Programme Specification: Post Graduate Taught

For students starting in Academic Year 2023/24

1. Course Summary

Names of programme and award title(s)	MSc Digital Marketing
Award type	Taught Masters
Mode of study	Full-time Part-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 7
Normal length of the programme	1 year full-time or 2 years part-time
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	n/a
Regulator	Office for Students (OfS)
Tuition Fees	**UK students:** Full-time fee for 2023/24 is £11,500 Part-time fee for 2023/24 is £6,400 per year* **International students:** Full-time fee for 2023/24 is £19,900

How this information might change: *Please read the important information at* http://www.keele.ac.uk/student-agreement/. *This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.*

* We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at http://www.keele.ac.uk/studentfunding/tuitionfees/

2. Overview of the Programme

The MSc in Digital Marketing equips you with the knowledge, skills and techniques needed for a successful career in digital marketing. This is achieved through a thorough grounding in current theories and concepts of digital marketing, marketing in general, and the consumer society, which is integrated into the development of relevant practical and employment skills. The programme firmly acknowledges that digital marketing is a unique blend of creativity and analysis.

Effective digital marketing does not operate in isolation and our approach fully considers its interface with other management disciplines, together with the implications of issues and changes within a contemporary global society. In particular, increasing societal demands for sustainability and ethical behaviour are embedded into the programme.

The programme covers core subjects such as: Digital Marketing Tools and Channels; Integrated Digital Marketing;

Understanding Consumer Behaviour; Marketing Management in the Digital Age and Strategic Marketing in a Global Context. These are supplemented by optional modules in areas such as: Branding; Contemporary Marketing Research; International Marketing Communications; Contemporary Challenges in Global Business; Entrepreneurship; Leadership.

Keele Business School has determined six fundamental elements namely digital, sustainability, ethics, innovation, enterprise and creativity and all of these have been embedded throughout the Programme, employing expertise from other Schools within the University as appropriate.

A distinctive feature of this programme is the opportunity to select a substantive, 45 credit dissertation or project which has a Digital Marketing focus and best suits your ambitions and development needs. You will get the opportunity to select one of the following pathways:

- Dissertation pathway - An in-depth independent piece of research on an area of interest to you.
- Consultancy pathway - 8-12 week live consultancy project working on a project within an organisation.
- Placement pathway - 8 week -12 months paid work placement.
- Entrepreneurship pathway - 8 week -12 months based in our incubation hub and supported by our entrepreneurs in residence, working on your own business idea.

(Students who require a Study Visa to undertake the programme in the UK, including Tier 4, may not able to select the Entrepreneurship pathway due to UK Home Office (UKVI) restrictions. If a student has existing immigration permission (visa) to be in the UK, they may be able to carry out entrepreneurship activities depending upon the specific conditions of their visa category.)

3. Aims of the programme

By fully engaging with the MSc Digital Marketing programme, you will be able to develop a range of skills and attributes that not only set you apart from other Digital Marketing graduates, but that will stay with you for the rest of your working life.

The broad aims of the programme are to enable you to:

- have the ability to solve current real world problems in Digital Marketing by applying a range of different theories, creative and innovative approaches, technologies and techniques; developing the judgement skills to choose between them and apply them in an integrated manner.
- gain an understanding of how Digital Marketing aligns with Marketing in general and how to employ the digital and non-digital in a complementary and appropriate manner.
- gain an understanding of Digital Marketing's role within general management in a variety of business enterprises and organisations.
- appreciate the implications of the cultural and social environment on the responsible marketer.
- have an open and questioning approach to ideas, demonstrating curiosity, independence of thought and the ability to appreciate a range of perspectives, together with acknowledgement and appreciation of the rapidly changing contemporary global and local environment.
- develop the ability to effectively utilise developed relevant information and communication skills.
- gain the ability and motivation to participate responsibly and collaboratively as an active citizen in the communities in which you live and work; appreciate and cherish diversity; comprehend the ties between local, national and global issues; appreciate the impact of your work on management, organisations and the world of work in general.

4. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)
- Intellectual skills

Subject knowledge and understanding

Successful students will be able to:

- Understand Digital Marketing's role within general management in a variety of different business enterprises and organisations.
- Appreciate the implications of the cultural and social environment of the responsible marketer.
- Understand how Digital Marketing aligns with Marketing in general and how to employ digital and non-digital in a complementary and appropriate manner.

Subject specific skills

Successful students will be able to:

- Solve current real world problems in Digital Marketing by applying a range of different theories, creative and innovative approaches, technologies and techniques: developing the judgement skills to choose between them and applying them in an integrated manner.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Effectively utilise developed relevant information and communication skills.
- Participate responsibly and collaboratively as an active citizen in the communities in which you live and work; appreciate and cherish diversity; comprehend the ties between local, national and global issues; appreciate the impact of your work on management, organisations and the world of work in general.

Intellectual skills

Successful students will be able to:

- Adopt an open and questioning approach to ideas, demonstrating curiosity, independence of thought and the ability to appreciate a range of perspectives, together with acknowledgement and appreciation of the rapidly changing global and local contemporary environment.

Keele Graduate attributes

Engagement with this programme will enable you to develop your intellectual, personal and professional capabilities. At Keele, we call these our ten Graduate Attributes and they include independent thinking, synthesizing information, creative problem solving, communicating clearly, and appreciating the social, environmental and global implications of your studies and activities. Our educational programme and learning environment is designed to help you to become a well-rounded graduate who is capable of making a positive and valued contribution in a complex and rapidly changing world, whichever spheres of life you engage in after your studies are completed.

Further information about the Keele Graduate Attributes can be found here: http://www.keele.ac.uk/journey/

5. How is the programme taught?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module.

The mode of study is either full-time or part-time. The same teaching strategy is employed for both modes. Acquisition of knowledge and understanding is through subject specialist and guest lectures, tutorials, individual consultation, guided reading and self-study, and through the dissertation/consultancy/placement or entrepreneurship pathway module. Engagement with real world business is embedded throughout the programme, including assessment. These principal learning and teaching methods are assisted by a variety of other learning activities, such as group and individual presentations, individual feedback on assignments, the use of case studies and summative and formative assessment.

In addition, all modules of the taught part of the course have formative in-class activities that are not assessed but aim to provide feedback to students about their learning to improve their achievement of intended learning outcomes. A combination of group feedback and individual feedback where appropriate is provided verbally in class. The following formative activities are incorporated into the MSc Digital Marketing modules:

These learning and teaching methods enable students to achieve the learning outcomes of the programme in a variety of ways. For example:

- Lectures and interactive lectures
- Tutorials focus on a range of formative activities, including class discussions, group activities, group or individual presentations, case studies, question and answer sessions, to check understanding and to assist students when preparing for summative assessment.
- Essay guidance sessions are also provided for students to discuss their approach to the essay and to receive feedback before they submit.
- Digital learning using the University's virtual learning environment (KLE) and Microsoft Teams. These are used to give students easy access to a wide-range of resources and research tools.
- Independent study hours, based on directed reading from (e)text books, research papers, academic

journals and business reports.
- Working in groups on assessments and other activities, in order to develop employment skills.

The programme offers you a choice between dissertation, consultancy, placement or entrepreneurship pathways. All of the pathways provide a different way to develop and employ Digital Marketing knowledge and skills:

- The Research dissertation pathway requires independent thought and action and encourages the integration of course material with areas of individual expertise and interest. The context, data, analysis and conclusions of the study are to be presented for assessment in a dissertation. Completion of the dissertation is supported by an academic supervisor.
- Consultancy Project pathway: the aim is to encourage and enable you to reflect on an applied research placement and to develop and apply your marketing skills within organisations. You will work for 8-12 weeks on a consultancy project for an organisation chosen by Keele Business School. The consultancy period plus a consultancy report, presentation, reflective piece and an organisation/company assessment will constitute the module's summative assessment.
- Placement Project pathway - it will be your responsibility, with the support of the Faculty's Placement Officer, to find and secure the placement which can last between 8 weeks-12 months. The placement should be a paid work placement at a suitable level for Master's study. During your time on the placement you will be required to complete an extended project on behalf of the organisation. The project report, presentation and a reflective piece and an organisation assessment will constitute the module's summative assessment.
- Entrepreneurship Project pathway: The aim is to allow you time and space to develop your own business idea. You will have access to facilities and expertise for a period of 8 weeks-12 months. During this time, you will be required to complete a portfolio of evidence, present to an external stakeholder to your project and a reflective piece which will constitute the module's summative assessment.

