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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  
inclusive and authentic  
assessment methods  
including case studies,  
reports, presentations,  
business simulations,  
podcasts, artifacts 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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Rebecca Jarrett

# BA (Hons) Digital Marketing

\*subject to reapproval

## What makes Digital Marketing at Worcester special?

**We pride ourselves on our community, our focus on employability, and our commitment to inclusivity. This course:**

- Connects you to a close-knit community from day one. Small group teaching and a personal academic tutor mean you're supported every step of the way, while learning alongside students from diverse, international cultures enriches your experience. With the backing of our network of academic staff, business leaders, and the Chartered Management Institute (CMI), you'll be well placed to launch an exciting career in digital marketing.
- Embeds three pillars of sustainability, digital skills, and entrepreneurship throughout your studies, ensuring consistent opportunities to develop the skills and competencies needed for success in a modern, evolving workplace.
- Provides an inclusive approach to assessment throughout the course, using projects, portfolios, presentations, and other authentic assessment types to support your learning.
- Gives you the freedom to tailor your studies to your own interests and career aspirations through work-based and negotiated learning modules.

## Accreditation



- This course has been mapped for dual accreditation with the Chartered Management Institute (CMI). You will be awarded a CMI Level 5 Certificate in Management and Leadership, in addition to your degree, upon the successful completion of the entire degree. You will gain Associate Membership which gives access to resources on the CMI website including but not limited to, webinars and business learning resources.
- Chartered Institute of Marketing Accredited Degree status has been awarded to the BA (Hons) Business and Marketing
- The modules in this course underpin the accreditation by ensuring coverage of key marketing themes consistent with CIM requirements and standards. As a result, students enrolled on these courses are eligible for exemptions that reduce the number of assessments required to achieve a CIM qualification

## Employability features

**Fundamental to our ethos is working closely with business communities across the private, public and third sectors. Working with local, national and international companies helps build professional relationships and networking opportunities for our students.**

- Achieve a qualification that is designed in consultation with employers, aligned with industry standards, and taught by experienced professionals.
- Explore the latest thinking in advertising, artificial intelligence, economics, entrepreneurship, finance, human resources, leadership, marketing, project management, public relations, and sustainability.
- Experience international cultures and develop a global mindset through options to study abroad.
- Opportunity to undertake an optional work placement year, either in the UK or abroad, between your second and third year of study.
- Take advantage of multiple short-term paid work experience opportunities through the Springboard Programme. Worcester Business School matches talented Business students with local businesses, providing valuable real-world experience throughout your studies.
- Our courses are designed to support you on 'Your Journey Towards Professional Success'. Throughout your studies, you will develop the knowledge, skills, and behaviours valued by employers through a series of professionally focused modules.
- Optional work-based and negotiated learning modules allow you to tailor your studies to your own interests and career aspirations, with the flexibility to learn in ways that suit your individual needs and circumstances.

## BA (Hons) Digital Marketing Course Structure

| Level 4                                                                  |                                        |                                                                                  |                                    |
|--------------------------------------------------------------------------|----------------------------------------|----------------------------------------------------------------------------------|------------------------------------|
| Introduction to Business Management                                      | Marketing and Enterprise               | Responsible AI                                                                   | Inclusive Practice                 |
| Fundamentals of Personal Effectiveness                                   |                                        | Data Driven Decisions or modules from the Centre for Academic English and Skills | Financial Management               |
| Level 5                                                                  |                                        |                                                                                  |                                    |
| Leadership Theory and Practice                                           | Integrated Marketing Communications    | Ecommerce and Digital Security                                                   | Option (see table below)           |
| Management in Organisational Contexts                                    |                                        | Social Commerce                                                                  |                                    |
| Optional: Third Year Abroad or Work Placement or Overseas Work Placement |                                        |                                                                                  |                                    |
| Level 6                                                                  |                                        |                                                                                  |                                    |
| Digital & Social Media Marketing                                         | Advertising and Digital Communications | Customer Experience Management                                                   | Digital Transformation             |
|                                                                          |                                        | Option (see table below)                                                         | Option (see table below)<br>Option |

## BA (Hons) Digital Marketing Options

| Year           | Core                                                                                                                                                                                                                                                      | Options                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1<br>(Level 4) | <ul style="list-style-type: none"> <li>Marketing and Enterprise</li> <li>Responsible AI</li> <li>Inclusive Practice</li> <li>Fundamentals of Personal Effectiveness</li> <li>Introduction to Business Management</li> <li>Financial Management</li> </ul> | <p>Most first-year modules are mandatory. This enables you to acquire the core knowledge and skills that you need and identify specialist topics which you will want to select in Years 2 and 3. It also means that you can easily switch to a different course at the end of Year 1. Optional modules are:</p> <ul style="list-style-type: none"> <li>Data Driven Decisions; or</li> <li>Modules from the Centre for Academic English and Skills</li> </ul> |
| 2<br>(Level 5) | <ul style="list-style-type: none"> <li>Management in Organisational Contexts</li> <li>Leadership Theory and Practice</li> <li>Integrated Marketing Communications</li> <li>Ecommerce and Digital Security</li> <li>Social Commerce</li> </ul>             | <p>A range of optional modules are available including:</p> <ul style="list-style-type: none"> <li>Market Insight</li> <li>Entrepreneurship</li> <li>Lifestyle Marketing</li> </ul>                                                                                                                                                                                                                                                                          |
| 3<br>(Level 6) | <ul style="list-style-type: none"> <li>Advertising and Digital Communications</li> <li>Digital &amp; Social Media Marketing</li> <li>Customer Experience Management</li> <li>Digital Transformation</li> </ul>                                            | <p>A range of option modules are available, including:</p> <ul style="list-style-type: none"> <li>The Next Big Thing</li> <li>Work-Based Learning 2</li> <li>Negotiated Learning</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)*