location:</i> | York St John University |
| <i>Programme/s accredited by:</i> | |
| <i>Exit awards:</i> | Postgraduate Certificate in Strategic Digital Marketing Postgraduate Diploma in Strategic Digital Marketing |
| <i>UCAS code / GTTR / other:</i> | Not applicable |
| <i>Joint Honours combinations:</i> | Not applicable |
| <i>QAA subject benchmark statement(s):</i> | Subject Benchmark Statement for Business Management (March 2023) Master's degree characteristics (February 2020) |
| <i>Mode/s of study:</i> | Postgraduate periods of study ¹ for full-time / part-time Non-standard period of study as follows: Full-time for 2 years (with Professional Experience) |
| <i>Language of study:</i> | English |
| <i>Paired with Foundation Year</i> | No |
| <i>Study abroad opportunities:</i> | No |
| <i>Opt-in YSJU Placement Year opportunity:</i> | No |
| <i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i> | No |

Introduction and special features

Today's business landscape is almost unimaginable without digital marketing. Most organisations have websites and/or interact with audiences on social media and/or can be found via search engines, such as Google. Digital marketers help organisations strive by taking successful actions in these digital channels. They contribute greatly to the organisations' strategic success.

Digital marketing is a highly dynamic discipline that is central to the success of organisations. A part of the marketing function, digital marketing is modern, fast-paced and heavily data-driven. This MSc Strategic Digital Marketing programme will introduce you to the exciting world of digital marketing and will explore

¹ The standard period of study will apply unless otherwise stated

key aspects of the discipline, from mapping a customer's journey to strategic management at business unit level. The programme will also examine the challenges faced by digital marketers in today's dynamic and competitive business environment and how such challenges can be overcome, such as ethical challenges and the use of AI. You will engage with the latest research in digital marketing to develop your critical thinking skills and develop and apply knowledge of the latest thinking in digital marketing to lead organisations' success.

You will explore issues that have significant impact within organisations by working with others, building on both personal and individual experiences and comparing with those of cohort members. You will carry out projects and assignments designed to help you apply the theories, tools and techniques you learn. Much of the learning is developed through the establishment of collaborative learning communities of programme participants and tutors and you will become part of that community of learning. Your understanding will be developed around the key skills, processes and practices of strategic digital marketing. Solutions to real problems will be suggested, discussed and analysed within the learning community with the support of tutors and fellow learners. A prominent focus of the programme is on practically applying your knowledge of digital tools to business problem identification and solving.

The programme is designed in a way that helps you build knowledge and skills to perform jobs specific to digital marketing. You will learn lots on measurement and consumer insight in the module 'Strategic Digital Marketing Analytics and Metrics'. This insight will aim to deliver digital marketing strategies to meet organisation's strategic goals, which you learn about in 'Global Business Strategy'. In 'Strategic Digital Marketing Communication' you will plan campaigns or always-on marketing, the performance of which will be aided and monitored with the help of metrics and analytics. To get a full picture of how this helps organisations achieve their goals, subjects such as multi-channel attribution models in digital marketing will be covered on 'Strategic Digital Marketing Analytics and Metrics'. The skills of dealing with data and presenting insight gained from it that you gain on this programme are also essential to digital marketing roles.

The York Business School's MSc Strategic Digital Marketing joins together relevant contemporary academic theory and research with practical understanding of activities within organisations. This will be developed by enabling you to share knowledge, relate this to theories developed from relevant research, and learn by practical application. Through the development of an integrated and critically aware understanding of management in the context of contemporary business and digital marketing issues, the programme involves you in the process of deep personal and professional development. To that end, the modules are developed with focus on employment related skills (for example, strategic planning, campaign planning, audience analysis, performance tracking, research, teamwork) embedded in assignments to enhance students' employment prospects.

