MSc Digital Marketing & Analytics
Programme specification

Academic Year 2019/20

Contents

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1. Programme Overview	
Full programme/award title(s)	MSc Digital Marketing & Analytics
Short programme title	MScDMA
Fees	£18,500 (per year, subject to annual increase)
Faculty / School	Business & Management
Location of study	Regent's Park campus
Awarding institution	Regent's University London
Institution regulated by:	Office for Students, Quality Assurance Agency
Programme entry points	September 2019, January 2020
Date of initial/previous (re)validation	December 2015
Date of next revalidation	Summer 2021
Framework for Higher Education Qualification level of final award	Level 7
Number of credits in award	180 Credits
UCAS code	N/A
Underpinning QAA subject benchmark statements	QAA Level Descriptors QAA for Masters Awards in Business & Management (2007) SEEC Level Descriptors
Other external and internal references	Regent's University London Academic Regulations Institute of Direct and Digital Marketing Certificate in Digital Marketing syllabus
Professional, statutory or regulatory body recognition/accreditation	Chartered Management Institute (CMI) Institute of Direct and Digital Marketing
Mode of study (Full Time / Part Time)	Full Time
Language of study	English

	Part time: N/A
	Full time: Students may start the programme in either January or September. If you begin in September, the programme is 12 months, while a programme starting in January will last for 16 months.
Minimum / Maximum duration of programme for each mode of study	
	Minimum: 1 year
	Maximum*: 3 years
	*in exceptional circumstances only, refer to Regent's University London Academic Regulations for details
Date of production / revision of this programme specification	January 2019

2. Why study this programme?

We want to make sure that you have chosen the right programme to study and that you are excited about studying your programme at Regent's.

The face of marketing is changing.

Traditional techniques alone are not enough to attract the modern consumer. Today's campaigns require interdisciplinary strategies and a deeper understanding of what the customer needs and wants.

The MSc Digital Marketing & Analytics was the first programme to blend marketing with the digital analytical skills that employers need. It remains the only programme of its kind in London, a thriving city of international brands and global campaigns.

We will prepare you to become a confident and effective marketing practitioner. You will develop an in-depth understanding of trusted techniques for strategy, planning and delivery. In addition, you will be introduced to new approaches and emerging tools that provide greater insight into how customers behave, and how to locate and reach them.

The programme will provide practical insights into:

- Creating marketing campaigns
- Data analytics
- Digital marketing
- Marketing strategy and planning
- Privacy and ethics
- Profiling and customer behaviour
- Social media campaigns
- Understanding markets
- Wordpress and website creation

The programme is designed to be hands-on, with practical tasks which show you how techniques are applied in research and industry. In seminars and class discussions, you will be encouraged to think creatively and strategically and develop solutions. Today's

marketers are expected to understand, locate and reach their intended audiences, rather than just expect the customer to find them.

Discussions will help you to weigh up issues such as ethics, privacy and the role of emerging fields such as Artificial Intelligence. But it isn't just theory: you also have the opportunity to apply your learning by tackling a consultancy project in your third year, in which you examine a problem faced by a real, operational business.

In addition to receiving support and guidance from experienced tutors and supervisors, you will also be able to seek advice from our guest speakers/ industry experts based in and around London's thriving 'Silicon Roundabout'. Our central London location means that you will be on the doorstep of innovative start-ups and thriving marketing firms, giving you an unmatched insight into how marketing is evolving, and how your new skills can add value to businesses.

The programme is accredited by the Chartered Management Institute (CMI). If you choose to join as a student member of the Institute (students have specific period to register), upon completion of mapped modules within the MSc programme, you will receive a CMI Level 7 Diploma in Strategic Management and Leadership. You will also be awarded an SAS certificate of attendance.

If you wish to apply for additional certificates, you will be eligible to take the further certifications:

- A Certificate in Digital Marketing from the Institute of Direct and Digital Marketing (exam required)
- A Google Analytics Individual Qualification (this is something the you can study for and apply to Google for certification if you wish to do so at an extra cost)

3. Programme aims and objectives

This is a guideline to the main features of the programme. It includes the overall aims and objectives and what you might achieve and be able to demonstrate if you take full advantage of the learning opportunities provided.

