

BA (Hons) Professional and Digital Marketing

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| Department | Creative Technologies and Business Management |
| Awarding Body | UEA |
| Additional Accreditations | N/A |
| Full-time Duration | 3 years |
| Part-time Duration | - |
| Full-time Annual Fee | £8,500 |
| Part-time Annual Fee | N/A |
| Entry Requirements | <p>UCAS Tariff: 96 points A Level: CCC BTEC L3 Extended Diploma: MMM</p> <p>Other: Students not meeting exact requirements can be assessed on a case- by- case basis, particularly where industry experience is evident.</p> |
| Study Location | University and Professional Development Centre, 73 Western Way, Bury St Edmunds UK |
| Subject to Validation | Validated |
| Additional Potential Costs | <p>Tuition fees will provide access to all the usual teaching and learning equipment; however, there may be additional costs such as materials and equipment that are associated with your course.</p> <p>Books (approx. £100 - £200 per year)</p> <p>Printing – all students will be credited with the equivalent of £10 printing/copying at the start of the academic year. After that, students will need to pay for their own printing/copying. Most work is submitted electronically.</p> <p>Student ID cards – The first issue of your ID card is free. Replacement cards will be charged at £10 to replace lost or stolen cards.</p> |
| Narrative | <p>The BA (Hons) Professional and Digital Marketing programme aims to develop students' abilities to create and execute digital marketing strategies which address the challenges of the changing global marketplace. Students will have the knowledge and skills to be able to recognise and respond to business opportunities and customer requirements through a range of digital channels. Content marketing, campaign management, and financial and analytical tools will be studied and applied to deliver successful initiatives that meet the needs and aspirations of their organisation. Professional</p> |

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| | <p>mastery, leadership, and management is a focus of study at Levels 4, 5 and 6.</p> |
| <p>Key Course Features</p> | <p>The BA (Hons) Professional and Digital Marketing programme is designed to give a broad coverage of contemporary marketing topics and issues within business and management. Both strategic and operational options will be studied and discussed. The Professional and Digital Marketing course is designed to create options for students who are interested in strategic marketing, digital marketing, marketing analytics, and branding.</p> <p>Through detailed theory and experience, the course will build the essential skills that employers expect from graduates allowing you to lead in professional and digital marketing from people management, business analytics to developing a marketing strategy. This course is designed to enable you to learn about the subject area, to apply your learning to form opinions and solve problems, to practice subject specialist skills with competence and confidence and to develop abilities to construct your own knowledge and attributes independently. Along with subject based knowledge and skills, you will also develop both academic and employment skills and use these in a variety of ways.</p> <p>The course is delivered on campus and requires students to attend two days per week. Delivery of the course is through a range of methods including lectures, seminars, case-study, discussions, and workshops.</p> <p>Year One:</p> <p>In the first year, students build a strong foundation in marketing by exploring core marketing principles and concepts. Students learn how to recognise key business, management, and marketing issues in a fast-moving business environment. This process strengthens their problem-solving abilities and communication skills, which are essential for academic progression and future professional roles.</p> <p>Lectures, seminars, case studies, and workshops.</p> <p>Year Two:</p> <p>Building on the initial foundation, students expand their knowledge of strategic and operational marketing allowing them to further explore how strategic and operational marketing is changing. They also develop research capabilities that support the creation of informed options within strategic and operational marketing.</p> <p>Lectures, seminars, case studies, and workshops.</p> <p>Year Three:</p> <p>In the final year, students consolidate their expertise in the strategic manage of marketing. A global perspective ensures that marketing analytics and options reflect the contemporary nature of global marketing management. Students will enhance their analytical and communication skills, preparing to deliver data driven strategies and tactics.</p> <p>Lectures, seminars, major research project, case studies, and self-directed study.</p> |
| <p>Career Prospects</p> | <p>Typical job roles and salaries:</p> |

Marketing Assistant £24,000 - £26,000

Marketing Co-ordinator £25,000 - £30,000

Marketing Manager £55,000 - £70,000

Head of Marketing £90,000 - £120,000

Director of Marketing £75,000 - £100,000

Module Summary

Level 4 (Year 1)

Marketing Processes and Planning

This module examines the concepts that underpin marketing as both a business philosophy and a management function. It focuses on the twin principles of customer value and competitive behaviour. The operational aspects of marketing are explained through analysis of the design and implementation of the marketing mix in different contexts. This module provides students with the knowledge and skills to understand and apply contemporary approaches and techniques in marketing, which is a core business operation. Marketing will be investigated as a management process that identifies and satisfies customer needs and wants effectively and profitably alongside achieving organisational objectives. The theories and models which underpin Marketing as an area of study will be applied in a variety of contexts to allow for comparisons and applied understanding. Effective and integrated marketing approaches will be examined which enable organisations to flourish in a dynamic and competitive environment. Students will understand the skills and behaviours necessary to enable future employment within the Marketing sector as well as building a critical understanding of the interrelationships between Marketing and the other functional roles within an organisation.