Special features of the programme include:

- Enables you to develop a sound understanding of the skills necessary to undertake a digital marketing role in any organisation
- Reflects the aspirations in the development of responsible and ethical managers
- Supports the development in the skills of digital marketing in order to operate effectively and competently in an international context
- Assessment methods used to mirror organisation-based activities
- A supportive platform for critical reflection, through the application of academic theories to your real work situations
- Participation in active and supportive forums drawing on practical expertise
- Excellent personal and academic support. You will be allocated an academic tutor to support you throughout the programme

- Focused activities connected with employers and commercial organisations to build expertise and real-world experience
- Opportunity to gain professional experience.

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage. In addition, you must have:

- A Bachelor's degree or equivalent, achieved at Class 2:2 or above, from an approved university or institution,
or
- Current or recent work experience (within the last two years) appropriate to enable you to contribute to the programme.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

The overall aim of the programme is to develop your critical understanding and self-awareness of the issues relating to digital marketing, centring on strategic management, digital marketing communication and using digital marketing metrics and analytics. This will allow you to grow your own leadership skills and knowledge and develop both your individual and organisational potential. The MSc enables an evidence-based approach utilising skills of analysis, observation, synthesis, rationality and logic to develop perspectives and theories of digital marketing through the application of scientific methods for doing work more incisively. Critical insights are instrumental in providing a basis for enhanced levels of scrutiny, enquiry and intelligent decision-making. The programme aims to reflect these aspirations in the development of responsible and ethical managers, supporting development in the skills of leadership in order to operate effectively and competently in an international context.

You will be supported as you:

- Develop critical awareness and understanding of business generally and specifically relating to the function of digital marketing
- Develop the ability to connect theory with practice in creative and innovative ways and reflect upon the learning involved as well as the outcomes
- Develop critical awareness and understanding of the role of managers within the context of digital marketing, business sustainability, corporate social responsibility and ethics, helping you undertake effective roles in business organisations as responsible managers
- Develop and enhance life-long learning skills and personal development in order to work with self-direction and originality.

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 7

- 7.1 Demonstrate in-depth, specialist knowledge and mastery of research methodologies and analytical techniques relevant to the study of opportunities and challenges of digital marketing
- 7.2 Demonstrate an advanced and critical understanding of concepts, information and techniques informed by empirical research and knowledge at the forefront of the study of contemporary strategic business and digital marketing issues within the context of society

- 7.3 Demonstrate a systematically research-led, integrated and critically aware understanding and mastery of data and business intelligence techniques relevant to the study of digital marketing
- 7.4 Critically reflect and evaluate management, leadership and team-working skills and take a proactive, independent and self-reflective role in working and developing professional relationships with others
- 7.5 Formulate a critical awareness of current issues in strategic digital marketing informed through systematic analysis of contemporary research and practice
- 7.6 Demonstrate deep knowledge and critical understanding of the mechanisms of digital marketing in organisations, using data to analyse the context and examine and evaluate the response to changes in the global digital marketing and business environment
- 7.7 Use scientific principles of observation, analysis, synthesis and evaluation, extrapolate information critically and creatively utilising appropriate decision-making techniques in order to extract meaning and understanding, solve problems, and identify and evaluate options in a world of uncertainty and imperfect information
- 7.8 Design, conduct, analyse and disseminate an extended independent piece of empirical and/or evidence-based research or business-related project from inception to completion.

Programme structure

Full-time

| Code | Level | Semester | Title | Credits | Module status | |
|----------|-------|----------|---|---------|--------------------------------|---|
| | | | | | Compulsory (C) or optional (O) | non-compensatable (NC) or compensatable (X) |
| MBB7070M | 7 | 1 | Global Business Strategy | 30 | C | X |
| MBM7012M | 7 | 1 | Strategic Digital Marketing Communication | 30 | C | X |
| MBB7071M | 7 | 2 | Business Ethics and Sustainability | 30 | C | X |
| MBM7013M | 7 | 2 | Strategic Digital Marketing Analytics and Metrics | 30 | C | X |
| MBB7072M | 7 | All | Capstone Project | 60 | C | NC |