Digital marketing involves the use of electronic media to promote products, services and brands. It offers significant advantages over traditional marketing methods as it involves the use of communication channels and methods that enable detailed analysis of campaign performance, often in real time. The most common digital marketing channel is the internet but digital marketing also includes email, mobile marketing, instant messaging, apps, podcasts, video marketing and social media marketing. Extensive employer research tells us that these are now the essential skills that marketing graduates need to acquire in order to be employable.

Consumers expect branded goods and services organisations communicate with them through multiple channels in a way that is personalised and relevant. It is analytics that enables brands to do this by helping them to build a single view of the customer across multiple channels; to anticipate consumers' needs; and to provide them with consistent and co-ordinated communication which will move them along the purchase process. Too often

organisations rely on collaboration between marketers with no analytics or digital skills and IT people with no marketing skills. Digital technology and analytics are now so central to marketing that it is essential that marketers have these skills themselves.

The aim of this programme is to produce graduates with a sophisticated understanding of digital marketing, who understand and appreciate the importance of data, analytics and technology to this area of marketing.

Analytics and digital marketing are blended together throughout every module rather than being treated separately. This helps ensure that you are introduced to analytics in context rather than in the abstract and gives you many opportunities to learn how analytics informs marketing and to practice your analytics skills.

You will graduate from this programme with the skills needed to start working in a wide range of digital marketing or analytics roles, client-side, supplier or agency, in any kind of organisation from large corporates to SMEs, from start-ups to family businesses, B2C, B2B or not for profit in an international context.

Prospective careers

Digital marketing and marketing analytics are two of the fastest growing areas of marketing and this trend looks set to continue. Students will graduate from this course with the skills set they need to be effective marketers in this new, evolving international marketing environment.

Through this very specialist programme you will gain specific skills that can be applied to the fields of:

- Marketing
- Data analytics
- Social media management
- Digital marketing

You will have the flexibility to work across various industries in the specialist areas mentioned above. Our alumni have worked on intelligent campaigns for organisations and brands ranging from AC Milan to Ferrero Rocher. Some have also revitalised family businesses, or set up their own businesses in the UK and beyond.

4. Relationship to other programmes and awards
Sometimes programmes share modules or have other connections to other programmes. This is a guide to whether this is applicable for your programme.

N/A

5. Learning outcomes

This is a guide to the more specific knowledge and skills you will gain at each level of the programme if you take full advantage of the learning opportunities available to you.

A. Knowledge and understanding

A1: Identify and evaluate critically digital marketing and analytics concepts, techniques and tools.
A2: Demonstrate a comprehensive understanding of the major characteristics of digital marketing and the growing use of social media.
A3: Identify, evaluate and formulate culturally sensitive approaches to digital consumer behaviour.
A4: Recognise, assess and develop appropriate measures to address ethical issues prevalent within digital marketing and analytics.

B. Cognitive skills

B1: Demonstrate a critical awareness of the uncertainties and current issues in digital marketing and analytics.
B2: Demonstrate a critical awareness of leading-edge research and practice through the use of analytics and market research.
B3: Identify problems and propose solutions and recommendations based on appropriate use of analytical tools.
B4: Analyse and solve problems using a multidisciplinary approach, applying professional judgment.
B5: Critically review and apply relevant current theories in the context of digital marketing and analytics.

C. Practical and professional skills

C1: Collect, analyse and interpret marketing information and apply this in developing effective digital marketing strategies.
C2: Use a range of effective communication, numerical, IT and media skills to access, interpret, manage, evaluate and present data, and select judiciously information from a variety of sources.
C3: Lead groups and teams in selected tasks and negotiate positons in a variety of contexts.

D. Key/transferable skills

D1: Achieve autonomy in planning and managing the learning process.
D2: Participate constructively in groups and work effectively in teams.
D3: Appreciate the need and plan for continuing professional development and self-directed life-long learning.

