



Cardiff Metropolitan University  
Cardiff School of Management

**MSc Digital Marketing Management**

Postgraduate Certificate (PgCert) Digital Marketing Management

Postgraduate Diploma (PgDip) Digital Marketing Management

2018/2019

Dr Cherniece Plume

Programme Director



**Dear Student,**

Well done in achieving the grades you needed to attend Cardiff Metropolitan University, and congratulations on selecting the Cardiff School of Management (CSM) to pursue your Digital Marketing education. As you will discover CSM offers you a vibrant and challenging environment to learn and study. It will provide you with the knowledge, skills and opportunity to be a top graduate, where commitment and enthusiasm will be rewarded.

We hope you enjoy your time with us, and benefit not just from the knowledge you will gain, but the friendships and memories that will be with you for a lifetime.

I wish you the very best of luck in your studies.

Professor David Brooksbank  
Dean, Cardiff School of Management



## WELCOME

It is a pleasure to welcome you to Cardiff Metropolitan University and to the Cardiff School of Management (CSM). We are sure that you will have a satisfying and rewarding period of study with us and that you will find the programme, university environment and associated activities both stimulating and exciting. We encourage you to make the most of this learning opportunity and your time at CSM. The MSc team is here to help and encourage you as you progress through the programme, and we look forward to getting to know each one of you.

This document will provide you with key information about the programme and the rules and administrative procedures governing the programme. It also acts as a signpost to other support services and activities across the university with a number of web-links to find out more information. A copy of this handbook will also be available through the Moodle Learning System (MLS), which will be explained to you later in the handbook.

Best wishes for a successful and enjoyable year!

*Cherniece*

**Dr Cherniece Plume**

## **1. Academic Calendar 2018/2019**

<b>Enrolment / Induction:</b>	Monday, 1st October 2018 – Friday, 5 <sup>th</sup> October 2018
<b>Autumn Semester:</b>	Monday, 8 <sup>th</sup> October 2018 – Friday, 19 <sup>th</sup> January 2019 (12 weeks)
<b>Christmas Holidays:</b>	Monday, 17 <sup>th</sup> December 2018 – Friday, 4 <sup>th</sup> January 2019
<b>Spring/Summer Semester:</b>	Monday, 8 <sup>th</sup> January 2019 – Friday, 18 <sup>th</sup> April 2019 (12 Weeks)
<b>Easter Holidays:</b>	Monday, 1st April 2019 – Friday, 19 <sup>th</sup> April 2019
<b>Dissertation:</b>	A dissertation activity week is normally the first full week of June 2019.

**Induction will be an essential point to meet your course mates and to understand the key differences between undergraduate and postgraduate expectations.**

## **2. Aims of the MSc Digital Marketing Management Programme**

The broad aim of the programme is to produce Digital Marketers and Marketing Managers who can run and successfully integrate at a managerial level in a broad range of organisational and marketing environments. The programme will assume that enrolled students will be primarily motivated by the desire to improve their current and future effectiveness as marketing managers. This means that they will not be content merely to be presented with sets of theories and principles of marketing, but also expect to be given ample opportunity to critically evaluate the usefulness of these theories and principles in practice, especially in relation to their own particular needs. The Programme will provide this opportunity in a number of ways, from case studies and projects through to the final thesis-orientated assessment. We believe that this programme gives students the best chance to succeed in a jobs market that will expect leaders and managers of the future to be equipped with the insights, education and skills needed to operate in what will be increasingly knowledge-intensive and complex environments.

### **2.1 Distinctive Features of the Programme**

Digital marketing channels have revolutionised the manner in which all businesses operate and market their business activities. As such, digital marketing has evolved from a peripheral element of organisational marketing to a pivotal 'must do' activity. Employers from all sectors of business are seeking out graduates with digital marketing skills in an endeavour to facilitate this knowledge base within their organisations.

The MSc Digital Marketing Management offers a blend of strategic marketing and management content combined with specialist 'digital' knowledge. The programme seeks to provide students with the body of knowledge traditionally associated with marketing and to develop appropriate skills enabling students to apply such knowledge to digital contexts. The blend of marketing theory, digital

expertise, consumer research skills, product and supply chain management, ethics and sustainability and multi-channel strategic thinking will allow students to be directly relevant to the changing industry needs.

The vocational aspects of the course have been design in conjunction with key practitioners to ensure our graduate are equipped with an excellent understanding of digital marketing and its use in business:

- The marketing manager at Liberty Marketing (a digital marketing agency [www.libertymarketing.co.uk](http://www.libertymarketing.co.uk)) and colleague have inputted to ensure the type of topics and skills employers want are embed into the degree.
- The Employability Director at the Institute of Direct Marketing ([www.theidm.com](http://www.theidm.com)) has reviewed the courses content to ensure it is suitable for IDM accreditation to the Certificate in Digital Marketing.

The Digital Marketing Management degree will be accredited (post validation) with the IDM Certificate in Digital Marketing. In essences, students will study the essential content via degree and then only need to pass the online examination (<https://www.theidm.com/employability-schemes/for-students/qualifications-for-university-students/the-idm-certificate-in-digital-marketing-cert-dig>). In addition to this there are additional opportunities for students to practise their digital skill by participating in the Institute of Direct and Digital Marketing (IDM) [hyper link <https://www.theidm.com/employability-schemes/for-students/idm-student-marketing-competition>] Student Marketing Competition. The competition enables students to experience what it is like to work for an advertising agency by working on a campaign for a well-known industry brand with the three highest-scoring finalists will be invited to pitch their ideas to the client face to face.