Part-time

| Code | Level | Semester | Year | Title | Credits | Module status | |
|----------|-------|----------|------|---|---------|--------------------------------|---|
| | | | | | | Compulsory (C) or optional (O) | non-compensatable (NC) or compensatable (X) |
| MBM7012M | 7 | 1 | 1 | Strategic Digital Marketing Communication | 30 | C | X |
| MBB7071M | 7 | 2 | 1 | Business Ethics and Sustainability | 30 | C | X |
| MBB7070M | 7 | 1 | 2 | Global Business Strategy | 30 | C | X |
| MBM7013M | 7 | 2 | 2 | Strategic Digital Marketing Analytics and Metrics | 30 | C | X |
| MBB7072M | 7 | All | 1-2 | Capstone Project | 60 | C | NC |

Full-time (with Professional Experience, 2 years)

| Code | Level | Semester | Year | Title | Credits | Module status | |
|----------|-------|----------|------|---|---------|--------------------------------|---|
| | | | | | | Compulsory (C) or optional (O) | non-compensatable (NC) or compensatable (X) |
| MBB7070M | 7 | 1 | 1 | Global Business Strategy | 30 | C | X |
| MBM7012M | 7 | 1 | 1 | Strategic Digital Marketing Communication | 30 | C | X |
| MBB7071M | 7 | 2 | 1 | Business Ethics and Sustainability | 30 | C | X |
| MBM7013M | 7 | 2 | 1 | Strategic Digital Marketing Analytics and Metrics | 30 | C | X |
| MBB7011M | 7 | All | 2 | Business Consultancy Project | 60 | C | NC |

Any modules that must be passed for progression or award are indicated in the table above as non-compensatable. A non-compensatable module is one that must be passed at the relevant level (with a mark of 50) in order to progress.

Learning, teaching and assessment

A key part of the philosophy of the programme is that by bringing together relevant academic theory and practical experience you can enhance understanding of these elements and develop yourself as an individual and as a leader.

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, tutorials, workshops and global café style learning activities. Each module has a Virtual Learning Environment (VLE) where you and other Master's level students will be encouraged to be involved with online debate and collaborative approaches to learning.

Some participants may not have been engaged in formal education for some time and may never have studied business management at postgraduate level. Support with study skills, conventions of academic analysis and writing will be available for you from the start of the programme and will continue throughout your studies.

All modules are assessed through a programme of work undertaken whilst studying for the award. A range of assessment tools are used including presentations, critical essays and reports, portfolios and reflective journals and case study work. Each module tutor will provide opportunities for formative assessment feedback to inform your work prior to submission.

You will receive detailed feedback on assessment to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your subject knowledge.

You will receive the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of strategic digital marketing.

The MSc Strategic Digital Marketing (with Professional Experience)

Students on the MSc Strategic Digital Marketing (with Professional Experience) are expected to engage in experiential activity lasting the equivalent of an academic year. There are currently two options available:

Work Placement

The placement is designed to address the demands of the digital marketing profession and give you a competitive edge when it comes to your career. The work placement will provide opportunities to apply

knowledge and skills learnt in the taught modules, enhance communication and interpersonal skills and improve employment potential. The placement component is for one academic year in duration, which starts after successfully completing the taught modules. During your placement, you will also work towards and complete the Business Consultancy Project.

It is ultimately your responsibility to secure a placement. The University will offer guidance and support and recommend students to many of our partners that have expressed strong support and interest in the programme.

Venture Creation Lab

The Venture Creation Lab utilises the University's expertise to facilitate the development of entrepreneurial skills and knowledge to foster the development of a new commercial opportunity.

The Venture Creation Lab will provide learners with the opportunity to implement and utilise the information attained through the taught modules in a practical environment, enhance communication and interpersonal skills and improve employment potential. Learners will be located in the Lab for a maximum of one academic year, which will commence after successful completion of the taught modules. Learners will also base the Business Consultancy Project on the commercial opportunity developed in the Lab.

International students on a Tier 4 visa will have a valid CAS for the programme duration of two years, subject to your meeting the UKVI's standard requirements.

During the Professional Experience period, learners will complete the Business Consultancy Project which awards 60 credits of your qualification. The Professional Experience is only available to those students studying towards the award on a full-time basis.

Progression and graduation requirements

The University's [regulations](#) for taught postgraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised: April 2024 /

Programme originally approved: 26/11/2024