

Programme Specification: Digital Marketing BA

UNIVERSITY OF
WESTMINSTER

Course record information

Name and level of final award	<ul style="list-style-type: none">• Bachelor of Arts with Honours - Digital Marketing• Bachelor of Arts with Honours - Digital Marketing with Professional Experience• Bachelor of Arts with Honours - Digital Marketing with International Experience <p>The award is Bologna FQ-EHEA first cycle degree or diploma compatible</p>
Name and level of intermediate awards	<ul style="list-style-type: none">• Bachelor of Arts (BA) - Digital Marketing• Diploma of Higher Education (Dip HE) - Digital Marketing• Certificate of Higher Education (CertHE) - Digital Marketing
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Central London
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Business and Management
Professional statutory or regulatory body	Chartered Institute of Marketing Institute of Data and Marketing Digital Marketing Institute
Westminster course title, mode of attendance and standard length	<ul style="list-style-type: none">• BA Digital Marketing FT, Full-time, September start - 3 years standard length with an optional year abroad or placement
Valid for cohorts	From 2026/7

Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/study/undergraduate/how-to-apply>

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information:

<https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning>

Aims of the programme

This course is designed to meet industry needs in combining user-centred, creative, media and marketing communications with strategic marketing, analysis and management. All set in the contemporary digital world of business. You will have the opportunity to tailor your programme by choosing specialist modules including user experience, e-commerce, mobile and social media.

The course aims to:

- Develop academic knowledge and a critical understanding of the conceptual frameworks upon which the study of digital marketing is based.
- Provide you with specialist skills (including but not limited to: strategic planning, customer journeys, experiences and engagement; digital channels and content creation; and web analytics) to move confidently into the world of digital marketing or pursue postgraduate study.
- Equip you with transferable skills (including effective communication, working with others, researching, problem identification, analysis, creative thinking and digital skills) to enable you to operate effectively in a variety of work contexts.
- Give you opportunities to develop your employability and enterprise skills through work-based learning and real-world experiences embedded within the course.
- Develop your self-confidence and ability to take responsibility for your own personal development and the skills you need to develop to support your personal and career aspirations.
- Prepare you for operating professionally in complex, diverse and multi-cultural contexts.
- Raise awareness of sustainability and social justice issues, to be socially, environmentally and ethically aware.
- Enable you to develop analytical and research skills relevant to a range of careers and professions.
- Develop critical and creative approaches, adopting an active, problem-solving approach.

Equality and Diversity

The discipline of Marketing intrinsically, encapsulates diversity in all forms, such as age, gender, language, ethnicity, income, ethnicity, religion and so on. For example, diversity in advertising allows consumers to see themselves within campaigns. In the development of new course curriculum design, Equality, Diversity, and Inclusion (EDI) has been embedded in multiple ways:

There is a conscious and deliberate inclusion of staff from diverse cultural and national backgrounds. These academics have different expertise areas and have been actively involved in the production of new module materials. All staffs in the School of Management and Marketing have been inducted into and engaged in several EDI related briefings. These briefings enabled the staff members to increase awareness and improve competencies in areas such as Identity, Giving Voice, Compassionate Pedagogy as well as the hugely important concept of 'unconscious bias'. It is recognised that as academic staff develop in these areas, their contribution towards the EDI agenda will continue to enhance.

Different religious ceremonies have been taking into consideration when setting deadlines.

It is recognised on the course that the requirement for face-to-face workshops and work-based learning may restrict access for some students (such as those with caring responsibilities). The course offers reasonable adjustments, wherever necessary based on the needs.

There is a conscious and progressive attempt to incorporate decolonised literature within the curriculum. This incorporates giving space and voices to a diversity of perspectives.

In line with QAA guidance and the University's commitment to equality and diversity, an inclusivity strategy facilitates an environment for learning that anticipates the varied requirements of learners and aims to ensure that all students have equal access to educational opportunities.

Practically this encompasses three principles:

- to aim towards an accessible curriculum for all;
- to reflect multi-faceted communities and perspectives in learning materials and assessments; and
- to equip students with the skills to work in a changing and diverse world.

This includes enabling access for people who have differing individual requirements as well as eliminating arbitrary and unnecessary barriers to learning. In addition, learning opportunities are designed to be inclusive (including the ability for students to choose their preferred format), enhanced by reasonable individual adjustments wherever necessary.

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

The BA Digital Marketing course aims to create work-ready graduates who meet the needs of industry, preparing students for a career in digital marketing. The course combines content creation, marketing communications, strategy, data and analytics, all of these elements driven by industry-need for creative digital technologists. As such it covers understanding digital consumer behaviour; developing digital and channel marketing strategies; employing digital tactics, tools and channels; and applying data-led approaches to planning, measurement and analysis. In your career it is likely you will take the lead on the creation and execution of a digital marketing strategy, identifying business opportunities and customer needs using digital channels including social media, websites, email and content.

The course prepares you for **career pathways** that may include:

- Digital Marketing Manager
- Digital Marketing Account Manager
- Digital Marketing Analyst
- Digital Campaign Manager
- E-commerce Marketing Specialist
- Social Media Specialist
- Content Marketing Executive
- Pay-Per-Click (PPC) Analyst
- Search Engine Optimisation (SEO) Executive
- Display Advertising Executive
- Digital Producer
- Programmatic Advertising Executive
- Planner / Strategist
- Client Services / Account Management
- Data Analyst

Further study and professional development opportunities:

- Progression to postgraduate degrees (e.g., MA/MSc Marketing Communications, MA/MSc Marketing Management, MSc Digital Business)
- Continued professional development through the **Chartered Institute of Marketing (CIM)** and other industry accreditation pathways

Work experience is a very useful way of gaining relevant, professional experience and knowledge of digital marketing and can greatly improve your employability. As part of the University of Westminster's Employability Strategy the course offers core modules incorporating work-based learning and optional year-long placements. The year-long 'sandwich placement' (Professional Experience Project in the UK) or study-abroad (International Experience Year) is optional for all students between Levels 5 and 6. In this, students may opt to work in the UK abroad for an overseas employer as a part of their degree programme.

Professional Placement Year

The Westminster Business School encourages students to take a placement year in industry. During the year you will

identify skills' goals to work towards achieving whilst on placement; carry out research to develop awareness of the business sector you are working in, using a range of data sources; and, familiarise yourself with a range of employer branding techniques in recruitment and analyse contemporary selection techniques.

International Experience Year

Students can choose to undertake an international experience year as part of their degree at one of our partner overseas institutions. You will study and reside in the country of a host institution during the year. The content of your study is agreed through a Learning Agreement between you, the home institution and the Westminster Business School.

What will you be expected to achieve?

Learning outcomes are statements of what successful students have achieved as a result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)
- Cognitive Skills, are learning outcomes that help build a conceptual understanding that is necessary to devise and sustain arguments, and/or to solve problems and comment on research.

Level 4 course learning outcomes: upon completion of Level 4 you will be able to:

- 4.1 Operate in a range of varied but predictable contexts that require the use of a specified range of techniques and information sources. (PPP)
- 4.2 Operate with autonomy in predictable, defined contexts, with supervision that require use of a specified range of standard techniques/guidelines. (PPP)
- 4.3 Understand the knowledge base, its terminology and appreciate that areas of this knowledge base are open to debate and reformation. (KU)
- 4.4 Analyse and make informed and sustainable decisions with guidance using given classifications/principles recognising the needs of stakeholders. (GA)
- 4.5 Apply given tools/methods creatively to a well-defined problem or process and begin to appreciate the complexity of the issues. (GA)
- 4.6 Work collaboratively, building positive relationships with others as a member of a group and meet obligations to others. (KTS)
- 4.7 Work within an appropriate ethos, manage time, use and access a range of learning resources to achieve goals. (KTS)
- 4.8 Manage information, collect appropriate data from a range of sources and undertake simple research tasks with external guidance. (KTS)
- 4.9 Use interpersonal, digital and communication skills to clarify tasks and identify and rectify issues in a range of contexts. (KTS)

Level 5 course learning outcomes: upon completion of Level 5 you will be able to:

- 5.1 Operate in situations of varying complexity and predictability requiring application of a wide range of techniques. (PPP)
- 5.2 Act with increasing autonomy, with limited supervision and direction, within defined guidelines, accepting responsibility for achieving personal and/or group outcomes and/or outputs. (PPP)
- 5.3 Demonstrate detailed knowledge of well-established theories and concepts, with awareness of different ideas, contexts and frameworks, recognising those areas where the knowledge is most/least secure. (KU)
- 5.4 Demonstrate awareness of the wider social and environmental implications of digital marketing and be able to debate issues in relation to more general ethical perspectives. (KU)
- 5.5 Analyse a range of information with minimum guidance using given classifications/principles and can compare alternative methods and techniques for obtaining and analysing data, recognising the importance of compliance,

regulatory frameworks and the needs of stakeholders. (GA)

- 5.6 Identify key areas of problems and identify creative, sustainable and enterprising approaches for their resolution. (GA)
- 5.7 Adapt interpersonal, digital and communication skills to a range of situations, audiences and degrees of complexity. (KTS)
- 5.8 Respect diverse cultures, customs and values, being mindful of potentially competing needs of different communities. (KTS)

Additional Year course learning outcomes: upon completion of Additional Year you will be able to:

- 5Y.1 With International Experience Award: Demonstrate insight and understanding of the challenges and opportunities of working and/or studying in an international context. (PPP)
- L5Y.2 With International Experience award: Apply theories, concepts and research skills related to the cultural context(s) of the society within which the experience takes place. (KU)
- L5Y.3 With Professional Experience Award: Demonstrate acquisition of a range of professional and commercial skills required within the contemporary business environment through the completion of an extended period of professional practice in the work placement year. (PPP)

Level 6 course learning outcomes: upon completion of Level 6 you will be able to:

- 6.1 Operate in complex and unpredictable contexts, requiring the selection and application of innovative techniques. (PPP)
- 6.2 Act autonomously, with minimal supervision or direction, within agreed guidelines. (PPP)
- 6.3 Demonstrate a critical understanding of the knowledge base and its inter-relationship with other fields of study, with current understanding of some specialist areas in depth. (KU)
- 6.4 Analyse new data, concepts and situations without guidance, using a range of techniques appropriate to the situation and design creative, sustainable solutions, recognising the needs of stakeholders with minimum guidance. (GA)
- 6.5 Critically evaluate evidence to support conclusions/recommendations, reviewing reliability, validity and significance. (GA)
- 6.6 Manage your own learning and time using full range of resources for digital marketing. (KTS)
- 6.7 Apply own criteria of judgement and can challenge received opinion and reflect on action. (KTS)
- 6.8 Set criteria for, and be effective in, professional and interpersonal communication in a wide range of situations using digital skills. (KTS)
- 6.9 Recognize the potential impact of economic, social and cultural differences when working within diverse communities, both locally and internationally. (KTS)

How will you learn?

Learning methods

This vocational course has a strong focus on your future career and the curriculum is very much applied to the industry context. Your learning activities and assessments are designed to provide real world learning opportunities to combine theory and practice. The learning and the teaching of the course takes place through lectures, seminars, workshops and tutorials. Due to the nature of the course, digital media are used to facilitate a blended approach with platforms including the online learning environment, course website and course social media. The course has its own media channels for which you will create content both individually and collaboratively (social media ads, landing pages on websites, apps, blogs and user experience designs) with a view to reach and engage audiences as part of your learning and assessment. The performance of these channels will be measured and managed through web analytics.

The course team works closely with industry partners and work-related tasks and 'as live' briefs help simulate the working environment. Work-based learning and other forms of experiential and problem-based learning forms an important strand in the three or four years of the course to help engender employability into the curriculum. The blended approach also facilitates innovative teaching methods such as the flipped classroom (students access pre-recorded lectures and the face-to-face or online seminar time is spent working on the aspects that students find problematic) which encourages active learning.

Teaching methods

The course is designed to offer a number of different learning and teaching approaches. For example, you will have opportunities to work in teams on real business briefs, developing creative and practical solutions and presenting your ideas to industry audiences. Across your modules, you will build digital capabilities in creating and managing online content, understanding audience behaviour, and evaluating what drives engagement and impact. You will explore consumer insights, develop and test your messages and concepts, and learn how to manage stakeholder and customer relationships. You will also develop essential professional skills, including collaboration, problem-solving, and confident communication using both digital and presentation tools.

The aims of the course are achieved as you learn through the levels of the course.

In your first year (level 4). Developing a rigorous approach to the acquisition of a broad knowledge base of Digital Marketing; employing a range of specialist skills; evaluating information, using it to plan and develop investigative strategies and to determine solutions to a variety of unpredictable problems; and operate in a range of varied and specific contexts, taking responsibility for the nature and quality of outputs.

In your second year (level 5). Generating ideas through analysis of concepts and at an abstract level with a command of specialist skills and the formulation of responses to well-defined and abstract problems; analysing and evaluating information; exercising significant judgement across a broad range of functions of Digital Marketing; and accepting responsibility for determining and achieving personal or group outcomes.

In your final year (level 6). Critically reviewing, consolidating and extending a systematic and coherent body of knowledge, utilising specialised skills across Digital Marketing; critically evaluating concepts and evidence from a range of sources; transferring and applying diagnostic and creative skills and exercising significant judgement in a range of situations; and accepting responsibility for determining and achieving personal outcomes.

The university's Virtual Learning Environment (Blackboard) contains learning materials to complement and enrich face to face contact lectures, seminars and workshops. You will be referred to articles, cases, quizzes and other activities on Blackboard in advance of, and following taught sessions, to help structure and direct your independent study time, undertake preparatory work for seminars and prepare for assessments. Often your modules will have a blend of online and face-to-face activities.

The university has invested extensively in Panopto lecture capture technology to enable lectures to be recorded and uploaded to Blackboard. This aids your learning as it allows you to access lectures when you need them and to refer back to them in preparing for assessments. You will also have the opportunity to take part in online discussions and use the Collaborate communication platform to work virtually in groups, reflecting industry practice in digital marketing.

The approach to teaching and learning on your course also embraces the practice of reflection to the benefit of your learning, development and confidence. With the support of your academic mentor you will be encouraged to reflect on and further develop your knowledge, skills and professional behaviours drawing on the totality of the experiences you have encountered as a student on the course.

Furthermore, the course embeds resources from our Professional bodies in modules where appropriate and also invites guest speakers from these bodies to inform students of the benefits of membership in their future careers.

Equality, Diversity and Inclusion

From the curriculum perspective there is an exploration of themes of EDI and cultural relativity at each level of course teaching. For example:

Themes of equality, diversity and inclusion are embedded progressively throughout the course. Students are encouraged to explore how cultural backgrounds, social values, beliefs and identities shape consumer behaviour and influence marketing practice. They engage with real-world case studies and campaigns that highlight the role of diverse communities and perspectives in creating meaningful and ethical marketing strategies.

As students advance through the course, they will develop a deeper understanding of global contexts, sustainability issues, and the cultural considerations that influence communication, branding and market engagement across regions and audiences. This helps them to recognise the importance of inclusivity, cultural sensitivity and social responsibility when designing and delivering marketing activities.

Assessment methods

The course team takes an 'assessment as learning' approach and has an inclusive learning, teaching and assessment strategy to provide culturally-inclusive learning materials, varied, innovative teaching methods and providing flexible pathways to meet learning outcomes. Students are encouraged to work in an inclusive and engaged manner, recognising that they are developing a rich range of understandings, skills, values and attributes to take into their professional lives. In this a variety of assessments are designed to support you in demonstrating your achievement of module learning outcomes. There is an emphasis on industry-focused, 'real world' assessments such as reports, portfolios, presentations and plans, though meeting professional body requirements may mean that there are some exams. Formative assessments and specific and timely feedback are an intrinsic part of the assessment process. Often a review of work in progress, this is a valuable learning opportunity and helps you improve your work and grade. You will be offered a range of formative feedback opportunities throughout each module to help prepare you for your assessments. In some cases, you will critically reflect on your experiences in order to understand what you have learned and apply it in your career and other aspects of life. The assessments for these modules provide opportunities for you to demonstrate the achievement of the learning outcomes through undertaking work-based and other experiential learning activities in order to distil the learning and to help plan for your future personal and professional development.

At each level you will be assessed on academic knowledge, practical application and on your ability to re-contextualise knowledge, relating theory to practice and developing your own theory about practice. Often assessed tasks will draw on real-word digital marketing problems such as consultancy exercises and responding to creative briefs. Other assessments may require you to reflect on work-based and other forms of experiential learning.

As you move through the levels of the course the scope and depth of assessment builds, allowing you to incrementally gain confidence and improve your knowledge, skills and understanding. Assessments are progressively designed to facilitate and develop independent critical thinking skills and your ability to analyse and critically evaluate theories, concepts and ideas. In the final year of the course assessment methods are likely to test your ability to synthesise your ideas and take a more holistic view of the discipline.

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives:** are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated, you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.
- Additional information may also be included above each level, for example, where you must choose one of two specific modules.

Modules

Level 4

Award of Certificate of Higher Education available

Module Code	Module Title	Status	UK credit	ECTS
4MARK008W	Digital Marketing Essentials	Core	20	10
4MARK003W	Fundamentals of Marketing	Core	20	10
4MARK019W	Professional and Academic Success Skills	Core	20	10
4MARK005W	Understanding Consumers	Core	20	10
4MARK010W	Web Design and Content Creation	Core	20	10
		Elective	20	10

Level 5

At Level 5, students take EITHER three optional modules, OR two options and one elective module OR a 60 CAT professional/international experience module (5BUSS016W or 5BUSS017W)

Award of Diploma of Higher Education available.

Module Code	Module Title	Status	UK credit	ECTS
5MARK019W	Consumer Insights	Core	20	10
5MARK025W	Data Analytics	Core	20	10
5MARK015W	Social Media Marketing	Core	20	10
5MARK016W	Digital Marketing Communications and Channel Optimisation	Option	20	10
5FNCE013W	Finance for Marketing Managers	Option	20	10
5MARK017W	Global Consumer Engagement	Option	20	10
5MARK009W	Marketing B2B	Option	20	10
5BUSS016W	WBS Study Abroad Experience	Option	60	30
5BUSS017W	WBS Work Experience	Option	60	30
		Elective	20	10

Additional Year

The following modules must be passed for the award title 'with International Experience': 5BUSS013W and 5BUSS014W

The following modules must be passed for the award title 'with Professional Experience': 5BUSS011W and 5BUSS012W

Module Code	Module Title	Status	UK credit	ECTS
5BUSS011W	Professional Placement Project Part 1	Option	60	30
5BUSS012W	Professional Placement Project Part 2	Option	60	30
5BUSS013W	WBS International Experience Year Semester 1	Option	60	30
5BUSS014W	WBS International Experience Year Semester 2	Option	60	30

Level 6

At Level 6, option modules will be pooled according to the table below, in line with the University's timetabling policy. Students must choose two option modules, or one option module and one elective. Students can select only one module from each pool.

The composition of each pool will be reviewed regularly to ensure that students have the opportunity to develop a specialism or broaden their knowledge within their chosen field, and to ensure they can enrol on modules that reflect their academic and professional interests.

Pool A	Pool B	Pool C	Pool D
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6MARK014W Global Marketing Management	6MARK030W Decoding Cultures for International Marketing	6MARK011W Managing Brands 6MARK031W Luxury Brand Management	6MARK012W New Product Development
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Award BA available

Module Code	Module Title	Status	UK credit	ECTS
6MARK018W	Customer Relationship Management	Core	20	10
6MARK019W	Digital Marketing Strategy and Planning	Core	20	10
6MARK028W	Final Major Project	Core	20	10
6MARK038W	Modern Search Ecosystem	Core	20	10
6MARK030W	Decoding Cultures for International Marketing	Option	20	10
6MARK014W	Global Marketing Management	Option	20	10
6MARK031W	Luxury Brand Management	Option	20	10
6MARK011W	Managing Brands	Option	20	10
6MARK012W	New Product Development	Option	20	10
		Elective	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

Chartered Institute of Marketing

Institute of Data and Marketing

Digital Marketing Institute

Course management

The course is managed through a Course Leader, Level Leaders and Module Leaders. All members of the team have office hours when you can arrange to meet them. Course Representatives are elected in the first few weeks. This is a really valuable role and as a rep you would have regular formal meetings with the course team and less formally throughout the course in reflecting the student voice. This helps us work together to communicate and respond to any issues as they arise, to provide a strong course community.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities and additional support available. You will be provided with a Course Handbook, which provides detailed information about the course. Each course has a course leader or equivalent. All

students enrolled on a full-time course and part-time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University utilises a Virtual Learning Environment called Blackboard, where students access their course materials and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. In addition to online resources in Blackboard, students can also attend Study Skills workshops and schedule one-to-one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](https://www.westminster.ac.uk/academic-learning-development).

Learning support includes our libraries, each of which holds a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services.

Support Services

The University of Westminster's Student and Academic Services department provides a range of advice and guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored annually by the College to ensure it is running effectively and that any issues that might affect the student experience have been appropriately addressed. Staff will consider evidence from various sources, including student surveys, student progression and achievement, and reports from external examiners, to evaluate the effectiveness of the course and make necessary changes.

Periodic reviews are also conducted to ensure that the curriculum remains up-to-date and that the skills acquired on the course continue to be relevant to employers. Representative students meet with a panel to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess the course's performance.

How do we act on student feedback?

Student feedback is important to the University, and student views are taken seriously. Student feedback is collected in various ways.

- Through student engagement activities at the course and module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire for each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be improved.
- Final-year undergraduate students will be asked to complete the National Student Survey, which helps inform the national university league tables. Postgraduate students will be asked to complete the Postgraduate Taught Survey (PTES).

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student may reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2025©

