

# Digital Marketing

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

**Duration: 3 years | Full-time | Hope Park | 2026/2027**

Placement year opportunities available



## Course Overview

Digital Marketing is one of the most dynamic and fast-paced fields in business today. Our Digital Marketing degree combines theory with practical examples, ensuring that your learning is both academically rigorous and relevant to the modern digital marketplace.

Throughout the Digital Marketing degree, you will develop essential skills and knowledge. You will explore the digital marketing landscape, marketing research, and the discipline's role in business success. Ethical considerations in digital marketing are also emphasised. The curriculum covers Social and Digital Marketing, as well as topics such as Artificial Intelligence (AI), content marketing, SEO, and social media optimisation, helping you understand the challenges and opportunities created by technological and cultural changes. Employability skills are a key focus, preparing you for meaningful work after graduation.

You will learn from research-active academics and benefit from masterclasses led by industry professionals. The course examines marketing across a wide range of organisations, from small businesses to global companies, providing a comprehensive foundation for a career in any sector or organisation 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 2026/2027 are £9,535 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](http://www.hope.ac.uk/halls)



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## CONTACT

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[www.hope.ac.uk](http://www.hope.ac.uk)

# Digital Marketing Curriculum

## Year One

### Introduction to the Marketing World – 30 credits

This module introduces core marketing theories and practices. Lectures will cover the marketing environment, consumer behavior, market analysis, segmentation, and positioning. You will study:

- marketing information systems
- research methods
- product dimensions
- branding
- the product life cycle
- pricing strategies
- the promotional mix, including advertising, PR, direct marketing, and e-marketing.

Topics like marketing channels, ethical marketing, and sustainability will also be discussed.

### Academic Skills Passport – 30 credits

This module focuses on developing academic skills like writing, referencing, and presentation. It aims to enhance personal, professional, and academic skills, improving your employability.

## Year Two

### Consumer Psychological Behaviour - 30 credits

This module explores what drives people's decisions. You will analyse subconscious influences and cultural impacts to interpret complex consumer insights and connect with audiences effectively.

### Digital and Social Media Marketing - 30 credits

This module immerses you in the online marketing environment. You will design, implement, and assess digital campaigns. Topics include creating a digital marketing plan, Digital Integrated Marketing Communications (IMC), social media content creation, SEO, and data interpretation. Learning is assessed through coursework, practical projects, and exams.

## Year Three

### Research Methods - 30 credits

This module prepares you for your dissertation or research project. You will study quantitative and qualitative analysis methods. Topics include hypothesis testing, content analysis, and thematic analysis.

### Advanced Marketing Trends - 30 credits

This module looks at the future of marketing. You will learn how Artificial Intelligence changes customer communication and content creation. You will study how Virtual Reality and Augmented Reality transform storytelling and product experiences. You will explore Sustainability in Marketing, including ethical practices, the circular economy, and customer expectations.

## COURSE STRUCTURE

Teaching combines lectures, seminars, and tutorials. Lectures give a wide view of digital marketing. Seminars and tutorials focus on applying what you learn. They involve discussions, individual tasks, and group activities. These sessions also develop employability skills.

Combined honours Marketing students have around 6 teaching hours per week in the first year, reducing to 5 hours in later years. Independent study involves about 15 hours each week. This includes research, reading, guest lectures, industry events, exam revision, assessment prep, and 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 assignments, multiple choice tests, group presentations and written exams.

Written feedback on coursework will be provided within four working weeks of submission. If you wish to receive feedback on your written exams, you can request this from your tutors once results are released. You are also encouraged to arrange a meeting with your tutor to discuss your feedback in person.



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