UNIVERSITY OF WOLVERHAMPTON

Course Specification

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Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Business and Law		
Course Code(s):	MK030H01UM MK030H31UM	Full-time Part-time	3 Years 6 Years
UCAS Code:	N501		
Course Title:	BA (Hons) Digital Marketing Management		
Hierarchy of Awards:	Bachelor of Arts with Honours Digital Marketing Management Bachelor of Arts Digital Marketing Management Diploma of Higher Education Digital Marketing Management Certificate of Higher Education Digital Marketing Management		
Language of Study:	English		
Date of first cohort:	14/Sep/2026		
Specification valid from:	2025/6		

Academic Staff

Course Leader:	Ms Monica Chauhan
Head of Department:	LUCY CRITCHLEY

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Standard Provision (Not delivered in partnership)
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

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Distinctive Features of the Course:

The BA (Hons) Digital Marketing Management programme has been designed to equip graduates with the relevant skills and knowledge to enter a fast-paced, ever-evolving digital environment. During the course, you will be exposed to essential academic theory and models, as well as being given the opportunity to explore relevant digital tools and platforms.

You will benefit from real-world application, global perspectives, industry engagement, and personal development opportunities. Throughout the course, you will contribute to projects and work on live briefs with organisations, all of which can be valuable additions to your CV. In fact, the development of employability skills and creation of networking opportunities is a key aspect of the course. With strong links to industry and opportunities for placements, this course is designed to help you stand out in a competitive job market. Some of the opportunities you will have as a Digital Marketing student will include:

- Working on live client briefs and real-world projects. These projects are embedded throughout the course, where appropriate, to help students to build practical experience
- Opportunities for work placements and internships
- Regular guest lectures from professionals working in the industry
- Advice from alumni working in marketing
- Close links to the leading professional bodies, including the Chartered Institute of Marketing, providing additional networking opportunities and resources

Educational Aims of the Course:

Intakes:

September

January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2025/6	H	Full Time / Sandwich	£9535.00
2025/6	Overseas	Full Time / Sandwich	£15995.00
2025/6	H	Part Time	£4768.00
2026/7	H	Full Time / Sandwich	£9790.00
2026/7	Overseas	Full Time / Sandwich	£17600.00
2026/7	H	Part Time	£4895.00

PSRB:

None

Course Structure:

January (Full-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 90 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM2	Core
4BU026	Building a Responsible and Sustainable Business	30	SEM2	Core

January (Part-time)

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Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM2	Core

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Module	Title	Credits	Period	Type
4MK013	Fundamentals of Marketing	30	SEM1	Core
4BU028	Introduction to Digital Business	30	SEM1	Core

January (Part-time)

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Module	Title	Credits	Period	Type
4BU026	Building a Responsible and Sustainable Business	30	SEM1	Core

January (Full-time)

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Module	Title	Credits	Period	Type
5MK020	Marketing Technologies	30	SEM2	Core
5MK019	Digital Content Creation	30	SEM2	Core

January (Part-time)

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Module	Title	Credits	Period	Type
4BU028	Introduction to Digital Business	30	SEM2	Core

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Module	Title	Credits	Period	Type
5MK021	Website development and analytics	30	SEM1	Core
5MK018	Professional Development within Marketing	30	SEM1	Core

January (Part-time)

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4MK013	Fundamentals of Marketing	30	SEM1	Core

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Module	Title	Credits	Period	Type
6MK016	Marketing Intelligence and Digital Strategy Development	30	SEM2	Core
6MK017	The Marketing Consultant	30	SEM2	Core

January (Part-time)

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Module	Title	Credits	Period	Type
6MK015	Digital Consumer Behaviour	30	SEM1	Core
6BU034	The Professional Project	30	SEM1	Core

January (Part-time)

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Module	Title	Credits	Period	Type
5MK018	Professional Development within Marketing	30	SEM1	Core

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5MK019	Digital Content Creation	30	SEM2	Core

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6BU034	The Professional Project	30	SEM1	Core

September (Full-time)

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4BU028	Introduction to Digital Business	30	SEM2	Core

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Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Regulations Exemption:

None

Reference Points:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act 2010: guidance - GOV.UK

Apprenticeship Standard

Overview of Assessment:

As part of the course approval process, the course learning outcomes were mapped to each of the modules forming the diet of the programme of study. This process confirmed that all course learning outcomes can be met through successful completion of the modules. This mapping applies to the final award as well as to all of the intermediate awards.

