

Course Information Sheet

BSc (Hons) Digital Marketing and Management

Mode and course length - Full-Time (3 years)

Location - ARU London Campus (East India Dock)

Awarding Body - Anglia Ruskin University. As a registered Higher Education provider Anglia Ruskin University is regulated by the Office for Students.



Overview

At ARU London, we realise that the marketing function of an organisation is a dynamic, creative and fast-moving process. This course's syllabus evaluates the key marketing skills of forward-thinking, communication, and originality, whilst building core knowledge in the areas of branding, brand management, market research methods, consumer behaviour and digital marketing.

Our lecturers are experts in their fields and all have industry experience. With the growing importance of the online campaign, you will also consider the role of digital marketing in marketing strategy and the key metrics for measuring effectiveness. With marketing knowledge and skills grounded in key business concepts, this course lays the balanced foundations for a successful career.

On successful completion of this course, you might choose to move onto our postgraduate studies, such as our Master of Business Administration (MBA) - International Marketing.

Course Delivery

Our courses are delivered through teaching and learning methods that provide students with the broadest possible exposure to a modern and innovative higher education experience. These methods may vary and could include attendance at lectures and seminars, undertaking laboratory exercises or work-based activities, practical work, performances, presentations, field trips, other relevant visits, and e-learning through the VLE, our online learning management system.

Each course is divided into a number of 'modules', each focusing on specific areas and employing a distinct approach to its delivery. This information is made available to students for each module they undertake via the Module Definition Form (MDF) and the VLE.

Assessment

Knowledge and understanding are assessed through various methods, including presentations and a range of assignments. These assignments may take different forms, such as a written management report on responding to an organisational issue, a presentation, an essay, a briefing document, or an analysis of a company report. Most modules will include at least two assessments, offering the opportunity to evaluate both knowledge and understanding as well as a range of skills effectively.

Formative assessment will also be provided throughout the course. This feedback will help improve students' knowledge and development and allow for the evaluation of their academic needs.

Fees

Information about your course fee, including any annual fee increases or deposits (if required), can be found in your offer letter.

Additional Costs

During your course, you may be required to take extra or repeated modules to recover any modules you have failed. If you started your course on or after September 2019 and this extends your course end date beyond the original date stated in your offer letter, you will be charged an additional tuition fee to cover the costs of the extra or repeat modules. This additional fee will be based on the credits for the module(s) you repeat or take.

Modules

Core Modules

Year 1: Academic and Professional Skills

The skills that employers look for in potential employees are precisely those needed to gain academic benefit from a course. By developing these skills, students simultaneously improve their success in their university experience and enhance their employability.

Designed to promote the academic development of entering students, this entry-level module applies basic management concepts to the process of learning. It covers note taking, using numbers, information sources, critical thinking skills, working in groups, and the academic tools needed for success in core curriculum courses and for navigating the transition into university-level study.

Year 1: Sustainable Business in the Contemporary Environment

This module explores the evolving business environment, focusing on environmental, social, and governance (ESG) issues. Students will develop creative solutions for contemporary challenges and understand how sustainability and innovation drive long-term value. It reviews the business environment's political, economic, socio-cultural, technological, ethical, and legal influences. Emphasizing sustainability as a strategic advantage, the module introduces principles of effective management and innovative approaches in response to rapid changes and competition. Using case studies, it blends theory with practical application, helping students link academic content to real-world employability skills and development.

Year 1: Marketing and The Digital Context

This module is designed to develop both foundational marketing knowledge which would be expanded on in future academic levels, and also the relevant digital and professional skills in students. Students will explore classical and contemporary theories and strategies reflected in organisational marketing decisions, the macro & micro-environments, business and consumer marketing, marketing strategies and tactics from a digital perspective/context, and how these fit into any organisation's management and planning processes, to achieve organisational short-term objectives and long-term aims and vision.

Year 1: Business Finance

This module introduces students to the fundamentals of business finance and accounting, focusing on financial reporting and management for non-financial managers. Emphasizing practical applications, it covers financial concepts, accounting principles, and financial management through a corporate-oriented approach. Key topics include financial reporting principles, understanding and evaluating financial statements, management accounting, cost analysis, budgeting, decision-making, financing a business, and capital investment

decisions. The module incorporates practical examples, case studies, and international market applications. Assessment includes a midterm assignment and a final exam, with multicultural considerations reflected in the module's design and assessments.