6. Learning and teaching strategy/ assessment methods (non-regulatory)

This is a guide to what academic opportunities will be available to you to help you achieve the overall aims and objectives of the programme as listed under section 3 and the intended learning outcomes listed under section 5. It is also a guide to what assessment methods will be used to test your achievement of the intended learning outcomes. While exciting learning opportunities will be offered, at University-level, there is a greater emphasis on you engaging with your education in a more pro-active way. In order to meet the full intended learning outcomes of the programme, you will be expected to study independently, participate in class discussions, book extra time in the studios, ask for support in academic skills if required and engage with Personal Tutors.

The Learning Outcomes for the MSc Digital Marketing and Analytics are mapped to the teaching and learning strategy based on Regent's Learning, Teaching and Assessment Strategy 2015-20.

This is a highly applied programme and wherever possible, the emphasis in classroom sessions is on students putting what they are learning into practice. An extensive network of practitioners from the international digital marketing and analytics industry contribute their expertise to the programme in the form of guest speaking, team-teaching together with academics and offering live briefs on which students can work for assessments.

You will be encouraged to be critical in your approach to marketing theory and academic literature in the field and to consider how valuable it is to practitioners and, where there is a divide between academic theory and professional practice, to consider why that might be. You will graduate from this programme with a highly practical set of digital marketing and analytics skills which will be of immediate value to employers, based on a solid understanding of academic marketing theory.

There are six key requirements for the successful completion of the MScDMA:

- A commitment to independent study
- Reading widely and critically
- The development of critical awareness
- The exercise of judgement
- The successful undertaking of independent research using traditional and electronic media and creating potential for original thought and contributing to current knowledge
- The consequent production of pieces of work that demonstrate the successful application of the above in written form

The acquisition of the above requirements are critical for the development of both independent thinking and autonomous learning - in other words, a Master's level student.

Teaching and learning methods
The MSc will enable you to gain a breadth of critical understanding, analysis, interpretation, synthesis and evaluation of digital marketing and analytics issues. You will be introduced to a range of contrasting theoretical perspectives, current practices in the management of digital marketing and data analysis, research models and company projects. This will help to both integrate and illuminate the various disciplines that contribute to the programme.

A range of teaching, learning and assessment methods are utilised to support this aim, including lectures, seminars, structured workshops, case study analysis, group work, individual and group tutorials. There is much emphasis on student self-directed study, crucially in the dissertation/ Live Company project.

Lectures and seminars
Lectures and seminars are the common method of delivery and operate from the assumption that from undergraduate study and/or personal experience, students already have a wide and reasonably in-depth knowledge of some of the issues within the field of study. In this respect, it is assumed that there are some knowledge gaps. However it is also assumed that as a learner, students are sufficiently advanced that some of those gaps can be filled through independent learning, with minimal tutor input. It is expected that a combination of lectures, seminars, workshops, guest lectures, and other key industry events will provide a solid underpinning and foundation for learning.
Lectures will be supplemented by hand-outs, materials on Blackboard and directed reading (usually refereed articles or other seminal literature).

At the start of each module, you will be provided with a timetable and a substantial list of reading references to follow up for the seminar sessions.

In seminars you are expected to lead seminar discussion around each article, prompted by the tutor but not relying on him or her. It is assumed that you will not only have read the relevant article, but will also have followed up on referenced background reading.

Tutorials and supervision
Tutorials and supervision form an important part of the learning process. Each module tutor provides individual and group support for the students undertaking their module, and will arrange individual and/or small group tutorials as and when required, if possible.

Workshops
These may be used from time to time to enable you to develop the key transferable skills necessary for both employment and academic development. These may on occasion be compulsory. They will encourage you to:
- Exercise initiative and personal responsibility
- Apply decision-making techniques in complex and unpredictable situations
- Focus on issues of ethics, professionalism and continual professional development

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- Offer the opportunity to develop programme-related skills and knowledge, but also key personal and professional skills.

External specialists/ guest speaker and events programme
This is an essential element of teaching and learning, used to provide academic and practitioner support for each modules.

To ensure that the programme content reflects contemporary issues and enable you to experience a broader understanding of critical concepts, modules are augmented by guest academics and/or practitioners who contribute to learning development by way of:

- Lectures/workshops hosted within the context of the module (compulsory)
- Complex case-study material
- Facilitation in structured workshops
- Resources to consult within student seminar or group-work
- Guest speakers outside the context of the module

You are expected to attend these events which may take place outside of normal teaching hours.