Apart from these formal activities, you are also provided with regular opportunities to talk through particular areas of difficulty, and any individual learning needs you may have, with your module leaders on a one-to-one basis.

These learning and teaching methods enable students to achieve the learning outcomes of the programme in a variety of ways. For example:

Lectures, interactive lectures and independent study allow students to gain a systematic understanding of digital marketing.

- Tutorials provide opportunities for students to ask questions about, and suggest answers to problems in a responsible way, and to present their own ideas to members of staff and other students using an appropriate medium of communication.
- Tutorials encourage students to reflect on their own learning and take responsibility for its development by addressing areas of difficulty, perhaps by discussing them with their fellow students or by getting additional help from a member of staff.
- Undertaking a dissertation with the support of an experienced and active researcher allows students to formulate relevant research questions and devise a feasible and methodologically sound strategy for answering them.
- Undertaking a consultancy project allows students the opportunity to gain work experience and apply the skills developed during the taught modules in a real-life business setting.
- Participating in the work placement gives students the opportunity to gain extended work experience.
- The entrepreneurship project will enable students to develop their own business idea with the intention of building their own business.

6. Teaching Staff

The MSc Digital Marketing is delivered predominantly by Keele Business School (KBS), selected modules are delivered by other Schools in order to broaden student choice. KBS staff have extensive teaching, research and work experience in their fields. The School maintains a strong commitment to excellence and innovation in teaching and research. Most current permanent staff have PhDs or other higher degrees or professional qualifications. All staff members engage with continuing professional development as academic teachers. All established staff have substantial teaching experience and/or formal teaching qualifications. All probationary appointments receive an intensive training programme on Teaching in Higher Education.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

7. What is the structure of the programme?

Keele University operates a module credit system, where each taught module on the MSc is worth 15 credits. This corresponds to 150 hours of study, which is normally broken down into taught contact hours, assessment preparation, class preparation and independent study. The programme design presumes that students attend all assigned teaching and contact times as advertised, devote adequate time to assignment preparation and supplementary readings.

The programme starts in September and January and lasts between 12 and 24 months (full-time) or 24 and 36 months (part-time) dependent upon the route chosen. There are eight taught modules (four per semester full-time, two per semester part-time), a 15 credit research methods module that runs across the academic year (second academic year for part-time) and a research dissertation, consultancy project, work placement or entrepreneurship project.

Year	Compulsory	Optional		Electives	
		Min	Max	Min	Max
Level 7	105	75	75	0	0

Module Lists

Level 7

The summary of the year for the full-time mode is as follows: the September and January students will follow the same programme of study except, for January intake students they will take MAN-40128 Marketing Management in the Digital Age in intensive block format at the start of their programme of study. In effect this will mean that the full time January start students will study 75 credits in Semester 2 and 45 credits in Semester 1 (their final semester).

Compulsory modules	Module Code	Credits	Period
Understanding Consumer Behaviour	MAN-40120	15	Semester 1
Marketing Management in the Digital Age	MAN-40128	15	Semester 1
Digital Marketing Tools and Channels	MAN-40285	15	Semester 1
Creativity and Personal Development	MAN-40058	15	Semester 2
Strategic Marketing in a Global Context	MAN-40124	15	Semester 2
Integrated Digital Marketing	MAN-40287	15	Semester 2
Research Methods	MAN-40192	15	Semester 2-3

