

Masters of Science in Digital Marketing – LM513 (Part-Time)

1 Context and Objectives

The Masters of Science in Digital Marketing programme is designed to enable students to develop, plan, and execute marketing strategy, leveraging connectivity to drive results within the digital economy. This part-time postgraduate programme will be taught by trained academics and professionals in the field. Our research-informed teaching will provide students with cutting-edge insight into new and up-coming developments in the industry, including strategic e-marketing, customer and user experience, and neuromarketing to become a successful and competent marketer. As part of the programme, students will build a portfolio which encompasses innovative themes related to web content, video content, profile infographics, customer journey maps, campaign proposals and analytics to present to their prospective employers.

The programme is specifically designed for those with significant industry experience. It will equip them with practical and immediately applicable skills in the workplace to assess, critique and sustain the evolving digital marketing practice and implementation. It will also enhance their career prospects and ongoing career development whether in the civil service, NGOs, private or public sectors.

The programme will help to redefine the nature of customer relationships, along with the increased use of global marketing strategies, more sophisticated branding techniques, market research and e-commerce in the digital era. The key objectives of the programme will provide students with an overarching view of the context in which today's consumers, businesses and societies operate, including the technological and social challenges faced by the marketing profession.

The objectives of the programme will also enable students to:

- Learn to evaluate and manage market opportunities and gain theoretical and practical skills in digital marketing for career options in a variety of enterprises.
- Develop core skills essential for the digital marketers such as: a range of applied research skills, marketing communications, and managing marketing campaigns.
- Understand how social media marketing and user-generated content contribute to business success.
- Establish the key metrics on how to measure success.

2 Learning Outcomes

On successful completion of the Programme, discipline based knowledge and responsible business graduates will master the core content areas of digital marketing from the following perspectives by

- Identifying the core theories and areas of digital marketing and marketing strategies;
- managing customer and stakeholder relationships with digital tools;
- Applying relevant digital marketing knowledge to a range of complex business and marketing situations taking account of its relationship and interaction with other areas of the organization; and
- Demonstrating the ability to design appropriate analytical, digital and research tools in the business, marketing and digital marketing environment.

3 Teaching and Learning Methods

As is typical of a Master's programme, less formal lecturing is conducted and more emphasis is placed on student-led learning and practical case studies. Teaching methods throughout the programme are student-centered, typically within a lecture/seminar or longer workshop format.

Students will have to further develop a range of interpersonal skills including skills in managing research projects, oral presentations, problem-solving, organising group-work and critiquing literature.

Classes will involve, for example, tutor input, analysis of case studies, problem-solving activities, presentation of papers, analysis of data for decision making, directed reading and research, student-led discussions and debates, presentations by experts and practicing managers.

There are also opportunities for work-based learning such as Client Project. Students are encouraged to contribute through both individual and group activities during classes but also in similar activities outside of normal classroom contact time.

Modules shall be taught over 10 weeks. A 6 LCCS credits module represent 180 notional learning hours broken down as follows: 30 contact hours (lectures and tutorials), 60 hours of self-study and 90 hours of other learning hours.

4 Entry Requirements

- **General**

Successful completion of an undergraduate degree with

- at least a Second Class or 50%, whichever is applicable or
- a GPA not less than 2.5 out of 4 or equivalent, from a recognised higher education institution.

OR alternative qualifications acceptable to the University of Mauritius.

- **Programme (Specific)**

- A Bachelor's Degree with at least Second Class
- Preference will be given to candidates with two years' relevant professional work experience.

- **General and Programme Requirements – Special Cases**

The following may be deemed to have satisfied the General and Programme requirements for admission.

- Applicants who do not satisfy any of the requirements as per UoM Regulations, Section 1.4 and/or Section 1.5 but who submit satisfactory evidence of having passed examinations which are deemed by the Senate to be equivalent to any of those listed;
- Applicants who do not satisfy any of the requirements as per UoM Regulations, Section 1.4 and/or Section 1.5 but who in the opinion of Senate submit satisfactory evidence of the capacity and attainments requisite to enable them to pursue the programme proposed;
- Applicants who hold a full practising professional qualification obtained by examination.

5 Programme Duration

	Normal (years)	Maximum (years)
Master's Degree	2	4
Postgraduate Diploma	2	4

6 Minimum LCCS Credits Required

6.1 For Degree Award

For the award of the Masters of Science in Digital Marketing degree, the student must obtain at least 72 LCCS credits. This should include all the core and elective modules and 12 LCCS credits from the client project or dissertation.

Breakdown as follows:

	LCCS
Master's Degree	72
Postgraduate Diploma	60 (without client/consultancy project or dissertation)

For each Academic Year: 36 LCCS credits must be earned in Year 1 and Year 2 respectively.