Outside class time, you will be expected to pursue your own research into the marketing industry. This includes attending networking events such as Silicon Drinkabout, as well as industry lectures and seminars.

Coursework is set outside class, and there is also group work and a reading list.

Breakdown of teaching methods by percentage

The following breakdown is a guide to how much time you will spend on each teaching and learning method. The exact amount of time spent in taught/practical lessons or self-study will depend on the elective modules that you take.

Taught	13%
Practical	4%
Self-Study	83%

Programme management and teaching staff
Great emphasis is placed on interaction and activity-based learning. All our staff are actively engaged in the areas of digital marketing and analytics, either as researchers or as practitioners.

Guest speakers further enhance the applied nature of the programme and help to develop your understanding of digital marketing and analytics in industry. You will also work with digital experts to develop practical skills in analytics software such as SAS and SPSS, and with marketing managers and agency staff to improve your understanding of marketing decision-making in the world of work.

The programme is managed by the Head of Programme. Staff are, in general, educated to masters or doctoral level. Exceptions are where particular specialist skills are required and are covered by fractional posts or visiting lecturers. All levels of academic seniority teach on the programme.

The current Head of Programme is Dr Bhavini Desai.

Assessment

This programme recognises the importance of authentic assessments which enable you to gain hands-on experience of using digital marketing and analytics tools and techniques in ways that replicate the kinds of tasks you are likely to be doing when employed, as far as is possible. Thus there are no exams on this programme. Instead the emphasis is on 100% coursework assessments that enable you to apply the skills you learn during the programme. Wherever possible, we have designed assessments that enable you to work on live briefs for real organisations and to get feedback on your ideas, not only from module tutors and peers but also from practitioners.

There is a mix of group work and individual assessment to reflect the reality of today's workplace where group-working is common. Employers value highly employees who can both lead groups and work as effective team members. However, no module has more than 50% group work and generally group-work assignments have been designed in such a way as to allow recognition of individual effort when grading.

Each module includes opportunities for formative assessment and/or feedback prior to the final summative assessment to enable students to gain feedback and develop their work as they move through the programme.

In the final term, you will have the opportunity to choose between a 10,000 word dissertation, and a consultancy project that offers practical insight into the industry. For the project, you will team up with company and help propose a solution to their problem proposal.

For both you will be asked to submit:

- A report (for dissertation, the report will come in the form of a journal article)
- A presentation, made to examiners (for the Consultancy Project, the company in question will also be invited)
- A personal reflection, describing the approach and takeaways from the experience.

Breakdown of assessment by percentage

Written exams	0%
Practical exams	0%
Coursework	100%

Alternative forms of assessment

Students with student support agreements may be offered an alternative form of assessment. When this is the case, the University's Disability Guidelines for Alternative Forms of Assessment are followed.

Ethical approval of research

All research conducted within and outside the University by students at Regent's University London must be approved by the Faculty/Institute Research Ethics Review Panel prior to its commencement. This will include, but is not limited to, all research involving human or other living participants, and all experiments, investigations and procedures involving human or other living participants, or data relating to such living entities.

7. Programme structure

This is a guide to the overall structure of your programme such as term dates, assessment periods and what core modules will delivered each year.

You will study a number of modules across your programme, which will each have a credit value. On successfully passing each of these modules, you will gain credits that count towards the total needed for your degree.

One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So if a module is worth 10 credits, then you would expect to spend 100 hours studying this. These will not all be taught hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this programme is indicated in the section above.

On a postgraduate degree programme, you can usually expect to study 180 credit per level (or year), with no more than 80 credits per term.

You will normally complete your programme over 3 terms. Depending on the point of entry (September or January), it can take between 12-16 months to complete (12 months for a September starter and 16 months for a January starter). To ensure balance, September starters also have the option to extend their learning period to 16 months.

As the programme is assessed by 100% coursework, you will be assessed continually throughout your programme.

