



UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) / BSC (HONS) DIGITAL MARKETING AND SOCIAL MEDIA

AND

**BA (HONS) / BSC (HONS) DIGITAL MARKETING AND SOCIAL MEDIA
WITH PROFESSIONAL PRACTICE YEAR**

PROGRAMME SPECIFICATION ACADEMIC YEAR 2020/21

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the course and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

| | | | | |
|---|--|---|-----------|--|
| Validating Body | University for the Creative Arts. ¹ | | | |
| Teaching Body | University for the Creative Arts | | | |
| Final Award Title and Type | Bachelor of Arts (Honours) OR Bachelor of Science (Honours) | | | |
| Course Title | Digital Marketing and Social Media OR Digital Marketing and Social Media with Professional Practice Year | | | |
| Course Location | Epsom Campus | | | |
| Length | Length: Full-time - 3 years OR Full-time + Professional Practice Year - 4 years | | | |
| Mode of Study | Full-time | ✓ | Part-time | |
| Period of Validation | 2020/21 to 2022/23 | | | |
| Professional, Statutory or Regulatory Body | None | | | |
| Type of Accreditation | N/A | | | |
| Accreditation due for renewal | N/A | | | |
| <p>Entry criteria and requirements</p> <p><i>BA (Hons) / BSc (Hons)</i></p> <p><i>BA (Hons) / BSc (Hons) with Professional Practice Year</i></p> <p>For entry to one of these courses you require one of the following:</p> <ul style="list-style-type: none"> • 112 new UCAS tariff points (see accepted qualifications on UCA website); • Pass at Foundation Diploma in Art & Design (Level 3 or 4); • Distinction, Merit, Merit at BTEC Extended Diploma; • Merit at UAL Extended Diploma; • 112 new UCAS tariff points from an accredited Access to Higher Education Diploma; <u>or</u> • 27-30 total points in the International Baccalaureate Diploma with at least 15 IB points at Higher level <p>AND four GCSE passes at grade A*-C <u>or</u> grade 4-9 including English (or Functional Skills English/Key Skills Communication Level 2), or equivalent</p> | | | | |

¹ Regulated by the Office for Students

Non-standard Entry

Other relevant and equivalent UK and international qualifications are considered, and we encourage students from diverse educational backgrounds to apply. For international qualifications, see <https://www.uca.ac.uk/international/equivalent-qualifications/>

If you have faced difficulties that have affected your performance, occasionally we will make offers which are lower than the standard entry criteria. In these cases, entry is based on a discussion with you as well as your grades, and a strong desire to study this course and evidence of potential through a portfolio or work experience is especially important.

English Language Requirements

If you are applying for a Tier 4 student visa and your first language is not English, you will need to take a test to prove your English language ability – this is called a Secure English Language Test.

For a full list of the English language requirements for different entry points to this course, please see: <https://www.uca.ac.uk/international/non-eu/study/english-language-requirements/>

If you need a Tier 4 visa, you do not need to take a SELT if one of the following applies:

- you are a national of a majority English speaking country and have taken your academic qualifications in that country; or
- you have completed a Bachelor's Degree in a majority English speaking country within the last two years

For a list of majority English speaking countries to which these exemptions apply, see:

<https://www.gov.uk/tier-4-general-visa/knowledge-of-english>

| Overall methods of assessment | Written exams | Practical exams | Coursework |
|---|---------------|-----------------|------------|
| Stage 1 - First Year | 0% | 0% | 100% |
| Stage 2 - Second Year - BA / BSc (Hons) | 0% | 0% | 100% |
| Stage 2 - Second Year - BA / BSc (Hons) w PPY | 0% | 0% | 100% |
| Professional Practice Year (optional) | 0% | 0% | 100% |
| Stage 3 - Third Year | 0% | 0% | 100% |
| Overall Learning & Teaching hours | Scheduled | Independent | Placement |
| Stage 1 - First Year | 32% | 68% | 0% |
| | 384 hours | 816 hours | 0 hours |
| Stage 2 - Second Year - BA / BSc (Hons) | 27% | 48% | 25% |
| | 324 hours | 576 hours | 300 hours |
| Stage 2 - Second Year - BA / BSc (Hons) w PPY | 36% | 64% | 0% |
| | 432 hours | 768 hours | 0 hours |