6.2 For each Academic Year

- Minimum: 12 LCCS credits per year
- Maximum: 48 LCCS credits subject to section 5 above.

7 Assessment and Deadlines

7.1 Modules

Each module will carry 100 marks and will be assessed as follows:

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Continuous Assessment: 40% - 50%

Assessment will be based on a written examination of 3 hour duration and continuous assessment carrying a range of 40-50% of total marks. Continuous assessment may be based on at least 2 assignment(s), tests and/or seminar presentations.

Examinations: 50% - 60%

For a student to pass a module, an overall total of 40% for combined continuous assessment and written examination components would be required without minimum threshold within the individual continuous assessment and written examination.

7.2 Client Project / Dissertation

Students will have to choose either a Client Project or a Dissertation; each carrying 12 LCCS credits. Client Project /Dissertation will carry 12 LCCS credits. Assessment will also include performance at *viva-voce*.

The number of words for the Client Project / Dissertation will be between 12,000 – 14,000.

Submission Deadline for Client Project / Dissertation: Last working day of August in the final year.

7.3 Residential Seminar

During year 2, a Residential Seminar will be organised by the Faculty. Students should compulsorily attend and actively participate in the Residential Seminar whenever organised and:

- (i) Students will be required to submit a report of not less than 1200 words to their Programme Coordinator after attendance and participation;
- (ii) Seminar attendance and the report shall be assessed by the Programme Coordinator;
- (iii) Attendance at all sessions of the Seminar is compulsory and failure to do so would entail non-award of the MBA degree; and
- (iv) Grade 'S' assigned upon satisfactory performance as well as attendance at all sessions of the Seminar, in order to be eligible for award of the degree.

7.4 Specific regulation regarding termination

If CPA < 40, at the end of 2 consecutive semesters, the registration of the student will be terminated.

8. List of Modules

MODULE

Code	Core Modules	Contact	Self	Other	LCCS
		Hrs	Study Hrs	Learning Hrs	Credits
MGT 6140	Principles of Marketing	30	60	90	6
MGT 6141	Marketing Communications: Digital, Social and Integrated	30	60	90	6
MGT 6142	Marketing and Entrepreneurship	30	60	90	6
MGT 6143	E-Marketing and Social Media Management	30	60	90	6
MGT 6144	Research Methods	30	60	90	6
MGT 6145	Digital Tools & Technologies	30	60	90	6
MGT 6220	Global Marketing Strategy	30	60	90	6
MGT 6221	Marketing Planning, Strategy & Leadership	30	60	90	6
MGT 6222	Future of Digital Marketing	30	60	90	6
MGT 6226Y	<i>Client Project (or)</i>	-			12
MGT 6000Y	<i>Dissertation</i>	-			12
MGT 6100	Residential Seminar	-			-
Electives (Choose One)					
MGT 6223	Neuromarketing	30	60	90	6
MGT 6224	Sustainability and Ethics	30	60	90	6
MGT 6225	Brand Management	30	60	90	6
Total					72

NOTE:

- 1) The student has to complete 9 core modules and 1 elective and the Client Project or Dissertation over the duration of the MSc programme.
- 2) All modules carry 6 LCCS credits and will be examined at the end of the semester in which they are run.
- 3) The University may not offer any of the elective modules for which a critical mass of students is not attained and may shift modules from semester 1 to semester 2 or vice versa, depending on availability of resources.

9 Programme Plan

YEAR 1			
Module Code	Core Modules	Contact Hrs	LCCS Credits
MGT 6140	Principles of Marketing ¹	30	6
MGT 6141	Marketing Communications: Digital, Social and Integrated ¹	30	6
MGT 6142	Marketing and Entrepreneurship ¹	30	6
MGT 6143	E-Marketing and Social Media Management ²	30	6
MGT 6144	Research Methods ²	30	6
MGT 6145	Digital Tools & Technologies ²	30	6
Sub Total			36
YEAR 2			
MODULE CODE		Hrs (WK)	LCCS Credits
Core Modules			
MGT 6220	Global Marketing Strategy ¹	30	6
MGT 6221	Marketing Planning, Strategy & Leadership ²	30	6
MGT 6222	Future of Digital Marketing ²	30	6
MGT 6226	Client Project (or)	-	12
MGT 6000	Dissertation	-	12
MGT 6100	Residential Seminar	-	-
Electives (Choose 1)			
MGT 6223	Neuromarketing	30	6
MGT 6224	Sustainability and Ethics	30	6
MGT 6225	Brand Management	30	6
Sub Total			36
Grand Total			72

NOTE:

¹ – Module normally run in Semester 1, subject to availability of resources

² – Module normally run in Semester 2, subject to availability of resources