Normal teaching hours take place Monday – Friday 09.00 – 19.00

Programme Structure - LEVEL 7	
Core modules	**Credits**
Term 1	
MKT7A1 The Evolution of Marketing Management	20
MKT7B2 Digital Consumer and IT trends for Marketing	20
MKT7B3 Research Methods	20
Term 2	
MKT7A6 Integrated Digital Marketing Communications and Analytics	20
MKT7B4 Web Marketing and Analytics	20
MKT7B5 Digital Marketing Data Analysis	10
MKT7A5 Social Media Marketing and Analytics	10
Term 3	
MKT7B1 Consultancy Project or MKT7A9 Dissertation	60
Total core module credits:	**180**
Elective modules	
None	
Total optional module credits students need to choose:	None
Total credits for Level 7:	**180**
Exit awards and learning outcomes achieved (if appropriate)	
A student will be awarded the MSc Digital Marketing & Analytics having successfully completed 180 credits at Level 7, of which 60 credits must be obtained through successful submission of the dissertation or consultancy project. Students who achieve 60 Level 7 credits may be awarded a Postgraduate Certificate in Digital Marketing & Analytics. Students who achieve 120 Level 7 credits may be awarded a Postgraduate Diploma in Digital Marketing & Analytics.	

8. Distinctive features of the programme and other key information

This is a guide to anything else you may need to know about your programme, including anything that may seem a bit unusual or different to similar programmes in other institutions.

This programme has a number of distinctive features:

- The programme is accredited by the Institute of Direct and Digital Marketing. Students who complete this programme will have the option of sitting an IDM exam at the end of the course which will enable them to qualify for the IDM's certificate in digital marketing. This is one of the most highly valued professional qualifications in this field. (Note: IDM examination fees are payable by the student)
- Students can also take the Google Analytics Individual Qualification if they wish to do so. This highly practical self-study qualification is an indication to employers that students have a high level of understanding of Google Analytics and its practical application. There is no additional cost to the student for this study unless they wish to get certification from Google.
- The programme is also accredited by the Chartered Management Institute. If you choose to join as student members of the Institute (students have specific period to register) and upon completion of mapped modules within the MSc programme, you will receive a CMI Level 7 Diploma in Strategic Management and Leadership. This confers several benefits including: enhanced professional standing and recognition; MCMI (Member Chartered Management Institute) letters after their name; greater career prospects; access to numerous practical resources to assist career progression and exclusive access to professional networks.
- Regent's University London is a SAS Academy. This provides students with wider opportunities to learn industry-leading tools and gives them access to the SAS network which enables us to provide a wealth of learning resources, guest lecture sessions and regular trips to SAS headquarters.
- Students who complete the Digital Consumer and IT Trends for Marketing module, will learn, as part of their module SAS Enterprise Guide and will be entitled to a joint SAS-RUL certificate of attendance. Students who use the software for their final projects on the Digital Marketing Data Analysis module will also be entitled to a SAS certificate of achievement.

The programme benefits from an extensive network of industry contacts who are willing to help with programme delivery in a number of ways including (but not limited to) guest speaking and lecturing, offering students access to live briefs and real data sets, attending networking events and informally mentoring students, offering placements and internships to graduates from the programme.

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9. Student support

We want you to make the most of your time at Regent's and we also know that sometimes life at university can be hard. We can give you the support and you need, on academic study, language skills, careers, disabilities, mental health, gender, sexuality, finance and many other issues.

Regent's Student Hub will be the first port-of-call for the majority of your needs. Staff in the Hub can either deal with your enquiry directly or point you to one of our services for more support. Our support services include:

- Personal tutor scheme
- Student Services
- Academic Skills
- English for Academic Purposes
- Careers advice, including placements
- Disability support
- Accommodation
- Student Union

For more information about life at Regent's and the services we offer please visit our website:
regents.ac.uk/information/student-life/for-current-students

10. Learning support facilities

Regent's offers a variety of different facilities and technologies to support your studies. These include lecture theatres, seminar rooms, the library, IT labs and specialist software.