Learning Outcomes	Modules
CERTHE01 Demonstrate knowledge of the underlying concepts, theories and principles associated with your area(s) of study. (Knowing)	
CERTHE02 Evaluate, interpret and apply data, to develop ideas and discussion in your subject(s) of study. (Knowing)	
CERTHE03 Use different approaches to solving problems related to your area(s) of study (Doing)	
CERTHE04 Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments (Doing)	
CERTHE05 Identify and undertake further training and develop new skills to support your learning (Being)	
CERTHE06 Identify personal qualities and transferable skills necessary for further study and/or employment (Being)	
DIPHE01 Demonstrate knowledge and application of the concepts and principles of your area(s) of study. (Knowing)	
DIPHE02 Demonstrate the application of those principles in an employability and/or professional practice context. (Knowing)	
DIPHE03 Identify and use methods of enquiry in the subject(s) and evaluate the appropriateness of different approaches to solving problems in study. (Doing)	
DIPHE04 Use a range of new and established techniques to explore and critique data and sources of information, to solve problems within your subject (Doing) .	
DIPHE05 Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences. (Being)	

Learning Outcomes	Modules
DIPHE06 Show personal responsibility and decision-making to developing existing skills and acquire new competences that will enable you to reach your employability goals. (Being)	
BHONSN01 Critically appraise digital marketing theories, concepts and models (knowing)	
BHONSN02 Evaluate and demonstrate understanding of the ethical, legal, and social aspects of digital marketing (knowing)	
BHONSN03 Develop relevant digital skills and an individual professional brand, in line with relevant PSRB expectations and competencies (doing)	
BHONSN04 Design contemporary, data-informed and effective digital marketing campaigns for a range of organisations (doing)	
BHONSN05 Communicate effectively and responsibly with a diverse range of audiences and stakeholders (being)	
BHONSN06 Collaborate effectively in digital teams and project environments, as well as work independently to achieve specific objectives (being)	
BHONS01 Critically appraise digital marketing theories, concepts and models (knowing)	
BHONS02 Evaluate and demonstrate understanding of the ethical, legal, and social aspects of digital marketing (knowing)	
BHONS03 Develop relevant digital skills and an individual professional brand, in line with relevant PSRB expectations and competencies (doing)	
BHONS04 Design contemporary, data-informed and effective digital marketing campaigns for a range of organisations (doing)	
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BHONS06 Collaborate effectively in digital teams and project environments, as well as work independently to achieve specific objectives (being)	

Teaching, Learning & Assessment Strategy/(Learning and Teaching):

We use a range of techniques to develop a welcoming, creative and engaging teaching and learning environment. Class sizes are monitored to ensure that students can benefit from activities and engagement in the classroom. Group work is a part of the classroom experience, enabling students to build relationships with others in their cohort and benefit from sharing experience and knowledge.

Debates, case studies and group discussions are some of the ways in which we will explore important theories and concepts in the subject area. In addition to the time you will spend in the classroom, you will have access to a range of course materials, activities and resources on our virtual learning platform. Follow-on activities will allow you to test understanding and further develop knowledge.

Formative feedback opportunities will provide you with personalised feedforward advice, allowing you to develop and improve your work as you progress through your course. We will also signpost other developmental and support opportunities, including study skills advisors.

The course is designed to be inclusive and reflective of diverse perspectives. Teaching materials and discussions draw on global business contexts and lived experiences, helping you see how your identity and background can enrich your learning. You will be encouraged to share your views and apply your insights to real-world national and international business challenges.

Assessment Methods/Assessments:

The foundation year gives you the opportunity to explore different types of assessments. Some modules will allow you to practice, develop and be assessed in the academic skills developed during your foundation year, whilst others will introduce you to more authentic and industry focussed assessments to support the application of your knowledge in industry/subject-discipline contexts. All assessments are designed to build your confidence and assessment literacy for assessments in future modules.

We will work with you at every level of your course to ensure that you are prepared to complete the assessments required in order to progress through the course. We understand that assessments can be stressful, and we have a wide range of mechanisms in place to support you in this process.

We ensure that assessment requirements and deadlines are clearly communicated to you at the beginning of each module. Tutors will provide detailed guidance on assignments, discussing assignment briefs in class at the beginning of each module and at other points during the semester. Recordings of assessment unpacking advice and information are made available on our online platform. These resources allow you to plan your assignments and ensure you have adequate time to develop your assignments.

Student success coaches, skills advisors and formative feedback opportunities are just some of the additional support systems we have in place.

A range of assessments are included in this course, to enable you to develop key skills. Where possible and appropriate, our assessments mirror industry tasks and activities, providing you with authentic assessment opportunities to further develop your employability skills.

Further Information for Student:

As you start your journey with us, we will help you settle into university life and succeed throughout your academic journey. In your first year (Level 4), you will take part in a structured induction programme that introduces you to university systems, academic expectations, and key contacts. Early modules focus on building core academic skills such as critical thinking, academic writing, and digital literacy, helping you adapt confidently to higher education. As you progress through the course, you will be supported to develop key academic skills for future success.

