

QUALITY ASSURANCE DOCUMENT QA3 – PROGRAMME SPECIFICATION



<b>1. Programme Code</b>	- TBC					
<b>2. Programme Title</b>	- BSc (Hons) Digital Marketing					
<b>3. Target Award Title</b>	- BSc (Hons) Digital Marketing					
<b>4. Exit Award Title(s)</b>	<ul style="list-style-type: none"> <li>- BSc Digital Marketing</li> <li>- DipHE Digital Marketing</li> <li>- CertHE Digital Marketing</li> </ul>					
<b>5. Subject area</b>	- Digital Marketing					
<b>6. School</b>	- School of Digital Marketing and Sales					
<b>7. Programme Team Leader(s)</b>	- Digital Marketing: TBC					
<b>8. Programme Type</b>	- UG: Specialist					
<b>9. Delivery Model</b>	DL	Y	BL	Y	Apprenticeship	
	F/T		F/T			
	DL	Y	BL	Y	Other	
	P/T		P/T			
<b>Where delivery model identified as 'Other' please provide details</b>	- N/A					
<b>10. Location of delivery</b>	<ul style="list-style-type: none"> <li>- DL</li> <li>- BL: Manchester, Birmingham, London Ealing, Tower Hill, Holborn, Berlin</li> </ul>					
<b>11. Proposed Start date</b>	- Jan 2025 (DL L4) Sept 25 (BL L4)					
<b>12. Reference points</b>	<ul style="list-style-type: none"> <li>- QAA subject benchmark statement, business, and management (2023)</li> <li>- UK Quality Code (2023) QAA</li> <li>- FHEQ L4/5/6</li> </ul>					
<b>13. Professional, Statutory &amp; Regulatory Bodies (PSRB)</b>	<ul style="list-style-type: none"> <li>- Chartered Institute Marketing (CIM) Accredited (Pending)</li> <li>- Digital Marketing Institute (DMI) Accredited (Pending)</li> <li>- UX Design Institute (UXDI) Accredited (Pending)</li> </ul>					

#### **14. Programme aims**

This BSc (Hons) Digital Marketing degree, which includes a foundation year is intended for individuals who are interested in pursuing a career within the field of Digital Marketing. In the current digital environment, it is crucial for organisations to adapt their marketing strategies to new technologies to remain competitive and attain success. The adoption of digital marketing has become imperative for organisations to not only survive but also prosper. It provides unparalleled reach, targeting capability, and cost-effectiveness.

By adopting digital marketing strategies, organisations have the potential to achieve exceptional results, create growth, and cultivate long-term relationships with their target audience. In an increasingly interconnected world, digital marketing has emerged as a crucial foundation for success, enabling organisations to navigate the dynamic marketplace with confidence and accomplish their strategic objectives. According to the Digital Marketing Institute (DMI) and MarketWatch in a recent article, they stated: “Over the past few years, digital marketing has experienced huge growth. 2023 is the first-year global digital ad spending crossed the \$600 billion mark. In 2027, that figure is expected to grow to \$730 billion”. MarketWatch 23.

With the increasing importance of digital marketing in contemporary organisations, there is a pressing need for skilled and knowledgeable digital marketing practitioners. The main objective of this programme is therefore to develop the learner’s knowledge and understanding, to support the practical implementation of modern digital marketing practices. This will ensure that all students graduate from this programme with the necessary skills and knowledge to succeed in industry. Appropriate occupations might include Digital Marketing Analyst, Digital Marketing Manager, Social Media Manager, Content Strategist, Copy Writer, UX/CX Specialist, SEO specialist, Email Marketing Specialist.

The programme focuses on the development of digital knowledge and skills in areas identified by businesses as of high demand. Subject areas include Social Media Management, Search Engine Optimisation (SEO), Customer Experience and User Experience Design (CX/UX), Content Management, Digital Communications, Brand Management and Data Analytics. Specialist digital skills will be cultivated by incorporating industry micro credentials and live internships from industry specialists and PSRBS including the Digital Marketing Institute (DMI), UX Design Institute (UXDI), HubSpot and Practera.

The programme is designed utilising a spiral curriculum that focuses on developing essential skills and graduate attributes progressively throughout each stage of the programme. All modules are pinned and paired and follow a sequenced order.