If you require support or advice with regard to accessing campus facilities, please speak with our disability support officer, so we may address your concerns.
regents.ac.uk/information/student-life/for-current-students/disability-information

The Library at Regent's supports teaching and learning at the University. Our relevant and extensive collections, flexible study spaces and knowledgeable staff can help you achieve your academic goals. During term time, the Library is open until late in the evenings. During busy exam periods, it is open 24/7. Most areas are fully accessible to people with disabilities and wherever there are challenges we work with individual(s) to overcome, rearrange or support to facilitate good and safe access.

Regent's uses Blackboard as its virtual learning environment (VLE), where you will find learning materials and content for your modules. You will also submit your coursework online and receive feedback through Blackboard.

MyRegent's is a free app and web dashboard which contains Regent's email, degree programme timetable, module information and more. You will be able to download it for Apple or Android devices or access it at my.regents.ac.uk once you have enrolled with us. Regent's has IT labs where you can use our computers and there are dedicated areas for you to use your own laptops and tablets. The campus has free Wi-Fi, including most areas of our extensive gardens, so any area can be adapted into a student study space.

Regent's is a member of the Eduroam network, so you can connect to this service to access Wi-Fi worldwide.

For more about Regent's learning resources, visit:
regents.ac.uk/about/learning-resources

11. Opportunities for personal development planning

You will be encouraged to plan for your personal career development by the programme team and to make use of the advice and guidance provided by the University's careers and business relations service (CBR). You will be introduced to these services in induction week so that you can start engaging on an individual basis with advisers.

The Institute of Direct and Digital Marketing offers professional guidance and networking opportunities. You are encouraged to find such events and register to attend some of the sessions organised by the IDM.

Careers support

All students benefit from an initial consultation with a careers adviser in their first weeks on campus. Based on your individual interests you will, guided by your adviser, develop knowledge and networks in relevant sectors and roles. You will be encouraged to team up with like-minded individuals to build communities centred around shared interests.

You will have access to the vacancies shared by our business relations team on the Student Hub, as well as multiple other resources, and help with making applications for internships and graduate roles in the UK and beyond. Students who have not identified an area of interest are offered guidance consultations to enable decision-making.

A variety of workshops throughout the year will help you succeed at every stage of the selection process, including CV and cover letter writing, interview (including video interviews) and assessment centre preparation, networking, LinkedIn and psychometric testing. Support with individual applications is available.

Students who wish to start their own business will be invited to work in The Hive (see below).

Students looking to complete a consultancy project, such as a capstone, receive support in developing practical consultancy skills, as well as help with sourcing suitable projects. This offer is tailored with sector relevant information to reflect subject specialisms (e.g. fashion, design, business).

All postgraduate students are given the opportunity to be paired with a mentor throughout the duration of their course, as part of our long-running joint alumni/careers mentoring scheme. You will be matched (wherever possible) with mentors whose careers or interests overlap with your, but experience has shown that diverse pairings often offer the best results.

Each term a number of masterclasses (held by industry specialists), seminars, networking events and meetups are organised on campus. They offer an invaluable opportunity to find

out about employment prospects in different industries and business sectors and to develop a professional network.

At our hiring breakfasts, employers who currently seek students via the Student Hub vacancy board (internships, placements, or graduate jobs) are introduced to (and given the opportunity to interview onsite) students directly.

In addition to regular face-to-face contact with our expert staff, we offer a wide range of online resources including VoIP (e.g. Skype) appointments to help you in your job search. These include advice sheets, videos and self-assessment tools. All this is accessible on the Student Hub to current students and alumni.

The Hive
The Hive is a workspace and community for both current students and alumni, which offers a full suite of services, including start-up advice, masterclasses, careers advice, student consultancy services and a bookable hot desk environment for start-ups. There is also support with graduate entrepreneurship visas if required.

The Hive offers a collaborative environment in which careers and enterprise advice happens in a live working environment, allowing knowledge and opportunities to flow between its users. It aims to break down barriers between job seekers and creators, learners and staff, changing the way our learners relate to the University and develop their career skills.

12. Admissions criteria

A Regent's education provides you with a high level of personal attention, and this begins from the moment you apply to study with us. We want to understand who you are and what your skills and interests may be – we are interested in your potential, as well as your prior achievements. We review each application comprehensively and on its individual merit, considering all of your skills, interests and attributes.

