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#### UCAS Codes:

NPMD – 3-Year

NPMD – 4-Year  
[placement year]

#### Requirements

112 UCAS Tariff Points,  
GCSE Maths and English  
at Grade C/4 or above

Access to HE Diploma  
Welcome

#### Assessment

A wide variety of methods including case studies, market profile research projects, reports, presentations, business simulations and examinations.

#### Your Career

This degree will prepare you to work on either the client or agency side of the digital marketing industry as well as offering prospects for the larger corporate organisations looking for skills sets to support their digital transformation. A wide range of roles exist in this sector, including:

Sales Promotion Officer

Advertising Account Executive

Market Researcher

Social Media Manager

Media Buyer/Planner

PR

#### Application Enquiries

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Business and Marketing Course Leader  
Ally Patterson

# Digital Marketing BA (Hons)

## What makes Digital Marketing at Worcester special?

Where do you start if you want to develop a digital marketing strategy? Given the digital revolution facing today's workforce, digital marketing provides vital skills today for acquiring and retaining customers. This course enables you to step ahead on route towards digital transformation to support organisational growth. You'll be supported by regular coaching, and our network of academic staff, business leaders and the Chartered Management Institution (CMI).

This course has been designed to ensure that you have all the knowledge, skills, and expertise to launch yourself as a digital marketing graduate, whether you aspire to working in a marketing well or for marketing agency. You will gain subject expertise in marketing with a grounding in contemporary digital issues (such as digital content systems, e-commerce, social media marketing, digital marketing communications and e-business). You'll be able to demonstrate your digital marketing knowledge through experience, such as applied consultancy projects, paid placements, internships and study abroad. From this active and enthusiastic learning experience you will have the skills to demonstrate that you are a digital native, with creative customer oriented and commercially focused skills that are valued by today's employers.



## Key Features of Digital Marketing BA (Hons)

- Develop enhanced employability skills through internships, consultancy projects, and optional one-year paid placement and integrated coaching from experienced marketing and digital business leaders.
- Grow your experience of working on digital marketing campaigns and developing websites for commercial clients through the business school's commercial opportunities.
- Experience international cultures and develop a mindset through options to work and study abroad.
- Gain accreditation and student membership with the Chartered Management Institute (CMI).

## Worcester Business School: Transforming individuals to thrive in the 21<sup>st</sup> Century

- Through a flexible, work-related curriculum that develops knowledge, skills, the ability to continually learn, think critically, reflect, innovate, act responsibly, and adapt to volatile, ambiguous, and complex situations
- Through applied learning that empowers individuals to optimise their potential
- Through meaningful engagement with business to develop professional behaviours
- Through a focus on creativity, innovation and promoting entrepreneurial thinking
- Through exposure to intercultural and international contexts to develop a global mind-set
- Through applying contemporary research, scholarship, and the latest thinking
- Through a supportive and collaborative learning community
- Through accessible learning resources and purpose-built facilities

## Digital Marketing BA (Hons) Course Structure

Level 4			
Introduction to Business Management	Customer Insight & Marketing	Generation Digital	Data Driven Decisions (or LANG*)
Fundamentals of Personal Effectiveness			Financial Management
Level 5			
Leadership Theory and Practice	Integrated Marketing Communications	Digital Content Systems and Ecommerce	Option
Management in Organisational Contexts		Social Commerce	Option
Optional: Third Year Abroad or Work Placement or Overseas Work Placement			
Level 6			
Digital & Social Media Marketing	Advertising and Digital Communications	Option	Option
		Customer Relationship Management	Option

## Digital Marketing BA (Hons) Options

Year	Core	Options
1	<ul style="list-style-type: none"> <li>Customer Insight and Marketing (Double)</li> <li>Generation Digital (Double)</li> <li>Fundamentals of Personal Effectiveness</li> <li>Introduction to Business Management</li> <li>Financial Management</li> <li>Data Drive Decisions, Introduction to tutoring or optional modules from the Centre for Academic English and Skills</li> </ul>	There are mandatory first year modules that are shared with all the other business courses within the Worcester Business School, enabling you to switch to another course at the end of year one should you want to change your focus.
2	<ul style="list-style-type: none"> <li>Management in Organisational Contexts</li> <li>Leadership Theory and Practice</li> <li>Integrated Marketing Communications (Double)</li> <li>Digital Content Systems and Ecommerce</li> <li>Social Commerce</li> </ul>	<p>A wide range of optional modules are available including:</p> <ul style="list-style-type: none"> <li>Consultancy and research methods (double)</li> <li>cultivating the entrepreneurial mindset</li> <li>Essential PR</li> <li>Marketing Insight</li> <li>Lifestyle Marketing</li> <li>Managing Successful Projects</li> <li>New Venture Formation</li> <li>PR and Campaigning</li> <li>Responsible Business (double)</li> </ul>
3	<ul style="list-style-type: none"> <li>Advertising and Digital Communications (Double)</li> <li>Customer Relationship Management</li> <li>Digital &amp; Social Media Marketing (Double)</li> </ul>	<p>A wide range of option modules are available, including:</p> <ul style="list-style-type: none"> <li>Brand Management</li> <li>Consultancy Project (Double)</li> <li>Digital Business</li> <li>International Marketing</li> <li>International Business Strategy (Double)</li> <li>Research Project (Double)</li> <li>The Next Big Thing</li> </ul>

*Regular updates mean that exact module titles may differ. For a complete list of available modules, please visit our website: [www.worcester.ac.uk](http://www.worcester.ac.uk)*