Optional modules	Module Code	Credits	Period
Accounting For Decision Making	ACC-40003	15	Semester 1
Leadership	MAN-40056	15	Semester 1
International Operations and Supply	MAN-40110	15	Semester 1
International Business Context	MAN-40114	15	Semester 1
Contemporary Marketing Research	MAN-40122	15	Semester 1
Mediated Communications: Theory and Practice	MDS-40029	15	Semester 1
Entrepreneurship	MAN-40018	15	Semester 2
Contemporary Challenges in Global Business	MAN-40118	15	Semester 2
Branding	MAN-40126	15	Semester 2
International Marketing Communications	MAN-40130	15	Semester 2
Consultancy Project	MAN-40198	45	Semester 3
Placement Project	MAN-40200	45	Semester 3
Entrepreneurship Project	MAN-40202	45	Semester 3
Dissertation - Management	MAN-40204	45	Semester 3

Level 7 Module Rules

All students need to select one of MAN-40198, MAN-40200, MAN-40202, MAN-40204 (i.e., one of the pathways)

The availability of option modules will be determined by demand and staff availability.

For the part-time mode (September Start):

The summary of the year for the part-time mode (September start) is as follows:

Compulsory modules	Module Code	Credits	Period
Digital Marketing Tools and Channels	MAN-40285	15	Year 1 Semester 1
Understanding Consumer Behaviour	MAN-40120	15	Year 2 Semester 1
Marketing Management in the Digital Age	MAN-40128	15	Year 1 Semester 1
Integrated Digital Marketing	MAN-40287	15	Year 1 Semester 2
Creativity and Personal Development	MAN-40058	15	Year 1 Semester 2
Strategic Marketing in a Global Context	MAN-40124	15	Year 2 Semester 2
Research Methods	MAN-40192	15	Year 1 Semester 3

Optional modules	Module Code	Credits	Period
Contemporary Marketing Research	MAN-40122	15	Year 2 Semester 1
Accounting for Decision Making	ACC-40003	15	Year 2 Semester 1
Leadership	MAN-40056	15	Year 2 Semester 1
International Operations and Supply	MAN-40110	15	Year 2 Semester 1
International Business Context	MAN-40114	15	Year 2 Semester 1
Mediated Communications: Theory and Practice	MDS-40029	15	Year 2 Semester 1
International Marketing Communications	MAN-40130	15	Year 2 Semester 2
Entrepreneurship	MAN-40018	15	Year 2 Semester 2
Contemporary Challenges in Global Business	MAN-40118	15	Year 2 Semester 2
Branding	MAN-40126	15	Year 2 Semester 2
Consultancy Project	MAN-40198	45	Year 2 Semester 3
Placement Project	MAN-40200	45	Year 2 Semester 3
Entrepreneurship Project	MAN-40202	45	Year 2 Semester 3
Dissertation - Management	MAN-40204	45	Year 2 Semester 3

For the part-time mode (January Start):

The summary of the year for the part-time mode (January start) is as follows:

Compulsory modules	Module Code	Credits	Period
Digital Marketing Tools and Channels	MAN-40285	15	Year 2 Semester 1
Understanding Consumer Behaviour	MAN-40120	15	Year 2 Semester 1
Marketing Management in the Digital Age	MAN-40128	15	Year 1 Semester 2
Integrated Digital Marketing	MAN-40287	15	Year 1 Semester 2
Creativity and Personal Development	MAN-40058	15	Year 2 Semester 2
Strategic Marketing in a Global Context	MAN-40124	15	Year 2 Semester 2
Research Methods	MAN-40192	15	Year 1 Semester 3

Optional modules	Module Code	Credits	Period
Contemporary Marketing Research	MAN-40122	15	Year 2 Semester 1
Accounting for Decision Making	ACC-40003	15	Year 2 Semester 1
Leadership	MAN-40056	15	Year 2 Semester 1
International Operations and Supply	MAN-40110	15	Year 2 Semester 1
International Business Context	MAN-40114	15	Year 2 Semester 1
Mediated Communications: Theory and Practice	MDS-40029	15	Year 2 Semester 1
International Marketing Communications	MAN-40130	15	Year 2 Semester 2
Entrepreneurship	MAN-40018	15	Year 2 Semester 2
Contemporary Challenges in Global Business	MAN-40118	15	Year 2 Semester 2
Branding	MAN-40126	15	Year 2 Semester 2
Consultancy Project	MAN-40198	45	Year 2 Semester 3
Placement Project	MAN-40200	45	Year 2 Semester 3
Entrepreneurship Project	MAN-40202	45	Year 2 Semester 3
Dissertation - Management	MAN-40204	45	Year 2 Semester 3

Students who require a Study Visa to undertake the programme in the UK (including Tier 4) may not able to select the Entrepreneurship pathway due to UK Home Office (UKVI) restrictions. If a student has existing Immigration permission (visa) to be in the UK, they may be able to carry out entrepreneurship activities depending upon the specific conditions of their visa category.

Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

Level 7

Subject Knowledge and Understanding	
Learning Outcome	**Module in which this is delivered**
understand Digital Marketing's role within genera; management in a variety of different business enterprises and organisations	Marketing Management in the Digital Age - MAN-40128 Strategic Marketing in a Global Context - MAN-40124 Integrated Digital Marketing - MAN-40287
appreciate the implications of the cultural and social environment on the responsible marketer	Understanding Consumer Behaviour - MAN-40120
understand how Digital Marketing aligns with Marketing in general and how to employ digital and non digital in a complementary and appropriate manner	Digital Marketing Tools and Channels - MAN-40285 Integrated Digital Marketing - MAN-40287

Subject Specific Skills	
Learning Outcome	**Module in which this is delivered**
solve current real world problems in Digital Marketing by applying a range of different theories, creative and innovative approaches, technologies, and techniques: developing the judgement skills to choose between them and applying in an integrated manner	Strategic Marketing in a Global Context - MAN-40124 Integrated Digital Marketing - MAN-40287 Digital Marketing Tools and Channels - MAN-40285 Marketing Management in the Digital Age - MAN-40128

Intellectual skills	
Learning Outcome	**Module in which this is delivered**
adopt an open and questioning approach to ideas, demonstrating curiosity, independence of thought and the ability to appreciate a range of perspectives, together with acknowledgement and appreciation of the rapidly changing global and local contemporary environment	Marketing Management in the Digital Age - MAN-40128 Integrated Digital Marketing - MAN-40287 Strategic Marketing in a Global Context - MAN-40124

Key or Transferable Skills (graduate attributes)	
Learning Outcome	**Module in which this is delivered**
effectively utilise developed relevant information and communication skills	All modules
participate responsibly and collaboratively as an active citizen in the communities in which you live and work; appreciate and cherish diversity; comprehend the ties between local, national and global issues; appreciate the impact of your work on management, organisations and the world of work in general.	Marketing Management in the Digital Age - MAN-40128 Integrated Digital Marketing - MAN-40287 Understanding Consumer Behaviour - MAN-40120

8. Final and intermediate awards

Master's Degree	180 credits	You will require at least 150 credits at Level 7
Postgraduate Diploma	120 credits	You will require at least 90 credits at Level 7
Postgraduate Certificate	60 credits	You will require at least 40 credits at Level 7

9. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

The function of the assessments listed is to test students' attainment of the learning outcomes. For example:

- Essays, including those based on case study material, test the quality and application of subject knowledge. In addition they allow students to demonstrate their ability to carry out basic bibliographic research and to communicate their ideas effectively in writing in an appropriate scholarly style using the Harvard system of referencing.
- Research reports test a student's knowledge of different research methodologies and the limits and provisional nature of knowledge. They also enable students to demonstrate their ability to formulate research questions and to answer them using an appropriate strategy.
- Presentations assess a student's subject knowledge and understanding. They also test the ability to communicate what they know orally and visually, and to reflect on these processes as part of their own

personal development.