Digital Marketing in Practice

This module provides students with an understanding and appreciation of digital marketing. Students will develop the skills and knowledge required to develop marketing plans and will create a digital marketing campaign. Social media and other promotional platforms will be examined. Students will explore and use the platforms and tools to achieve specific commercial objectives.

Principles of Content Marketing

This focus of this module is the development of professionally relevant content using a variety of platforms which will enable students to develop skills in a contemporary and relevant marketing communications and content creation. Relevant academic theory in communication and visual language will support students' choices.

Digital Marketing Analytics

This module allows students to develop their knowledge of digital marketing tools, platforms, and analytics. The study of marketing analytics will develop stronger, more data-informed marketing strategies. Students will learn about the tools and skills needed to work with marketing analytics. Students will appreciate how businesses use data to make informed decisions and to track different marketing initiatives. Contemporary analytics will be examined including social media engagement, generated leads, clickthrough and bounce rates.

Introduction to Financial Management

This module will provide students with a foundation knowledge of financial concepts and practices as well as key financial performance indicators within business. On completion of the module students will be able to review business performance and to evaluate a business's financial operation and condition. The module will consider the managerial significance and application of financial data, including the purpose and role of budgets alongside an introduction to costing and pricing, employer costs, taxes, and other legal requirements.

Marketing Management

In this module students will learn how to make and justify a range of marketing decisions as well as learn about market segmentation and marketing tactics within differing types of organisations. Students will gain an appreciation of the importance of customer orientation and of satisfying customer needs in an increasingly competitive environment.

Level 5 (Year 2)

Project Management

All projects will differ, some will happen slowly, others may start and finish quickly. But the important aspect of any project is its effective management and planning, without which, a project has limited chances of success. This module will analyse the key components of a successful project and how the implementation of these components are vital to the result of the project. The module will equip students with the necessary planning techniques, tools, and templates to assist in successfully managing a project across a variety of industries. The module will provide opportunities for students to undertake a work-based project which will enable them to utilise your knowledge of project planning in a live contextual environment. This module will prove beneficial to the development of your own major project at Level 6 as well as complimenting the Managing Operations and Organisational Change module and allowing for development of effective time management and communication tools which are essential skills required throughout your academic studies as well as significant transferrable skills within the workplace.

Managing Operations and Organisational Change

This module addresses organisational change. The aim of this module is to evaluate systems and processes which contribute to adding value for a business. Students will focus on product and service design, system

and process efficiencies, resource requirements, capacity planning and metrics and the role of leadership and management in orchestrating change. In the continually changing and challenging business environment you will analyse both traditional and contemporary approaches towards operational and organisational change management. Students will gain understanding, knowledge and skills to help the analyse of the way that people behave and interact in organisations during times of change. The module will analyse change from a variety of different levels developing their understanding of culture, structure, and change in the work environment. Students will assess the appropriateness of a range of change techniques. This is a complimentary module to Project Management at Level 5 where you will develop your skills at managing these changes.

User Experience Design

In this module students will explore user experience (UX) and user interface design (UID) for current and emerging technologies. Students will discover the significant role design has in crafting the digital interfaces, platforms and emerging technologies that impact on daily lives. The module aims to provide the knowledge, tools, and framework to begin designing for user experience in marketing systems-oriented design processes. Students will become familiar with the subject terminology, history, and contemporary issues to support their own creative practice.

Digital Marketing Campaign Planning

This module focuses on the marketing communications industry as marketing teams develop campaigns for an increasingly complex and interesting media landscape. Students will have the opportunity to work on a wide range of digital platforms and traditional advertising media as they plan and develop real campaigns. The module provides practical preparation for work in advertising and digital marketing roles.

Research Methods

This module provides students with an opportunity to explore a wide range of research methodologies. The Research Methods module aims to provide students with a thorough understanding of research methodologies and methods of analysing and articulating information. This module is designed to equip students with the skills needed to commence work on their Major Project at Level 6. Students will have the opportunity to learn conventions which apply to writing a major project. The module will also provide them with an overview of using an appropriate range of techniques and secondary data sources to support their research project. This module will support skills development in planning, searching, and selecting secondary data sources, research methods, and data collection. Students will be guided in terms of the presentation and structure of their major project report and will appreciate the need for accepted conventions of academic rigour and referencing.

AI Content Creation

This module will explore current advances and the long-term transformative power of this new technology and consider how marketing professionals can harness the full potential of these innovative tools. This module aims to equip students with the knowledge and skills necessary to evaluate the capabilities of the latest AI tools and emerging digital

technologies. It will also consider how sophisticated algorithms, predictive analytics and chatbots continue to redefine marketing strategies. Students will explore various aspects of AI technologies and emerging digital trends, to understand their impact on consumer behaviour, data analysis, customer segmentation, content creation, personalisation, and the consumer experience (CX). Ethical considerations surrounding AI technologies and how to navigate potential pitfalls and challenges will be analysed.