Year 2: Managing Human Resources

The management of Human Resources (HR) is both a major specialist organisational function and a responsibility of line management. It is crucial for any student preparing for the international business world to understand the HR function. This module aims to introduce students to the theoretical basis of Human Resource Management and the range of activities it encompasses. It will also explore the role that HRM plays in the strategic planning and development of both domestic and multinational organisations. Assessment will be conducted through a written piece of coursework and a final practical assessment.

Year 2: Sustainability in Career Development

This module addresses the rapid advancements in technology, global movement, information exchange, and climate science shaping the 21st century. It emphasizes the importance of developing a dynamic skill set for future graduates, who will operate as global citizens in an ever-changing world. Students are encouraged to adopt a critical approach to global situations, recognizing that professions are evolving rather than static. The module also highlights the need for sustainability in personal and professional contexts. Through reflective practice, students will enhance their skills and prepare for future career paths while contributing to a sustainable future.

Year 2: Digital Regulation and Compliance

This module is designed to introduce the student to the Business and consumer law within the sphere of Digital marketing. It will study those areas which underpin the marketing of businesses using various digital marketing platforms from a legal and regulatory perspective. This will include current and forthcoming laws, regulations and standards that apply to this space. It will examine challenges and opportunities organisations may face in complying with the laws and other regulations.

Year 2: Digital Communications, Social Media and Content Marketing

This module is designed to enable students to gain a strategic understanding of managing digital marketing communications, learning and practicing message and touchpoint integration, leveraging data-driven insights to craft compelling messages, selecting optimal platforms, and measuring effectiveness. The student taking this module will learn to become an adaptable, strategic communicator who looks towards an integrated and personalised brand experience on the part of the customer, ensuring alignment of organisational objectives with customer needs and managing the creation of messages in a way that considers a diversity of potential audiences and the communication of sustainability.

Year 2: AI Marketing, Data Analytics and CRM

This module is designed to familiarise students with the use of artificial intelligence, data and CRM (Customer Relationship Management) tools in marketing, whilst addressing sustainability and ethics. Case studies will be used to offer students opportunities to explore how organisations use AI, analytics and CRM to personalise customer experiences, automate campaigns, and build stronger customer relationships, thus enhancing students' understanding of the translation of their learning into practice. Students will learn to use digital tools to analyse big data including complex segmentation of the market and designing how to access the market.

Year 3: Executing Business Strategy

This module focuses on the process of strategic management in organisations. This involves the evaluation of the organisation's situation, analysis and selection of strategic alternatives, and implementation and evaluation of the strategic plan. The module develops the student's ability to work within a team (comprised of various business majors), as well as oral, written, and analytical skills. The course presents conceptual information through readings, lectures, a business game simulation, team presentations, and other class activities. The analysis of case studies of actual business situations including international, non-profit, manufacturing, and service industries will serve as a means of applying the course concepts and develop the students' ability to integrate business concepts. The module requires the students to utilize information from a variety of business areas covered in the Business Core including: Accounting, Information Systems, Finance, Marketing, and Management.

Year 3: Understanding Digital Audiences and Consumer Behaviour

This module aims to equip students with knowledge and understanding of how consumers navigate online environments, to make online purchases. Students will explore relevant psychological, sociological and cultural theories and models with analytics to discover how they can be applied using core tools for segmentation, persona creation and journey mapping to enable organisations to use data on behavioural insights to craft effective strategies and tactics. Central to the module is consideration of the ethical challenges that organisations face when consumer behaviour is utilised in digital marketing practice.

Year 3: Digital Campaigns

This module aims to equip students with the knowledge and understanding needed to strategise, manage, analyse and evaluate digital marketing campaigns in a data-driven, AI-enhanced landscape. Designed for future marketers, communication managers, or those wanting to market their entrepreneurial ventures, the module explores how digital campaigns align with business objectives, from awareness and conversion to engagement and retention. Ethical considerations such as data privacy, alignment with brand values, and sustainability are woven throughout, preparing students to critically navigate evolving societal expectations, while balancing business goals and technological innovation.

Year 3: Undergraduate Major Project (Leadership in Practice)

This final major project module focuses on leadership, personal development, and graduate workplace preparation. Students will study leadership theories, their application in modern business, and examine case studies of both successful and unsuccessful leadership. This approach will help analyse the impact of leadership on organizational culture, change, and ethical dilemmas. Students will conduct self-analysis to identify their strengths and weaknesses as future leaders, creating a self-development plan for career readiness. The module emphasizes practical application, employability skills, and includes debating and problem-solving to enhance learning and prepare students for leadership roles in their chosen sector.

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