

Digital Marketing BA (Hons)

UCAS Code: Combined Honours only (please see website for details)

Duration: 3 years | Full-time | Hope Park | 2025/2026

Placement year opportunities available



Course Overview

During your degree, you will be provided with the key skills and knowledge that will enable you to understand the digital marketing context, marketing research and the discipline's central role to business success, while allowing you to reflect on the moral and ethical implications of marketing behaviour in an increasingly digital world. The ever-advancing fields of Social and Digital Marketing and the importance of areas such as Artificial Intelligence (AI), content marketing, SEO and social media optimisation run through the curriculum as central themes and allow you to reflect on the many challenges and opportunities that the related technological and cultural changes provide. We believe your ability to gain meaningful employment after you graduate is really important, so there is a strong focus on helping you to develop your employability skills.

It has been designed so that you learn from research-active staff while at the same time being mentored and given masterclasses by industry leaders. Digital Marketing focuses on a wide range of organisations, from SMEs to global multinational organisations and across all sectors. Studying such a comprehensive view of the marketing world prepares you for a career in organisations of any type and size.

Entry Requirements

This course follows the standard University entry requirements. Please see the website for further information.

Fees and Additional Costs

The tuition fees for 2025/2026 are £9,250 for full-time undergraduate courses.

On top of your tuition fees, you also need around £250 to purchase key textbooks throughout your Degree.

You will also need to consider the cost of your accommodation each year whilst you study at university. Visit our accommodation webpages for further details about our Halls of Residence: www.hope.ac.uk/halls



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Digital Marketing Curriculum

Year One

You will be introduced to the underlying principles of both traditional and Digital Marketing and the relationship between Marketing and the global business context. Study of this relationship can help to contextualise Digital Marketing theory and practice and further help you understand the dynamics of contemporary marketing management.

Topics typically studied in this year are:

The Marketing Mix

How organisations develop and implement their Digital Marketing strategy in order to best serve their target markets.

Customer segmentation

Why and how companies divide the overall market into groups of consumers with similar needs and wants, so that specific products or product lines can be presented to them in a way that best appeals to their interests.

Introduction to Economic and Business Management Theory & Practice

To be an effective marketer, one needs a solid understanding of the principles of economics and business and how any good marketing strategy both effects and is affected by the business and economic functions of an organisation.

Year Two

Social Media Marketing

This examines the growing importance of social media marketing. It focuses on social communities and the role that influencers play in affecting consumers' decisions.

Digital Media Marketing

This block provides students with a comprehensive understanding of the dynamic and rapidly evolving landscape of digital marketing strategies and techniques.

Social Marketing

Students will study this fast-growing discipline, which uses principles from commercial marketing and the social sciences to change people's behaviour for the social good and to benefit both individuals and wider society.

Integrated Marketing Communications

Students examine how organisations seek to create and effectively communicate a consistent message across a range of digital and traditional communication tools and channels: advertising; PR; direct marketing; sales promotions; and personal selling.

Market Research

Students examine how organisations collect and analyse data in order to make effective, evidence-based decisions.

Year Three

Quantitative and Qualitative Analysis Methods

The various hypothesis testing methods are explored, along with an examination of such techniques as content and thematic analysis.

New Product Development

Students will analyse the many reasons why new products may fail and how organisations can implement systematic methods to ensure that their new products have a better chance of being successful.

Digital Branding

Students will examine the critical elements of brand development, including brand identity, positioning, and storytelling, with a specific focus on leveraging digital platforms.

Sustainability Marketing

Students will delve into concepts such as green marketing, ethical consumerism, and corporate social responsibility, examining how companies can contribute positively to societal and environmental well-being while meeting their business objectives.

COURSE STRUCTURE

Teaching on this degree is structured into lectures, where all students are taught together, and smaller groups of seminars and tutorials. The lectures will provide you with a general framework in Digital Marketing, whilst the seminar activities and discussions help your understanding and application of the subject. In tutorial sessions you will develop your understanding of Digital Marketing further, by working individually and in groups on industry-specific activities. Seminars and tutorials are also designed to enhance your employability skills.

Studying Marketing as a Combined Honours degree, in your first year of study there are approximately 6 teaching hours each week, which reduces to 5 teaching hours in your second and third years. On top of teaching hours, you are also expected to spend approximately 15 hours studying independently each week. This could include additional research and reading, attendance at guest lectures and industry related events, preparation or completion of set tasks for taught sessions, revision for exams, work for your assessments and participation in group work.

ASSESSMENT AND FEEDBACK

You will have a number of assessments throughout your studies, including marketing campaign pitches, the production of digital marketing content and collateral, reports, individual academic reports, multiple choice tests, group presentations and written exams.

The assessments have been designed to develop your knowledge and skills in multiple ways and provide experience of gaining key skills needed in the competitive world of digital marketing and business. Written feedback will be given to you within four working weeks of the deadline for submission of coursework.



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