Level 6 (Year 3)

Globalisation and Management

Despite the growing importance of global business there is a reported a shortage of global managers with the necessary skills. Global managers are required to collaborate across regional and national borders. This requires an awareness of cultural differences, appropriate communication strategies and a consideration of different protocols and behaviours. The module tackles management issues raised by the emergence of the global operating context businesses face today. The global business context will be examined together with the challenges faced by managers. Students will have an opportunity to reflect on their own skills and competencies within the context of global business practice. Developing an understanding of their own professional impact and management approaches will be integral to this module. Students will develop an awareness of the emerging international challenges and will critically analyse how global opportunities can be optimised in these challenging economic times.

Commercial Intelligence

This module equips students with a comprehensive understanding of the commercial environment in which marketing operates, building their confidence in using financial, resource, and marketing metrics to gain insights, set strategic budgets, and enhance marketing performance for better ROMI. Key focus areas include analysing data to create effective budgets, prioritising expenditure, and aligning insights with marketing goals. Students will also develop skills in managing marketing budgets, forecasting for ROMI, and identifying when changes are needed to support overall organisational effectiveness and efficiency.

Sustainable Marketing

The module will focus on how the incorporation of sustainability, purpose and values into brand strategy aligns with the financial and strategic goals of a business. The module will analyse how sustainability drives innovation by new practices and opportunities. Today's consumers are attracted by brands with a clear purpose and strong values. Students will develop an appreciation of social and environmental responsibility can improve a brand's reputation making it more attractive to stakeholders and investors.

Strategic Brand Management

This module aims to provide an understanding of strategic analysis, strategic decision-making, and strategic processes within and between organisations. The relationship between theories and practice will be explored. Approaches to strategic management, concepts and frameworks and issues in strategic management will be studied. Themes covered will include internal and external environment analysis, strategic options, selection, and evaluation in addition to organisational structure and culture. The impact of the knowledge economy, technological advances, innovation, international strategies, strategic change and building a cohesive strategy will be analysed within the context of organisational strategic auditing and planning. In today's rapidly changing business environment, it is increasingly crucial for managers to build key leadership skills and apply them to drive strategy and digital innovation. The pace of organisational change requires new sets of skills, and the aim of the module is to introduce students to traditional and contemporary approaches towards strategic management. The module aims to enhance understanding of strategic brand management approaches and decision making within the contemporary business environment. Students will develop their understanding of business performance, organisational agility, and organisational culture.

Major Project

This module is the culmination of the degree course, giving students the opportunity to explore areas related to and building on the rest of the course. Students are expected to plan a year's activity towards a self-identified goal, then during the year demonstrate skills in researching information and finally presenting their work through both a written dissertation and a presentation. The project may be work-related, and industry linked projects are strongly encouraged. This module directly supports students' own professional development by providing them with an opportunity to experience a development or research project of a meaningful scale and level of complexity.

This module allows students to build on their interests and experience gained over their course of study and allows them to test theories and apply their knowledge. Research skills are seen as important to self-development and employability and are eminently transferable in the workplace. The dissertation offers the students considerable autonomy and the opportunity to take responsibility for an individual and demanding piece of work at honours degree level.

Staff Team

Penny Stevens, MCIM, MA, BA, DipMan – Subject and Course Lead
 Erica Brinkley-Everard
 Glenn Pickering
 Maddy Stone
 Zoe Curran
 Daniel Robertson

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| Assessment Methods | Case Studies Presentations Marketing Plan Essays Project Management Report | | |
| Typical Module Diet All modules are 20 credits unless stated | Year 1 (L4) | Year 2 (L5) | Year 3 (L6) |
| | Marketing Processes and Planning Digital Marketing in Practice Principles of Content Marketing | Project Management Managing Operations and Organisational Change User Experience Design | Globalisation and Management Commercial Intelligence Major Project (Sem 1 and 2) – 40 credits |
| | Digital Marketing Analytics Introduction to Financial Management Marketing Management | Digital Marketing Campaign Planning Research Methods AI Content Creation | Sustainability Marketing Strategic Brand Management Major Project (Sem 1 and 2) |
| Study Hours | Study Hours per 20 credit Module: 200 hours Lectures and Seminars: 36 hours Preparation and Independent study: 164 hours *Typically, three 20 credit modules will be studied per Semester. There are two Semesters a year. | | |

This programme is regulated by the Office for Students under the Quality Assurance Agency framework for UK Higher Education. Where studying may incur additional incidental or optional costs these are listed on the relevant course page on our website. Our Terms and Conditions, Admissions Policy (including baseline English language requirements) can be accessed via the University Studies website at <https://www.universitystudies.wsc.ac.uk/policies>