| | | | |
|--|---|-----------|-----------|
| Professional Practice Year (if undertaken as part of named award) | 0% | 20% | 80% |
| | 0 hours | 240 hours | 960 hours |
| Stage 3 - Third Year | 24% | 76% | 0% |
| | 288 hours | 912 hours | 0 hours |
| General level of staff delivering the course | <p>The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either a Masters degree or equivalent professional practice in a relevant discipline or field.</p> <p>All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline.</p> <p>All Lecturers and Senior Lecturers undertake scholarship in their disciplines.</p> <p>There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support and development.</p> | | |
| Language of Study | English | | |
| <p>Qualification Frameworks</p> <p>Framework for Higher Education Qualifications (November 2014)</p> <p>Subject/Qualification Benchmark Statement</p> <p>Business and Management (November 2019)</p> <p>Advice and Guidance</p> <p>UK Quality Code - Advice and Guidance: Workbased Learning (November 2018)</p> | | | |

| Course structure | | | | | |
|--|------------|-------|---------|--------------------|---------------------|
| <p>The structure of all of the University's awards complies with the University's Common Credit Framework. The Common Credit Framework includes information about the:</p> <ul style="list-style-type: none"> Rules for progression between the stages of a course. Consequences of failure for reassessment, compensation and exit awards. Calculation and classification of awards. | | | | | |
| Unit Code | Unit Title | Level | Credits | Core / Elective BA | Core / Elective BSc |
| Stage 1 - First Year* | | | | | |

| | | | | | |
|------------------------------|---|---|----|---------------------------|------|
| XXXX40XX | Business Bootcamp 1: Design Thinking | 4 | 0 | Core | |
| XXXX40XX | Social Media: Context & Development | 4 | 15 | Core | |
| XXXX40XX | Foundations of Marketing & Communications | 4 | 15 | Core | |
| XXXX40XX | Economics for the Creative Industries | 4 | 15 | Core | |
| XXXX40XX | Business Seminar 1: Understanding Consumers | 4 | 15 | Core | |
| XXXX40XX | Business Bootcamp 2: R&D | 4 | 0 | Core | |
| XXXX40XX | Brand Identity | 4 | 15 | Core | |
| XXXX40XX | Understanding Trends & Forecasting | 4 | 15 | Core | |
| XXXX40XX | Cosmetics and Beauty: Business & Practices** | 4 | 15 | Elective | |
| XXXX40XX | Fashion: Business & Practices** | 4 | 15 | Elective | |
| XXXX40XX | Games: Business & Practices** | 4 | 15 | Elective | |
| XXXX40XX | Lifestyle Products: Business & Practices** | 4 | 15 | Elective | |
| XXXX40XX | Music: Business & Practices** | 4 | 15 | Elective | |
| XXXX40XX | Business Seminar 2: Business Analytics | 4 | 15 | Core | |
| Stage 2 - Second Year | | | | | |
| XXXX50XX | Business Bootcamp 3: Storytelling & Narrative | 5 | 0 | Core | |
| XXXX50XX | Critical Analysis with English for Academic Purposes 1 | 5 | 15 | Core (Y2 Direct Entry) | |
| XXXX50XX | Financial Management | 5 | 15 | Core | |
| XXXX50XX | Influence & Influencers | 5 | 15 | Elective A | N/A |
| XXXX50XX | Digital Marketing Analytics | 5 | 15 | Elective A | Core |
| XXXX50XX | Arts and Culture: Robots & Heightened Reality(s) | 5 | 15 | Elective B | |
| XXXX50XX | Beauty: Robots, Technology & Service Automation | 5 | 15 | Elective B | |
| XXXX50XX | Fashion: Robots, Wearable Tech, & Automation | 5 | 15 | Elective B | |
| XXXX50XX | Games: Virtual & Augmented Reality | 5 | 15 | Elective B | |
| XXXX50XX | Lifestyle Goods: Virtual & Augmented Reality | 5 | 15 | Elective B | |
| XXXX50XX | Music Industry: Robots, Technology & Events | 5 | 15 | Elective B | |
| XXXX50XX | Retailing: Robots, AI & Service Automation | 5 | 15 | Elective B | |
| XXXX50XX | Business Seminar 3: Professional Practice | 5 | 15 | Core | |
| XXXX50XX | Business Bootcamp 4: Exploring Innovation | 5 | 0 | Core | |
| XXXX50XX | Critical Analysis with English for Academic Purposes 2 | 5 | 15 | Core (Y2 Direct Entry) | |
| XXXX50XX | Media Planning & Buying | 5 | 15 | Core | |
| XXXX50XX | Identity & Marketing | 5 | 15 | Elective | N/A |
| XXXX50XX | Behavioural Studies & Consumption | 5 | 15 | Elective | Core |
| XXXX50XX | Professional Placement <i>Please note: The Professional Placement unit is not available to students on Professional Practice Year pathway.</i> | 5 | 30 | Core | |
| XXXX50XX | Creative Innovation <i>Please note: This unit is only available to students on Professional Practice Year pathway.</i> | 5 | 15 | Core (PPY) | |
| XXXX50XX | Industry Lecture Series <i>Please note: This unit is only available to students on Professional Practice Year pathway.</i> | 5 | 15 | Core (PPY) | |