#### **Level 3:**

A foundation year provides students with a preparatory scaffolded and supportive programme (1-year), enabling students to develop and enhance their academic study, investigation, personal development, and subject-specific skills appropriate to a UK higher education environment. Students will follow the Leadership and Technology pathway which includes Digital Marketing content enabling students to experience and develop discipline specific skills and knowledge. More specifically the Foundation Year will:

- enable students to confidently identify and use relevant understanding, methods and skills to complete tasks and address problems.
- equip students with basic numeracy, academic and research skills in preparation for future undergraduate study
- enable students to take responsibility for initiating and completing tasks and procedures as well as exercising autonomy and judgement within limited parameters.
- enable students to reflect awareness of different perspectives or approaches when collaborating with others within an area of study or work.
- enable students to develop a basic understanding of the Digital Marketing discipline.

**Level 4 - 6:**

**Through Levels 4-6 the programme will:**

- develop student's knowledge, understanding and skills to effectively address various modern digital marketing challenges within national, and international settings.
- develop industry ready students for various digital marketing positions, equipped with relevant practical skills.
- offer students a supportive and stimulating learning environment which fosters intellectual growth, cultivates analytical and critical thinking abilities, and enhances research and practical application skills.
- provide an applied and contextualised learning experience, in preparation for a career within digital marketing.
- include opportunities to engage in work based experiential learning opportunities.
- foster lifelong learning and individual growth to support employability, professional goals, and meaningful societal impact.

**15. Programme Entry Requirements**

*Please adapt standard/typical entry requirements as necessary.*

**Standard entry requirements:**

2 x A-Level passes plus 3 x GCSE passes or equivalent.

**Typical non-standard entry requirements:**

A minimum of 2 years of appropriate professional relevant work experience, or equivalent.

**Standard English language requirements:**

English Language proficiency equivalent to IELTS 6.0, with no less than 5.5 in each component if English is not the applicant's first language (or appropriate previous study in English).

**16. Learning, teaching and assessment methods and strategies**

**Teaching and Learning Strategy: Preparing Students for the Workforce**

The primary objective of this programme is to cultivate graduates who are prepared for the workforce. Consequently, the teaching and learning approach emphasises problem-based learning within an environment resembling real-world scenarios. Various cutting-edge teaching and learning strategies, such as embedded industry micro credentials, industry case studies, live client briefs, practical computer-based workshops, guest speaker series, industry

mentoring, virtual internships, have been incorporated to accurately represent these real word situations.

### **Teaching and Learning Strategy: Developing Key Digital Skills**

Embedding micro credentials into the programme (Level 4, 5 & 6) is designed to cultivate the development of technical competencies and skills essential for a career within digital marketing. Micro credentials provide students with the opportunity to enhance their skills in areas that are 'in demand' within the job market, whilst also enabling students to effectively demonstrate and convey their educational accomplishments to employers and other relevant parties. Additionally, a 4-week virtual internship has also been incorporated into this programme (at level 5). This internship provides students with a tangible opportunity to apply and gain practical experience in their chosen field of study before starting full time employment, allowing them to apply the skills they have learned in their academic programme.

The virtual internship will consist of several components. Students are given the opportunity to engage in virtual work experience for a duration of four weeks with prominent live clients, including global businesses, startups, government bodies and non-profit organisations e.g. Salesforce, Deloitte, Western Union, Virgin Start Up, United Nations, Greenpeace. The focus of this internship will be on marketing briefs set up by the client, with the aim of accomplishing marketing objectives. Students will be awarded an E certificate and badges showcasing the skills they have acquired during their internship.

### **Teaching and Learning Strategy: Digital Literacy**

Given Arden University's emphasis on digital literacy and the practical digital nature of this programme, the teaching and learning strategies are enriched with the deployment of a range of digital platforms and tools including specialist digital analytics software, AI, simulations, social listening tools, creative content tools, mini lecture videos, e-presentation software.

In response to the ever-changing nature of digital marketing and new technologies available to marketing professionals a dedicated digital resource hub has been developed. This hub aims to provide newly available digital upskilling resources and online tools. Its purpose is to inspire and facilitate learning and further exploration of the subject area and skills available.