Typically, we will make an offer to a student holding a minimum lower second class (2:2) UK honours undergraduate degree from a recognised institution. Other equivalent international qualifications from recognised institutions will be accepted.

We also welcome applications from candidates who do not meet the essential entry criteria outlined above. In order to be accepted for exceptional entry, you must:

- Hold a minimum of two years' relevant work experience
- Provide a 1000-word personal statement outlining your reasons for applying, and how your previous experience is of relevance to the programme you are applying for
- Be prepared to attend an interview with the Postgraduate Admissions Panel

English language requirements

We require proof of English proficiency. For example, we ask for:

- IELTS: Overall score of 6.5, with 6.0 or above in all 4 component parts
- A-level/GCSE/IGCSE English: grade C / 4 or above (for IGCSE certificates, please provide the Supplementary Certifying Statement with the breakdown of component grades)

- On-campus diagnostic test. For more information contact admit@regents.ac.uk.

  Or equivalent qualification.

This list is not exhaustive, we will review the English qualifications you have as part of your application and be in contact if we require anything further.

We offer a range of courses that can help to improve your English language proficiency. Please see the website for more details:

regents.ac.uk/study/short-courses/english-courses-london

For more information, see the How to Apply tab under each programme on our website.

You can find our Admissions Policy and Admissions Appeals and Complaints Policy at:

regents.ac.uk/about/governance/academic-governance/academic-governance-documents

13. Visas and immigration

At Regent's, you will be part of a truly international community, with the opportunity to make friends and contacts from around the world.

If you require a visa to study in the UK, please visit the Visas and Immigration page on the website:

regents.ac.uk/study/international-students/visas-and-immigration

14. Tuition fees and other course costs

For students enrolling on the MSc Digital Marketing & Analytics programme, the annual fee for the academic level/year in 2019/20 is £18,5000 paid in equal instalments over the first two terms.

Tuition fees are set by the University's Board of Trustees for each financial year, which runs from 1 August to 31 July. Therefore your annual fee will rise each year/level. The maximum increase per year for existing students is based on the Consumer Price Index (CPI) inflation rate, plus a maximum of 3%.

To secure your place at Regent's you will need to pay a deposit. These are currently set at:

Home/EU students advance deposit on tuition fees: £1,000 (non-refundable*)

Non-EU advance deposit on tuition fees: £4,000 (non-refundable*)

Fees are normally payable once a term and are due two weeks before the start of term. They can be paid through our online portal. Payment plans are available for eligible new and returning students. For more information visit the Pay Fees page on our website: regents.ac.uk/study/how-to-pay/pay-fees-online-and-payment-plans#close

Our current Payment Terms and Conditions are available at: regents.ac.uk/study/how-to-pay/payment-terms-conditions#close

There are a number of way to help fund your studies through scholarships, bursaries and student loans. For more information, visit our Scholarships, bursaries and funding page at: regents.ac.uk/study/scholarships-funding-and-bursaries#

London is an expensive place to live so it is important to ensure that you can afford to stay here for the duration of your studies. In addition to your tuition fees, you will have expenses such as accommodation, food, bills, transport, clothes, socialising, books and other material costs. If you would like to discuss the financial impact of studying at Regent's then please contact us: regents.ac.uk/about/contact-us

One of your main financial outlays will be your accommodation. There are three types of accommodation available to choose from. We offer limited accommodation on campus at competitive prices, off-campus accommodation at Urbannest, or you could choose private accommodation which we can help you find. For more detail on accommodation please see our website: regents.ac.uk/study/accommodation

If you wish to take an exam for IDM certification, you will have to pay the registration fee.

You would also need to pay fees for the Google Analytics certification course and exam, if you wish to take it.

A trip organised by the Head of Programme, to either Silicon Roundabout and SAS offices, is funded from the programme budget.

Reading lists will be made available and you may purchase these from a wide range of suppliers at an additional cost.

* If you decide you no longer want to study at Regent's, refunds of deposits and fees can only be granted in limited circumstances. For more information, see our Refund Policy (subject to review) at: regents.ac.uk/study/how-to-pay/refunds-policy

15. Assessment and progression regulations

You will be assessed on how well you are achieving the intended leaning outcomes at different stages throughout your time of study at Regent's. This will include a variety of methods as described under Section 6 above.