| Professional Practice Year - if undertaken as part of named award | | | | | |
|---|--|---|----|------------|------|
| XXXX50XX | Professional Practice Year: Part 1 | 5 | 60 | Core (PPY) | |
| XXXX50XX | Professional Practice Year: Part 2 | 5 | 60 | Core (PPY) | |
| Stage 3 - Third Year (Fourth Year if Professional Practice Year undertaken) | | | | | |
| XXXX60XX | Business Bootcamp 5: Research & Methodologies | 6 | 0 | Core | |
| XXXX60XX | Cosmetics & Beauty: Contemporary Issues | 6 | 15 | Elective A | |
| XXXX60XX | Fashion: Contemporary Issues | 6 | 15 | Elective A | |
| XXXX60XX | Games: Contemporary Issues | 6 | 15 | Elective A | |
| XXXX60XX | Lifestyle Goods: Contemporary Issues | 6 | 15 | Elective A | |
| XXXX60XX | Music: Contemporary Issues | 6 | 15 | Elective A | |
| XXXX60XX | Cosmetics & Beauty: Global Industry & Futures | 6 | 15 | Elective B | |
| XXXX60XX | Fashion: Global Industry & Futures | 6 | 15 | Elective B | |
| XXXX60XX | Games: Global Industry & Futures | 6 | 15 | Elective B | |
| XXXX60XX | Lifestyle Goods: Global Industry & Futures | 6 | 15 | Elective B | |
| XXXX60XX | Music: Global Industry & Futures | 6 | 15 | Elective B | |
| XXXX60XX | Creative Business Start-up | 6 | 15 | Elective C | N/A |
| XXXX60XX | Data Mining for Marketers | 6 | 15 | Elective C | Core |
| XXXX60XX | Business Seminar 4: Strategy & Decision Making | 6 | 15 | Core | |
| XXXX60XX | Business Bootcamp 6: Developing Enterprise | 6 | 0 | Core | |
| XXXX60XX | Creative Leadership Lab | 6 | 15 | Core | |
| XXXX60XX | Degree Project | 6 | 45 | Core | |

* Students must choose either the BA or BSc pathway before the start of second year.

** Students are required to undertake at least 90 credits of units within the specialist subject including XXXX60XX Degree Project to gain the degree with a named specialist industry.

NOTE: Not all elective units may run every year.

Section B - Course Overview

Business has only two basic functions-marketing and innovation - Peter Drucker

The Digital Marketing and Social Media course is an innovative program where creative and marketing skills are perfectly in balance to form the new business leaders in marketing for the creative industries. This course is focussed on how you can work with the new digital social media platforms to support the way marketing is developing in the digital age.

Careers within the creative industries require graduates who can respond effectively to the dynamic challenges by devising and implementing new marketing strategies. The BA / BSc (Hons) Digital Marketing and Social Media equips students with skills in marketing and communications, Digital marketing analytics, marketing and media planning, social media development as well as knowledge in business analysis necessary for a successful career in the global creative industries

What to expect

The course combines a strong development of core business areas and digital technical skills that will underpin the extensive development of your academic and theoretical knowledge of the global creative industries within digital marketing and social media.

The curriculum emphasises creativity and design outputs which are supported by financial literacy, marketing data investigations and the application of a variety of analytical models to solve problems and make informed decisions in the business of the creative industries.

Year 1 focuses on developing your understanding of how the arts and creative economy works and the place of businesses within it. Alongside this you will explore the core business practices that are foundational to effective management in digital marketing and social media

Year 2 deepens your investigation into social media through influencers and Influence alongside understanding how to plan campaigns and buy the media accordingly. You will explore financial, management and organisational skills that will continue to develop your understanding of business. While you will continue to focus on your development as a manager, your exploration will focus on client requirements and your role as an emerging marketing industry professional.

Year 3 provides an opportunity to explore the cutting edge of creative industries within a global context. You will develop your own major degree project, undertake trips to major international centres of the creative industries and prepare for your career in professional practice.

Highlights

- Located in a small specialist institution, and as part of the only Business School in the UK devoted to the study of the Creative Industries, you will develop your skills in conversation with the widest possible community of future creative business leaders.
- Studying with access to London and the South-East as the hub of the UK's creative industries, but with the distance and separation to concentrate on your creative development, UCA Epsom is the perfect location to deepen your knowledge and understanding of social media and digital marketing.
- Our compulsory professional placements, and optional professional practice year, equips you to be the adaptable, resilient, globally minded, confident, entrepreneurial, and digitally savvy professional so in demand in the contemporary workplace.
- Instructed by a mixture of cutting-edge academic staff and experienced industry professionals, you will have the opportunity to learn real-world skills beyond the classroom through visits, networking and placements.

Section C - Course Aims

This course aims to:

- Develop the creative, intellectual and practical skills necessary for students to present solutions to complex problems faced by marketers in digital
- Provide students with an in-depth knowledge and understanding of the historic and contemporary frameworks which underpin the contemporary professions within the marketing functions of the creative industries.
- Enable students to identify, analyse and make recommendations for a range of issues in marketing experienced in professional practice within the creative industries.
- Develop subject related practical skills in financial management, marketing, operations, human resources, and innovation which can underpin a future career in the business of the creative industries.
- Allow students to develop an understanding and sensitivity to ethical considerations that arise in the practice of advertising particularly around the UN Sustainable Development Goals.

- Prepare students for graduate employment, research, further study and lifelong learning by developing their intellectual, practical and transferable skills.

Section D - Course Outcomes

BA (Hons) Digital Marketing and Social Media

Upon successful completion of the BA (Hons) Digital Marketing and Social Media, students will be able to:

Knowledge

- KU1. Understand how the specific features of digital marketing and social media work together to inform strategy and operations in a range of creative business contexts.
- KU2. Discuss and apply coherent and detailed knowledge of digital marketing and social media within the creative industries.
- KU3. Debate current professional opinion and research about digital marketing and social media and changes that may affect its development in the near or mid-term future.

Application

- PS1. Use in-depth information to analyse complex problems and suggest creative (sometimes original) solutions appropriate to professional practice in digital marketing and social media
- PS2. Manage financial, operations, innovations and people management to identify and respond to changing briefs in a range of creative industries contexts.
- PS3. Evaluate critical arguments and information (that may be incomplete) to frame appropriate questions and make judgements regarding solutions to problems related to digital marketing and social media
- PS4. Apply a range of methods and techniques to review, consolidate, and extend their knowledge, skills and attitudes to support decision-making regarding digital marketing and social media

Skills

- TS1. Initiate and carry out projects - exercising initiative and personal responsibility - to enable creative industries' businesses to achieve defined strategic marketing goals.
- TS2. Apply high-quality creative, design, software and hardware skills to create compelling, professional communications to both specialist and non-specialist audiences.
- TS3. Plan and manage their own ongoing professional development making appropriate use of professional opportunities, networks, publications and research sources.

BSc (Hons) Digital Marketing and Social Media

Upon successful completion of the BSc (Hons) Digital Marketing and Social Media, students will be able to:

Knowledge

- KU1. Understand how the specific features of marketing in the creative industries work together to inform strategy and operations in a range of creative contexts.
- KU2. Discuss and apply a coherent and detailed knowledge of digital marketing and social media within the creative industries and their creative business models.

KU3. Debate current professional opinion and research about digital marketing and social media in the creative industries, and changes that may affect marketing development in the near or mid-term future.

Application

PS1. Employ in-depth quantitative and qualitative data to analyse complex problems and propose solutions appropriate to professional business and management practice in the creative industries.

PS2. Assess markets, plan operations, manage finances and organisations, and communicate business needs in a range of creative industries contexts.

PS3. Evaluate critically arguments and data (that may be incomplete) to frame appropriate questions and make judgements regarding solutions to problems related to business and management in the creative industries.

PS4. Apply accurately a range of quantitative and qualitative methods and techniques to support decision-making regarding business and management in the creative industries.

Skills

TS1. Initiate and carry out projects - exercising initiative and personal responsibility - to enable creative industries' businesses to achieve defined strategic goals.

TS2. Apply high-quality creative, design, software and hardware skills to create compelling, professional communications to both specialist and non-specialist audiences.

TS3. Plan and manage their own ongoing professional development making appropriate use of professional opportunities, networks, publications and research sources.

Section E - Learning, Teaching and Assessment

Learning and Teaching

At the Business School for the Creative Industries, we are about "Putting Creativity to Work", and we believe our graduates should be able to contribute at the highest level in the professional environments that they will join upon graduation.

Our rich and inclusive curriculum is continually reviewed in consultation with our students to take account of new developments, seeking to keep the programme exciting and lively. A range of methods is used to actively engage students, including problem solving and enquiry-based learning, industry research and peer-assisted learning. Formative assessment develops key aims during the progress of a unit.

The learning and teaching on your course will include:

- Contact Hours

Lectures (usually groups of between 25 and 200+), seminars (usually within groups of less than 25), learning groups (usually groups of between 6 to 8): and technical skills sessions to develop your hard and soft skills in a variety of necessary software and skills areas.

- Guided Learning

Supported by online learning platforms or courses, guided reading and projects, and tutorials (usually either one-to-one with a tutor or in a small group tutorial session).

- Independent Study

Your own planned work to support your learning either individually or with colleagues on your course or other courses which supports the exploration of your own interest areas.

The latest technology is used to enhance learning and collaborative working, research-active staff work with you on the latest research developments, while industry guest speakers and live briefs provide development opportunities embedded throughout the course enrich your creative and business practice and significantly contributes to your experience at university and preparation of professional practice.

The curriculum recognise that diversity enriches our studies, whether from diversified cultural backgrounds or a range of different social experiences. Our curriculum is designed to provide a wide range of perspectives on the Creative Industries in a global context and to be an inclusive learning environment where explicit consideration is given to the diversity of our students.

Industry Placements

Work placements are an important and integral part of all undergraduate degrees in the Business School for the Creative Industries. The School has links to employers with positions available, but you are welcome to find your own placements either in the UK or internationally.

And whilst you must apply for and secure your own placement, the School will provide support in all stages of the application process; searching for opportunities, writing CVs, completing application forms, mock interviews, assessment centre activities, providing the opportunities to experience the competitive job application process.

The three to four months placement period or one-year professional practice year enables you to apply your learning to the real-world work environment, linking theoretical concepts to practice and evaluating this relationship. It also allows you to reflect upon your personal experience of working in an applied setting.

You will also be helped to choose from the other options available for the placement period by the team, should you be unable to secure an appropriate placement opportunity.

Support for students

We aim to ensure, where possible, personal tutors remain with you throughout their degree studies to discuss all matters relating to student well-being and academic support. Personal tutors and the Careers & Employability Team will also support you in discussions around your potential or preferred career direction.

Students are further supported by:

- Unit leader for each unit
- Business School support staff
- Personal academic tutors
- Careers and Employability Services
- Technical support with IT and software
- My UCA - a versatile online learning environment
- Induction and ongoing re-induction sessions
- Student Staff Course Boards
- Library and Learning Resources
- Gateway Services including support for finance, regulations, disability, well-being, accommodation, and international students
- UCA Students' Union

International students receive additional support from our International Office and specialist administrative staff not only when they first arrive but also throughout their programme of study.

Assessment

Assessment within the course is focussed on the development of a range of advanced technical and professional skills which can be applied using your knowledge and understanding of business problems within the Creative Industries.

Assessments typically require substantial primary and secondary research to be undertaken, ensuring you progressively develop critical thinking and information literacy skills at each level of the programme. The

assessment strategy ensures that you can access a range of formative opportunities for practice and feedforward designed to help them achieve their full potential in final (summative) assessment.

Exams, although used very infrequently during the course, seek to assess the depth and range of student understanding in key professional areas and related professional practice.

Presentation skills and group learning are developed throughout the programme to emulate the real-world situations in which our students may find themselves.

In addition, early formative and summative assessment during the first six weeks of the programme is used to monitor student engagement with both in-class and online learning. Students who are considered at risk due to low engagement can be identified and advised by the personal tutor with the support of the liaison librarian and learning & development tutors as appropriate.

The diversity in assessment tasks allows for inclusivity for all students. The assessment criteria are suitable for you from a range of language and cultural backgrounds. Inclusive practice of written assignment, presentations, research proposals, business project etc. allows for diversity of assessment methodology. For you to have access to professional working practice, business and industry practitioners are invited as guest speakers, allowing for networking opportunities and allows for live clients and projects.

Section F - Employability

It is a core ethos of the course and is evidenced in the course overall philosophical aims, approach to teaching and learning, as well as underpinned by co-curriculum activities, where you will gain transferable skills which are adding values to your future employability and enterprising ventures.

As well as specific industry standard skills and attributes, employers are also looking for the 'soft skills' acquired through interacting effectively in groups and teams, and additionally the ability to work independently and diligently manage your own time. This profile of teaching and learning strategies therefore strongly encourages these qualities and prepares you for the world of work by inculcating these transferable skills.

Section G - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives