

## **COURSE SPECIFICATION DOCUMENT**

**Academic School / Department:** Richmond Business School

**Programme:** MSc Digital Marketing with Data Analytics

**FHEQ Level:** 7

**Course Title:** Digital Marketing Graduate Project

**Course Code:** MKT 7510

**Total Hours:** 230

Timetabled Hours: 0

Guided Learning Hours: 10

Independent Learning Hours: 220

**Semester:** Fall, Spring

**Credits:** 30 UK CATS credits  
15 ECTS credits  
6 US credits

### **Course Description:**

This graduate capstone project is the culmination of your Digital Marketing and market research, and data analytics studies. Students taking the Digital Marketing Graduate Project (6 credits) will also take the Digital Marketing Internship (4 credits)

It will provide you with the opportunity to design, conduct, and report on a major independent research project and provide business solutions that are ethical, sustainable and data-driven.

This independent project is student initiated and lead.

You will be able to choose a topic that is of interest to you and that is relevant to the field of digital marketing. It will collect and analyse real world data and provide business decisions based on data.

You will also have the opportunity to work with a supervisor who will provide you with guidance and support throughout the research process.

Your project will demonstrate knowledge and application of theories and concepts you have learned related to digital marketing. It will also be practical and pragmatic and produce realistic business outcomes.

The total course assessment will be the equivalent of maximum 7,000 words comprising; a research proposal, a market research report, an exhibition/presentation and a peer review and self-assessment.

### **Prerequisites:**

The successful completion of all taught courses.

**Aims and Objectives:**

The capstone project aims to develop a research proposal that is well-defined, feasible, and ethical and sustainable.

Collect and analyse data using appropriate research methods.

Interpret and communicate your research findings in a clear and concise manner.

Reflect on your research process and learning experiences.

**Programme Outcomes:**

A1, A2, A3, A4, A5

B1, B2, B4, B4, B5

C1, C2, C3,

D1, D2, D3, D4

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

- Develop a research proposal that is well-defined, feasible, and ethical.
- Collect and analyse data using appropriate research methods and analytical tool.
- Interpret and communicate your research findings in a clear and concise manner in a business appropriate formats.
- To provide business recommendations that are feasible, ethical and sustainable.
- Reflect on your research process and learning experiences.

**Indicative Content:**

- Writing a business research proposal
- The collection and analysis of relevant business data
- The production of a business report with data based business decisions.
- The production of a business exhibition/presentation with a clear business strategy based upon data.
- Review and reflect upon your own learning.

**Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

**Teaching Methodology:**

The course will require independent research overseen by the supervisor, tutorial opportunities including with specialist faculty for more specific academic guidance, including comments on draft materials, and faculty and peer review feedback.

***Indicative Text(s):***

McGivern, Y. (2021). *The practice of market research: From data to Insight*. Pearson Education.

Hague, P. (2021). Market research in practice: an introduction to gaining greater market insight. Kogan Page Publishers.

***Journals***

Journal of Marketing Research  
Journal of Consumer Research

***Web Sites***

Think with Google <https://www.thinkwithgoogle.com/tools/>  
Statista <https://www.statista.com/>  
BuzzSumo <https://buzzsumo.com/>  
Facebook Audience Insights <https://www.facebook.com/business/insights/tools/audience-insights>  
Qualtrics <https://www.qualtrics.com/uk/research-services/online-sample/>  
Mintel <https://www.mintel.com/>

See syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Annual updates	June 2023	
Programme outcomes updated	Nov 2023	

--	--	--