- Open-Book Assessments test students' core and in-depth knowledge as well as their ability to apply that knowledge responsibly in understanding problems.
- Dissertation tests a student's ability to work independently, to formulate a research topic and questions, to develop an appropriate research methodology, and to demonstrate mastery of the topic through a critical engagement with the literature, the quality of its presentation and the ability to draw together all the strands of a particular argument into the approach to the solution to an academic question.
- Consultancy project - tests students' ability to work independently and with business clients on a project of benefit to the organisation. In doing so, the student will develop an appropriate research methodology and demonstrate mastery of the subject by applying to a business context. Through the final report and presentation, the student will demonstrate the ability to draw together all the strands of a particular argument into the approach to the solution to a business problem.
- Work Placement report - tests students' ability to work independently and with business clients on a project of benefit to the organisation. In doing so, the student will develop an appropriate research methodology and demonstrate mastery of the subject by applying to a business context. Through the final report and presentation, the student will demonstrate the ability to draw together all the strands of a particular argument into the approach to the solution to a business problem.
- Entrepreneurship portfolio - tests the students' ability to present evidence of entrepreneurial activity and rigorous engagement with the activity designed to support the development of their new business venture.

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

10. Accreditation

This programme does not have accreditation from an external body.

11. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at: http://www.keele.ac.uk/student-agreement/

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

12. What are the typical admission requirements for the Programme?

This degree is designed for those individuals with at least a second class honours degree or overseas equivalent qualification in order to apply to study the programmes. If you have appropriate professional qualifications or relevant work experience you may also be considered.

English language entry requirement for international students

IELTS 6.5 with a minimum of 5.5 in each component. The University also accepts a range of internationally recognised English tests. If you do not meet the English language requirements, the University offers a range of English language preparation programmes. During your degree programme you can study additional English language courses. This means that you can continue to improve your English language skills and gain a higher level of English.

Pre-Master's in Business - the Keele University International College offer a one semester Pre-Master's in Business programme for international students who do not meet the traditional entry requirements for a postgraduate business degree at Keele University.

See the relevant course page on the website for the admission requirements relevant to this programme: https://www.keele.ac.uk/study/

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here: https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/

13. How are students supported on the programme?

Support for student learning on the Programme is provided in the following ways:

- Module leaders are responsible for providing support for learning on the modules and in the tutorial groups for which they are responsible. They also give individual feedback on in-course assessments and more general feedback on open-book assessments. Module leaders have set student consultation hours each week and students are encouraged to attend these hours to get specific help and support for their learning. Module leaders are available to see students at other times by appointment (in person or via Teams).
- The Course Director assumes responsibility for monitoring overall student progress through the subject, undertaking progress reviews and providing a general point of contact for students in Digital Marketing. The Course Director may be consulted on a wide range of issues and, among other things, commonly may be approached to provide a reference for job and other applications. The Course Director can act as a first point of contact for students on non-academic issues.
- Every student is allocated an academic mentor, who is responsible for reviewing and advising on academic progress.
- Students can access advice, guidance and one to one support from the Student Experience and Support team of the Faculty that has a dedicated team member to every School.
- Additional help for international students is also available from the Language Centre.

14. Learning Resources

Teaching on the MSc in Digital Marketing is centred on the Smart Innovation Hub which is a new state-of the-art home for Keele Business School. Consisting of lecture theatres, Think Lab, Business Lounge, Big-Data laboratory, Business Incubator, and Creative Playroom, the facility offers students opportunities to think, create and commercialise.

The learning resources available to students on the Programme include:

- The extensive collection of business and management materials relevant to postgraduate study held in the University Library. Built up over an extensive period of delivering Marketing courses, these materials include books, journals and government publications. Much of this material is also accessible online to Keele students from anywhere in the world with a University username and password.
- The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources - video, audio and text-based - accessible from external providers via the internet. Microsoft Teams is also used as a method of communication.

15. Other Learning Opportunities

The programme includes activities such as team-building exercises and consultancy exercises involving real-life business problems set by local companies. Students also have the opportunity to engage in short paid innovation projects with local businesses, to attend workshops and lectures from prominent external speakers, to visit organisations and to engage in wider networking and collaboration events, including those offered by the Chartered Institute of Marketing.

16. Additional Costs

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this programme.

17. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual Postgraduate Taught Experience Survey (PTES), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students on the programme is considered and acted on at

regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:
http://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/

18. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:
http://www.qaa.ac.uk/quality-code
b. QAA Subject Benchmark Statement: Business and Management (2019)
https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf
c. Keele University Regulations and Guidance for Students and Staff: http://www.keele.ac.uk/regulations

Version History

This document

Date Approved: 15 March 2024

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes