



**UNIVERSITY  
OF LONDON**

# Programme Specification 2022–2023

Digital Media Management

PGCert  
Individual modules

Important document – please read

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## Important information regarding the Programme Specification

### About this document

Last revised 21 March 2022

The Programme Specification gives a broad outline of the structure and content of the programme, the entry level qualifications, as well as the learning outcomes students will achieve as they progress. Some of the information referred to in this programme specification is included in more detail on the University of London [website](#). Where this is the case, links to the relevant webpage are included.

Where links to external organisations are provided, the University of London is not responsible for their content and does not recommend nor necessarily agree with opinions expressed and services provided at those sites.

If you have a query about any of the programme information provided, whether here or on the website, registered students should use the 'ask a question' button in the [student portal](#). Otherwise, the *Contact Us* link at the bottom of every webpage should be used.

### Terminology

The following language is specific to the **Digital Media Management** programme:

**Module:** Individual units of the programme are called modules. Each module is a self-contained, formally structured learning experience with a coherent and explicit set of learning outcomes and assessment criteria

### Key revisions made

Programme specifications are revised annually. The quality committee of the member institution providing academic direction, as part of its annual review of standards, confirms the programme structure and the educational aims and learning outcomes, and advises on any development in student support. Where there are changes which may impact on continuing students, these are listed below. For all new students, the programme and general information provided in this document is correct and accurate and will be applicable for the current year.

## Programme title and qualification

Postgraduate qualifications of the University of London may be classified. The award certificate will indicate the level of the academic performance achieved by classifying the award. The classification of the postgraduate certificate will be based on the ratified marks from the completed assessments.

The classification system for this award is as follows:

Distinction; Merit; Pass.

Specific rules for the classification of awards are given in the [Programme Regulations](#), under Scheme of Award

### Programme title

Digital Media Management

### Qualification

Postgraduate Certificate in Digital Media Management

### Individual modules available for study on a stand-alone basis

There is also provision for individual modules of the programme to be studied on a stand-alone basis. Students may take one module (30 credits) on a stand-alone basis without being registered for the PGCert. One module (30 credits) may be counted as credit towards a related qualification. Neither progression nor credit is automatic.

### Award titles may be abbreviated as follows:

Postgraduate Certificate – PGCert

### Level of the programmes

The Framework for Higher Education Qualifications of UK Degree-Awarding Bodies (FHEQ) forms part of the UK Quality Code for Higher Education of the [Quality Assurance Agency for Higher Education](#) (QAA).

The awards are placed at the following Levels of the Framework for Higher Education Qualifications (FHEQ):

PGCert                      Level 7

### Relevant QAA subject benchmarks group

See the [QAA website](#) for information about quality assurance.

[Master's degrees in business and management \(2015\)](#)

### Awarding body

University of London

### Registering body

University of London

## Academic direction

Birkbeck, University of London

## Accreditation by professional or statutory body

Not applicable

## Language of study and assessment

English

## Mode of study

Web supported learning with an online Module Leader.

## Programme structures

The programme has two registration points in the year: October and April. There are two study sessions in a year, also beginning in October and April, each lasting 20 weeks. Each session is followed by an assessment submission point.

Students have an online induction session available through the Virtual Learning Environment (VLE) prior to the start of their study session. This includes orientation of their learning environment and guidance on the structure and learning expectations for the module.

The PGCert Digital Media Management is a 60 UK credit degree programme consisting of:

- The following two modules (each worth 30 credits):
  - Managing a Digital Project
  - Social Media and Online Branding

## Maximum and minimum periods of registration

The maximum and minimum period of registration, from a student's effective date of registration, are:

	Minimum	Maximum
PGCert	One year	Five years

In making a decision as to how many modules to register for in a given session, it is important to take account of on-going work and/or personal commitments.

## Credit value of modules

Further information about the credit systems used by universities in the UK and Europe is provided by the [Quality Assurance Agency](#) and the [European Credit Transfer and Accumulation System](#).

Where credits are assigned to modules of a programme, credit indicates the amount of learning carried out in terms of the notional number of study hours needed, and the specified Framework for Higher Education Qualifications in England (FHEQ) credit level indicates the depth, complexity and intellectual demand of learning involved. The details below indicate the UK credits and the European Credit Transfer and Accumulation System (ECTS) values.

The PGCert Digital Media Management comprises a total of 60 UK credits (30 ECTS credits) at FHEQ level 7.

Each module comprises 30 UK credits (15 ECTS credits).

### Recognition of prior learning

Recognition of prior learning is a generic term for the process by which we recognise and, where appropriate, award credit for learning that has taken place at an institution other than the University of London. Where the prior learning covered a similar syllabus at an appropriate level to a module/course on the University of London programme, credit will be awarded as if you took the University of London module/course.

See the [General Regulations](#) (Section 3) and [Programme Regulations](#) for more rules relating to prior learning.

PGCert students may not apply for recognition of prior learning.

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## Entrance requirements

Applicants must submit an application in line with the procedures and deadlines set out on the [website](#).