During the first year of study, you will also be allocated a student success coach, who will work with you to offer advice and guidance on all aspects of university life, working closely with academic colleagues and other departments across the university. Our aim is to ensure your transition to university life, and then through each level of your course, is as smooth as possible. Your personal tutor will continue to support you during levels 5 and 6, with an additional focus on careers and preparing for the workplace.

Academic support and feedback is provided throughout, with opportunities for formative feedback, and one to one tutorial meetings. Tutors will work with you to ensure that you understand and can act on feedback received, enabling you to improve your work. A dedicated course leader will also be available to discuss wider course issues and opportunities.

The University provides a wide range of academic and pastoral support to help students succeed in their studies and personal development. This includes access to the Library where you may obtain on-campus support for English language development and Skills for Learning service, academic coaching for Level 3 and 4 students, plus tailored advice from the Careers and Enterprise teams. Students also benefit from 24/7 wellbeing support through WLV Student Life Connect, pastoral care via the Multi-faith Chaplaincy, and assistance from the Mental Health and Wellbeing team. Those living in university accommodation have additional access to Residential Life support, and all students can engage with the Students' Union for advocacy, societies, and further peer-led services. Our diverse international student body come together on-campus to celebrate festivals.

Currency:

Digital marketing is a fast-moving environment and we will work with you to develop the key skills and knowledge required to move into the industry. We work closely with professional bodies, such as the Chartered Institute of Marketing to ensure that our courses are relevant and contemporary. By drawing on professional competency frameworks, we structure our course to build relevant skills and knowledge.

We also draw on expertise from people working in industry to provide students with key insights into the day to day challenges and opportunities of digital marketing. We regularly bring in guest speakers to the classroom to share knowledge and advice. In addition, we organise field trips to maintain the crucial relationship between industry and academia and facilitate networking opportunities.

Practical sessions are a key part of the course and will allow you to explore industry-recognised tools and apply relevant knowledge. We actively encourage and embed, where appropriate, additional industry certification to complement teaching on modules and test understanding.

It is, however, crucial that you understand and can apply relevant theory and knowledge in addition to developing practical skills. Many of your tutors are active researchers in the field of marketing, publishing in journals and textbooks. You will benefit from the knowledge that they bring to the classroom.

In summary, we will work with you to develop a toolkit of practical skills, combined with robust academic knowledge.

Personalisation Opportunities:

From the start of your course, you will be encouraged to explore topics and case studies that connect with your background, career aspirations, or areas of curiosity. At each level of the course, we will ask you to reflect on your home or global experiences, as well as your future aspirations and goals.

We know that each student is different, requiring specific advice and guidance, and we aim to offer you the opportunity to explore your interests and develop expertise. For example, some modules allow you to develop marketing collateral for a business of your choice - including your own!

In-class discussions will draw on the experiences of our diverse student body, enabling you to benefit from a wide range of experiences and knowledge. Case studies from across the globe will be discussed and explored providing an opportunity for students to consider marketing issues from a range of international perspectives.

The field of marketing is broad and the career opportunities varied. As a course team, and in collaboration with careers consultants, we will work with you to develop your specific ambitions and goals and identify opportunities that are relevant for you. Our close links with industry enables us to expose students to a wide range of careers and industries. There are opportunities for networking and building contacts for the future, enabling you to make informed decisions about your future.

Employability in the Curriculum/Employability and Professional Development:

Employability is an important part of the University of Wolverhampton experience, and we work with you to identify and develop relevant skills from the first year of your programme.

The Digital Marketing Management course will enable you to develop a range of critical, digital and analytical skills to prepare you for the world of work. We will facilitate access to digital tools and ensure you are informed of industry trends and issues. By working closely with industry and the professional bodies, such as the Chartered Institute of Marketing (CIM), we will ensure that you are aware of, and have the opportunity, to develop key skills to successfully move into the marketing industry.

A key part of your experience will be developing your own professional identity by, for example, building your public profile on relevant platforms. You will consider how to build a network of contacts, build your brand and protect your reputation moving forward. Some of the modules you will study require you to develop your profile as part of the assessment, giving you a structured, scaffolded approach to this task.

At regular points throughout the course, you will be asked to reflect on the skills you have developed, and identify gaps which you need to address. Careers consultants will offer advice and support to support with this.

Opportunities for relevant work experience will be shared and advice on how to secure these opportunities is available throughout the course. For example, CV writing, mock interviews and assessment centre advice are available through our careers service.

As part of the support we offer in this area, there are a range of guest speaker sessions, live briefs, placement opportunities and careers events. These opportunities are available to students at all levels of the programme.