In order to continue with your studies, there are minimum requirements to be met in order to progress to the next level of your programme. The current progression regulations are published within the Academic Regulations on our website at the link below. These are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

regents.ac.uk/about/governance/academic-governance/academic-regulations

You will be provided with guidelines on what you need to achieve in each assessment to ensure you receive a good mark. A generic description of each grade is available at:

regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework

Before admission to the dissertation module you will need to have successfully completed the Research Methods module and will be allowed to trail up to 20 credits.

16. Award criteria

To qualify for your intended postgraduate award, you must obtain 180 credits at Level 7.

For further details on award requirements, please see the Academic Regulations, available at on our website at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

regents.ac.uk/about/governance/academic-governance/academic-regulations

All students who pass the degree, will automatically become eligible for the SAS certificate of attendance. Any students that use SAS for their term 3 project and present an exceptional outcome, will be rewarded a SAS certificate of attendance.

Taking the certificates in IDM and Google Analytics, is voluntary and you will have to register and apply for each one of your own accord.

17. Methods for evaluating and improving the quality and standards of teaching and learning

All quality assurance policies and procedures are found in the University Academic Regulations. The current versions are available at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

regents.ac.uk/about/governance/academic-governance/academic-regulations

Regent's University London operates a number of institutional processes for ensuring and enhancing its academic quality standards. These include: programme (re)validations, programme modifications, programme monitoring, student feedback systems and external examining.

Programme (re)validations
The University has a formal process to approve a new programme or reapprove an existing programme of study. This involves a panel of academics from within and outside Regent's to ensure that your programme is of appropriate academic standard and of a high quality.

Programme modifications
We listen to your feedback and make changes to your programme as appropriate. You will be consulted on any significant changes to your programme which may affect the outcomes of your study. All changes to programmes or modules are subject to approval through Regent's Academic Governance structures.

Programme monitoring
In order to ensure programmes continue to meet their academic and professional aims and objectives, Heads of Programme are required to prepare an Annual Monitoring Report (AMR). The reports include module feedback as well as external examiner reports and responses. They are reviewed at Faculty and Institutional level, and are published on the University intranet under the Quality webpage where student are able to view these.

Student feedback systems
Students play a key role in the University's processes for enhancing the quality of its educational provision and broader student experience. There will be multiple ways for you to provide feedback on your experiences at module level, programme level, through student

representatives and at Programme Committees. Student representatives are elected and sit on institutional level committees such as Senate. Final year undergraduate students (Level 6) will be invited to take part in the National Student Survey (NSS).

External examiner reports
External Examiners ensure that Regent's standards and quality processes are appropriate and are of a standard comparable to those of other Higher Education Institutions. There are two types of external examiners. One reviews subject level assessment and the other reviews institutional level processes and attends the Progression and Finalist Boards.

An annual external examiner report is produced at the end of every academic year at levels 5, 6 and 7. These are made available to students through the Annual Monitoring Reports which are published online and are submitted to Programme Committees.

18. Curriculum map

This table indicates which study units assume responsibility for delivering the learning outcomes detailed in Section 5.

Module	Learning outcomes														
	A1	A2	A3	A4	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3
MKT7A1 The Evolution of Marketing Management	✓							✓		✓		✓	✓		
MKT7B2 Digital Consumer and IT Trends for Marketing	✓		✓	✓							✓				✓
MKT7B3 Research Methods				✓					✓	✓	✓		✓		
MKT7A6 Integrated Digital Marketing Communications and Analytics		✓		✓						✓			✓	✓	
MKT7B4 Web Marketing and Analytics		✓						✓	✓	✓			✓		
MKT7B5 Digital Marketing Data Analysis				✓	✓						✓				
MKT7A5 Social Media Marketing and Analytics			✓	✓							✓				
MKT7B1 Consultancy Project				✓	✓	✓	✓	✓		✓		✓	✓	✓	✓
MKT7A9 Dissertation		✓		✓	✓	✓	✓		✓	✓	✓		✓		✓