### Entrance requirements for the PGCert and standalone Individual Modules

To qualify to register for the PGCert or a standalone Individual Module, applicants will need a bachelor's degree or aegrotat (certificate) from an institution acceptable to the University.

Directly related professional work experience and/or directly related professional qualifications will be considered on a case-by-case basis.

### English language requirements

All applicants must satisfy the English language requirements for the programme. These are set out in detail on the programme page under [Entry Requirements](#).

Applicants who have not met any of the above must have passed, within the past three years, a test of proficiency in English language, from an organisation acceptable to the University. This standard must be reached before registering for the PGCert or standalone Individual Modules.

Further information on English language proficiency tests can be found on our [website](#).

### Internet access and computer specification

Students will require regular access to a computer with an internet connection to use the University of London's online resources and systems.

Students must be able to download and install software to their Windows or MacOS device to include secure examination browsers for online assessment purposes (if offered on your programme of study)

The computer must have at least the following minimum specification:

- Windows: 7, 8, and 10 on 64-bit platforms (Windows 10 recommended)
- macOS: OS X 10.14 and higher

- CPUs newer than 2011 (Intel Sandy Bridge or newer)
- OpenGL 2.0 graphics driver
- Local storage for the recording of proctored examinations, if applicable (75MB per hour)
- Web camera & microphone (internal or external)
- A broadband internet connection (minimum of 0.15Mbps upload speed)

and the following applications installed:

- a word processor that accepts Microsoft Word formats (.doc and .docx)
- a PDF reader
- Microsoft Excel which can run macros
- a presentation program that supports Microsoft PowerPoint

### Students with specific access requirements

The University of London welcomes applications from disabled students and/or those who have access requirements. The University will make every effort to provide reasonable adjustments to enable those with a disability, learning difficulty or access requirements to have the same opportunity as all other students to successfully complete their studies.

The University is committed to managing the application procedure and the programme itself to ensure that services are accessible for all students and that an inclusive environment is created. Students with a disability, or others who may need access arrangements to assist in taking examinations, should complete the relevant section of the application form, or contact the [Inclusive Practice Manager](#). A separate room or other arrangements may be considered.

Requests are considered by a University panel, whose purpose is to ensure that students with disabilities and/or specific access requirements are neither advantaged nor disadvantaged by such arrangements when compared with other students. These considerations remain separate from the academic selection processes.

For further information, see [Inclusive Practice Policy](#)

### Sources of funding and scholarships

Information about potential sources of funding and scholarships is updated annually and where available is included in the prospectus web pages.

For further information see the [website](#).

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## Educational aims and learning outcomes of the programmes

### Programme aims

The award aims to enable students to acquire the necessary practical and analytical skills and experience in the management of the process of digital media development.

Students will study online with guest lecturers from industry professionals and the opportunity to learn from the experience of other participants.

Students will have the opportunity to pursue personal or work related Digital Media projects.

Students will benefit from online discussion groups for joint problem solving and collaboration in research.

Learning content will be contributed by professionals specialising in different areas of Digital Media management.

### **Learning outcomes (PGCert Digital Media Management)**

A student is expected to be able to:

#### **A Subject Specific**

- Demonstrate mastery of project management tools and techniques, such as competitor analysis and risk assessment
- Develop a social media marketing plan
- Demonstrate knowledge of international standards relating to digital media development

#### **B Intellectual**

- Demonstrate an understanding of the principles of Agile project management and the SCRUM framework
- Implement search engine optimisation and evaluate a marketing plan using social media metrics
- Demonstrate an understanding of the relevance of legal and IPR issues to their project

#### **C Practical**

- Utilise research skills through questionnaire or other methods appropriately applied in their project and of the internet to research, supply information and network
- Develop project plans, including marketing plans, using software tools or paper-based information
- Produce costings and budget plans and apply resources to projects appropriately (e.g. people, time, assets)
- Identify appropriate marketing channels and techniques and apply these effectively

#### **D Personal and Social**

- Use interpersonal skills, such as the ability to work in a group or as a member of a team and to network
- Use collaboration and negotiation skills
- Communicate effectively using different media and appropriate interpersonal skills



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## Learning, teaching and assessment strategies

The core principles of the Standard Academic Model which incorporates the learning, teaching and assessment strategy for this programme are outlined below.

### **Principle 1: Access and opportunity**

Our programmes are designed to maximise access and opportunity for learners. An online induction will ensure that students are prepared for study and are familiar with the learning environment and sources of support during their student journey.

### **Principle 2: Student learning**

Our programmes are designed to provide students a rich, vibrant, rigorous and engaging learning experience.

### **Principle 3: Student support**

Our programmes are designed to provide students with the support they need to succeed and fulfil their potential.

### **Principle 4: Programme and module structure**

Our programmes follow a consistent structure, designed to drive progression and retention, and offer flexibility within an efficient module release schedule.

### **Principle 5: Design for learning**

Our programmes are a co-creation between various teams who each contribute their professional expertise, and educational design for successful learning is at the heart of the programme development process.

### **Principle 6: Unbundling, portability**

Wherever possible, our modules are designed as discrete sequences of learning for maximum use and portability.

### **Principle 7: Assessment**

Our assessment is rigorous, robust, secure, transparent and aligned to the learning outcomes.

### **Principle 8: Equality, Diversity and Inclusion**

Inclusion is at the heart of our practice in teaching, learning and assessment.

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## Assessment methods

Each module is run over a 20-week block, followed by an assessment submission point.

The following modules are each assessed by one end of term coursework (100%):

- Managing a Digital Project
- Social Media and Online Branding

Repeating or resitting a failed module may be done once the module results have been confirmed by the Board of Examiners.

Coursework is submitted in the VLE by prescribed deadlines.

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### Student support and guidance

Key features of the support for students include:

- [Student Portal](#): for accessing study skills support, digital skills awareness, careers and employability resources, student wellbeing advice.
- Student induction resources.
- [Student Guide](#): This provides information which is common to all students and gives guidance on a range of issues from the start of a student's relationship with the University of London through to their graduation.
- VLE containing: self-assessment and student planner tools; comprehensive learning materials; e-resources/e-library; student forums and progress monitoring tools
- Online Module Leader
- [Programme Regulations](#).
- [The Online Library](#): This provides a range of full-text, multidisciplinary databases where journal articles, book reviews and reports can be found.
- A University of London email account and web area for personal information management.
- Online student clubs and societies are also available via the learn.london.ac.uk Moodle platform and an online study group toolkit via the Discord platform.

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### Quality evaluation and enhancement

The University of London delivers the majority of its flexible and distance learning programmes through a collaboration between the University of London Worldwide and member institutions of the University of London. However some of the flexible and distance learning programmes draw solely on academic input from the University of London, and are delivered without academic lead by a member institutions. The policies, partnerships (where applicable) and quality assurance mechanisms applicable for the programmes are defined in the following key documents: The Quality Framework, the [Quality Assurance Schedules, Guidelines for Examinations, General Regulations](#) and, for each programme, [programme specific regulations](#).

#### Awards standards

All University of London qualifications have to align with the [Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies](#) to assure appropriate standards for each qualification. In addition, every programme that is developed by a member institution of the University of London (or a consortium with representation by more than one member institution) will be developed to the same standard as would be applied within the institution concerned. Proportionate and robust approval procedures, including external scrutiny and student engagement are in place for all programmes. Learning materials are written and all

assessments are set and marked by academic staff who are required to apply the University's academic standards.

### Review and evaluation mechanisms

Some of the key mechanisms in place to assure the standards of all University of London qualifications and the quality of the student experience, include:

- Annual programme reports: produced for all programmes in order to review and enhance the provision and to plan ahead;
- Independent external examiners: submit reports every year to confirm that a programme has been assessed properly and meets the appropriate academic standards;
- Annual student information statistics: prepared for all systematic reporting within the University of London;
- Periodic programme reviews: carried out every 4-6 years to review how a programme has developed over time and to make sure that it remains current and up-to-date.

Improvements are made as necessary to ensure that systems remain effective and rigorous.

### Student feedback and engagement

The principal channel for collecting feedback from students is the Student Experience Survey. Carried out every two years, this collects feedback from the student body on a range of topics relating to the student lifecycle. The results are analysed externally and then considered in a number of different ways, including by the programme team, principal committees and the senior leadership team. Details of any resulting actions taken are published on the Virtual Learning Environment and the Student Portal.

Additionally, on completion of their programme of study students will be invited to take a survey that seeks to measure what they have gained from their studies.

There are also opportunities for students to get involved in governance. An undergraduate and postgraduate student member is appointed by the University to the majority of committees through an annual appointment round. Some programmes also recruit student members at the programme level. Students are frequently invited to take part in quality review processes such as Periodic Programme Reviews, Programme approval, Thematic Reviews, MOOC review panels and ad hoc focus groups. Opportunities such as these are advertised through social media and on the website. More information can be found on the [website](#).

Students can also apply to join the Student Voice Group, which meets four times a year to consider initiatives for enhancing student experience. Notes from these meetings are published on the Student Portal.

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## After graduation

### Further study

Successful completion of the programme may serve as preparation for students who wish to go on to take further study in the subject area. Enquiries about further study opportunities should be directed to the University of London Student Advice Centre 'ask a question' button in the [student portal](#).

### **Graduate employment routes**

At registration, students are asked to complete a small number of questions relating to where they are in their career planning. This data is used to assist with the implementation of employability strategies and interventions.

This programme is targeted at graduates looking to utilise their skills and knowledge in organisations needing digitally aware individuals who can plan and execute change. They may become digital media specialists and work in growing areas of digital media marketing, digital project management, online publishing, or market research and training.

### **The Alumni Community**

Upon graduation, students automatically become members of the University of London Alumni Network, a diverse community of over 100,000 alumni in more than 180 countries. The Alumni Community can provide individuals with lifelong links to the University of London and each other. Benefits include social and networking events, access to local groups, a bi-annual magazine, social networking groups, and the opportunity to become an Alumni Ambassador for the University of London.

Follow the alumni community on social media: [Facebook](#), [Instagram](#), [LinkedIn](#)