### **Teaching and Learning Strategy: Embedding EDI**

The programme has been carefully designed to cater to the diverse needs of our students, guaranteeing full inclusiveness and offering them a variety of learning tools that align to their specific learning situations. Inside the classroom, examples of this will include module content that places less focus on theoretical processes and instead highlights practical applications in real-word scenarios. Additionally, a series of national and global case studies from industry will be incorporated, fostering an internationalised viewpoint.

Outside the classroom, the programme will provide regular opportunities for networking and engaging with influential professionals and likeminded peers. These will include activities such as career mixers, guest lecturer series, completion of assessments that include live client

briefs and virtual internships. Students will be provided support in navigating their academic and professional journey by the means of a personal tutor assigned from the school of Digital Marketing and Sales, as well as a carefully chosen group of industry mentors. These mentors, who will be paired up with students from similar backgrounds/community will offer specialist support to aid students' in achieving their goals through referrals and recommendations.

Narinder Singh, Programme Team Leader is our EDI champion and all staff have been trained on the EDI framework for Arden University.

**Teaching and Learning Strategy: Active Asynchronous and Synchronous Experience**

The programme will be taught using an active blended learning experience, both asynchronously and synchronously, with formative feedback opportunities highlighted below:

**Blended Learning: Asynchronous (using the Virtual Learning Environment VLE)**

- mini lecture videos
- embedded micro credentials (key industry providers & PSRBs)
- recorded computer-based practical tutorials (software demonstrations etc.)
- recorded guest lecturer series
- discussion forum activities
- case studies
- digital resource hub (curated digital upskilling resources)
- use of module reading lists
- assessment preparation (rubrics, assessment handbooks, vodcasts)
- Arden University learning resources (Library and careers portal)

**Blended Learning: Synchronous (face to face student centred activities)**

- seminars, group, and project work
- Live practical computer-based tutorials (software practice etc).
- Live guest lecturer series
- assessment preparation and support
- peer assessments
- self-reflection
- personal & group tutorials
- drop in office hours
- pizza evenings (building community)

**Distance Learning: Asynchronous (using the virtual learning environment VLE)**

Independent and directed student study, supported with comprehensive online multi-media teaching materials and resources through the Virtual Learning Environment (VLE). Also included are:

- mini lecture videos
- recorded computer-based practical tutorial (software demos etc).
- micro credentials (key industry providers and PSRBs)
- discussion forum activities

- case studies
- recorded guest lecturer series
- virtual internships
- digital resource hub (curated digital upskilling resources)
- assessment preparation (rubrics, assessment handbooks, vodcasts)
- use of key module reading lists
- Arden University learning resources (Library and Careers)

**Distance Learning: Synchronous (live sessions online):**

- seminars, group, and project work webinars
- computer-based practical tutorials (software practise etc).
- personal and group online tutorials
- drop in office hours
- assessment preparation and support
- coffee mornings (building community)

**Assessment Strategies: Methods of Assessment**

Students on this programme are encouraged to engage with practical assignments that have been designed specifically to apply knowledge and digital skills to 'real-world' scenarios. The assessment methods employed on this programme are diverse, innovative, and authentic; consequently, developing students' subject knowledge and enhancing their employability skills. Assessment methods range from traditional reports, case studies, projects, and posters, to the more digital skills-based formats including e-posters, creative portfolios, websites, mobile app prototypes, reflective blogs, vodcasts, creative portfolios, pitches etc.

**Assessment Strategies: Formative Assessment**

The integration of a spiral curriculum facilitates the implementation of formative assessment. Students are encouraged to revisit themes multiple times with the complexity of the subject matter increases at each level of the programme.

- **Level 3 - 4:** assessments test students' capacity to retain and grasp theoretical knowledge as well as practical skills that have been mastered. Assessment methods therefore include examinations, reflective tasks etc.
- **Level 5:** assessments encourage students to demonstrate the applicability of the knowledge/skills acquired in new or diverse contexts. As an illustration, students who have completed Level 4 utilise the knowledge and skills acquired by engaging in a virtual internship producing a reflective blog documenting their experience and acquired knowledge.
- **Level 6:** the programme builds up to a final year project requiring students to analyse information and data to address a real-world digital marketing challenge for a new business of their choice, preparing students for the professional environment.

**Assessment Strategies: Assessment Preparation and Feedback**

Assessment workshops are held regularly to offer structured guidance on the effective completion of the assessment. This includes how to interpretate the assessment question, providing practical advice re: critical writing/reading, and guidance on using Turnitin.

Additional resources for the preparation of assessments offered includes assessment guidance vodcasts, assessment handbooks, rubrics.

Formative Feedback is provided at all levels and integrated into the asynchronous and synchronous module delivery. These may include peer assessment in discussion forums or sessions, group activities, draft submissions with feedback, and tutorials with lecturers.

17. Intended programme learning outcomes and how they are achieved and demonstrated		
Learning outcomes	The means by which these outcomes are achieved	The means by which these outcomes are assessed
<p>At the end of this course you, the student, will be able to:  <i>(No more than 10 programme learning outcomes are permitted per programme.)</i></p>		
<p>The learning objectives for Levels 4-6 aim to enable students to:</p>		
<p>1. Demonstrate a critical understanding of the role of digital marketing within the wider organisational context.</p>	<ul style="list-style-type: none"> <li>- Within each level of this programme students are provided with a wide range of directed reading materials. These materials encompass contemporary academic, industry, and professional content, resources, and activities. Consequently, ensuring students utilise sufficient evidence to substantiate their assessments.</li> <li>- Following a spiral curriculum, Level 4 students focus on understanding and retaining the core digital marketing knowledge and concepts, whilst Level 5 students acquire the practical digital skills needed to analyse and solve the real-world digital marketing challenges encountered at Level 6.</li> <li>- Self-directed learning is also encouraged through various interventions outside of planned sessions and course material.</li> <li>- The Library Portal offers online access to a wide range of eBooks, journals, and industry databases tailored for the specific field of digital marketing.</li> <li>- The Digital Resource Hub offers learners access to customised industry upskilling materials, including short courses, podcasts, and the most recent industry updates.</li> </ul>	<ul style="list-style-type: none"> <li>- Case studies</li> <li>- Assessments</li> <li>- Exams</li> <li>- Oral presentation/pitches</li> <li>- Micro credentials</li> <li>- Virtual internship</li> <li>- Final year project</li> </ul>



	<ul style="list-style-type: none"> <li>- Industry experts in digital marketing are invited as guest speakers to address learners within the monthly guest lecturer series.</li> </ul>	
<p>2. Determine and be able to apply the essential digital marketing skills, technologies and competences needed to oversee digital marketing operations.</p>	<ul style="list-style-type: none"> <li>- Level 5 students enhance their understanding of digital marketing by acquiring the relevant practical digital marketing skills (e.g. Search Engine Optimization (SEO) Pay Per Click Advertising (PPC), Web Development, Data Analytics, Copy Writing, Social Media Marketing, Email Marketing, Video Marketing, User Experience Design, Content Creation, Photo Editing, Automation, Brand Development, Market Research) that complement the knowledge gained at Level 4 and then apply these too a given scenario. This takes place in computer-based workshops, seminars, micro credentials and culminates at the end of the year in a virtual internship.</li> </ul>	<ul style="list-style-type: none"> <li>- Problem based exercises</li> <li>- Assessments</li> <li>- Exams</li> <li>- Micro credentials</li> <li>- Practical computer-based workshops</li> <li>- Virtual internships</li> </ul>
<p>3. Evaluate and apply digital marketing academic/industry theories and concepts to given organisational contexts and real-world scenarios.</p>	<ul style="list-style-type: none"> <li>- Level 6 students are now equipped with the knowledge and practical digital skills acquired at Level 4 and 5 to compliment, critically analyse and present solutions to real-world digital marketing scenarios.</li> <li>- This takes place in sessions, seminars, exercises, live client briefs, group work, computer-based workshops, directed reading, independent study, and the final year digital showcase in Level 5 &amp; 6 are all designed to encourage students to apply the knowledge acquired to solving real-world challenges and scenarios.</li> </ul>	<ul style="list-style-type: none"> <li>- Problem based exercises</li> <li>- Assessments</li> <li>- Exams</li> <li>- Oral presentations/pitches</li> <li>- Case studies</li> <li>- Micro credentials</li> <li>- Virtual internship</li> <li>- Final year project</li> </ul>