The programme will also facilitate the development of transferrable skills that are valued by industry employers. For example: critical awareness through research and analysis, design and innovation, enterprise and entrepreneurial skills, technical excellence, decision making in complex situations, independent learning for continued professional development and professional standard verbal, written and visual communication. Students will benefit from an immersion into the digital landscape with modules addressing both the creative skills and theoretical application necessary to succeed. Each module will have a research component, combining academic theory with up to date industry information. The course will combine digital focus with the acquisition of technical skills and professional expertise via experience of branding, design for digital media, creative marketing and the strategic application of learning. Modules will be designed with authentic assessments, some with live brief components, in order to simulate real world experiences and to produce work that can be utilised to enhance employability.

This course is designed for those looking to upgrade exiting marketing understanding into a digital context and along with those who are looking to take their current career towards a more senior role. This course would suit those with a background in a specific industry function (such as design and PR), and help them to enhance their skill set and knowledge. The course will give students an in depth knowledge of digital marketing and a broad range of transferrable skills.

### **3. Academic Programme 2018/19**

The programme is offered as a one-year, full-time programme and three years, part-time programme. The programme is modular in design. In order to obtain MSc Digital Marketing Management, each student will be required to successfully complete a total of 180 credits; this is comprised of six 20 credit modules and one 60 credit dissertation/marketing plan module or seven 20 credit taught modules, and one 40 credit final project module.

1. **Certificate** = Completing 60 credits:

- Strategic Global Marketing in a Digital Context (20-credits): Semester 1
- Multi-channel Digital Marketing (20-credits): Semester 1
- Modern Marketing Research (20-credits): Semester 1

2. **Diploma** = Completion of stage 1 and an additional 60 credits:

- Understanding the Digital Consumer (20-credits): Semester 2
- Digital Analytics & Insights - Web, Mobile and Marketing (20-credits): Semester 2
- Academic Research for Business (20-credits): Semester 2
- Creativity, Marketing and Enterprise (20-credits): Semester 2

3. **Masters** = Completion of stages 1 & 2: and Dissertation (60 credits)

- International Digital Research Project (40-credits): May onwards
- Digital Dissertation (60-credits): May onwards
- Digital Marketing Plan (60-credits): May onwards

### **4. Enrolment**

Enrolment is an essential process that confirms your status as a Cardiff Met student and also gives you access to Cardiff Met IT systems, payment of fees, and, importantly, enables you to obtain your Student MetCard.

You can complete the online Self-Enrolment process from any computer through the Cardiff Met Self Service system once you have received your Enrolment Email. On receipt of your Enrolment Email, please begin your Self-Enrolment by going to the: [www.cardiffmet.ac.uk/enrolment](http://www.cardiffmet.ac.uk/enrolment) webpage and following the step-by-step guidance provided.

Access to the Enrolment section of the Cardiff Met Self Service system will require you to login with a username and password. Please input the same username and password you originally used to apply with. Guidance is provided for forgotten usernames/passwords.

Please note that in order to Self-Enrol, your status with Cardiff Met must be Unconditional Firm (UF) i.e. all conditions met and place accepted.

## **5. Induction Schedule for MSc Digital Marketing**

**Please note:** Induction will take place on Llandaff Campus -

### **Monday 1st October**

- Programme Briefing 10.00 – 11.00
- T-shirts 11.15 – 12.00
- Lunch
- Hopes, fears and expectations 13.00 – 14.00
- Level 7 – Studying At Master Level 14.00 – 15.00

### **Tuesday 2nd October**

- T&L in HE: how to study effectively 10.00 – 11.00
- The Belonging Cube 11.15 – 12.15
- Lunch
- Group Tutee Meeting: skills audit 13.00 – 15.00

### **Wednesday 3rd October**

- A walk in the park...is business a profession? 10.00 – 12.00
- Lunch
- Group Tutee Meeting: critical reflection 13.00 – 15.00

### **Friday 5<sup>th</sup> October**

- Introduction to Moodle 10.00 – 11.00
- Library session 11.00 – 12.00
- Lunch
- Strategic Decision Making 13.00 – 15.00

Please make sure that you check with me on where you need to be before the course starts (although you should receive an update including rooms in late September). In an emergency, contact Simon Fisher on [sifisher@cardiffmet.ac.uk](mailto:sifisher@cardiffmet.ac.uk) or myself Dr Cherniece Plume on [CJPlume@cardiffmet.ac.uk](mailto:CJPlume@cardiffmet.ac.uk)

## **6. Useful Links**

- [Academic Handbook](#)
- [Accommodation](#)
- [Additional Costs](#)  
Additional costs are any mandatory or optional expenses, in addition to tuition fees, that need to be paid for by students to fully participate and complete their studies.
- [Admissions Policy](#)
- [Bike Shelters](#)  
Once you are on campus and have collected your student ID card you will be able to request access to the various bike shelters around our campuses.
- [Campus Maps & Met Rider](#)
- [Cardiff Met News](#)
- [Cardiff Met Sport & Facilities](#)
- [Cardiff Met SU](#) *including Freshers information & wristbands*
- [Student Finance](#)  
For information on tuition fees, alumni discount, loans and scholarships, as well as contact information for the Student Finance Advisory Service.
- [Student Handbook](#)
- [Student Services](#)  
For help during your time with us in relation to your health, welfare, lifestyle and future career. The aim is to provide you with all the support you need to ensure your studies are as enjoyable and successful as possible. Services also include counselling, disability and chaplaincy.
- [Term Dates](#)
- [Virtual Tours](#)  
Have another look around our campus and facilities with our guided virtual tours