<p>4. Develop a set of generic 'life skills' including, self-awareness and management, digital literacy, research, argumentation, numeracy, critical thinking, and analytical ability.</p>	<ul style="list-style-type: none"> <li>- At every level of this programme, students can cultivate the essential life skills required for success in their academic career and professional endeavours. These are embedded into all modules as identifiable skills that can be obtained by completing the module and are demonstrable in the following areas: sessions, seminars, group work, computer-based workshops, virtual internship, and the final year digital showcase.</li> <li>- The digital resource hub is also available to students where they can upskill themselves with industry recognised digital skills.</li> </ul>	<ul style="list-style-type: none"> <li>- Problem based exercises</li> <li>- Practical computer-based workshops</li> <li>- Assessments</li> <li>- Oral presentations/pitches</li> <li>- Exams</li> <li>- Micro credentials</li> <li>- Virtual internship</li> <li>- Final year project</li> </ul>
<p>5. Apply ethical and sustainability principles to consumption, promotion, and commerce to promote socially responsible business and consumer behaviour.</p>	<ul style="list-style-type: none"> <li>- Being ethical and socially responsible cultivates positive brand recognition, increases customer loyalty, and attracts high quality employees. These elements, amongst others are key to achieving profitability and long-term financial success. This theme is woven throughout all modules on this programme via directed reading materials.</li> <li>- Self-directed learning is also encouraged through the library and digital resource hub.</li> </ul>	<ul style="list-style-type: none"> <li>- Problem based exercises</li> <li>- Case studies</li> <li>- Assessments</li> <li>- Oral presentations/pitches</li> <li>- Final year showcase</li> </ul>

18. Graduate Attributes and how they are achieved and demonstrated		
<i>Attributes must be covered and assessed in every level of study on a programme.</i>		
Graduate Attribute	The means by which these attributes are achieved	The means by which these attributes are assessed
1. Digitally literate	<p>- Digital upskilling is a fundamental objective of this degree and is integrated throughout all modules, offering students ample opportunities to acquire and apply leading digital tools and software applications. Students can acquire this graduate attribute explicitly through the completion of the following specialist modules and micro credentials:</p> <p><b><u>Modules</u></b></p> <ul style="list-style-type: none"> <li>• Level 4: Content Production</li> <li>• Level 4: Managing Social Media</li> <li>• Level 4: Digital Platform Creation</li> <li>• Level 5: Digital Advertising</li> <li>• Level 5: Copy writing and SEO</li> <li>• Level 5: UX Design</li> <li>• Level 5: Digital Internship</li> <li>• Level 6: Data Science for Strategic Marketing</li> <li>• Level 6: Strategic CX Design</li> <li>• Level 6: Final Year Project</li> </ul> <p><b><u>Micro Credentials (Pending)</u></b></p> <p>Level 4: DMI – Managing Social Media            Level 5: DMI – Paid Search (PPC)            Level 5: DMI – Search Engine Optimization            Level 5: UXDI – UX Design</p>	<ul style="list-style-type: none"> <li>- Problem based exercises</li> <li>- Assessments</li> <li>- Micro credentials</li> <li>- Virtual internship</li> <li>- Final year project</li> </ul>

	<p>Level 6: DMI – Digital Strategy Short Course</p> <ul style="list-style-type: none"> <li>- An additional teaching and learning strategy created for outside the classroom provides students with a further opportunity to practise their digital skills:</li> <li>• Digital Resource Hub</li> </ul>	
Contextually innovative	<ul style="list-style-type: none"> <li>- The primary goal of this programme is to offer students the chance to engage in contextual innovation. All modules on this programme therefore focus on problem-based learning whereby students are presented with a variety of marketing challenges derived from real world situations. Under these scenarios, students are required to assess and apply solutions to achieve a successful outcome.</li> <li>- Students can explicitly acquire this graduate attribute through the completion of the following specialist modules, assessments, and micro credentials on this programme: <ul style="list-style-type: none"> <li>• Level 4: Understanding Marketing Assessment - creating an e Poster marketing plan (7 Ps) for a new business case study</li> <li>• Level 5: Developing Digital Marketing Campaigns Assessment - pitching for a client brief</li> <li>• Level 5: Virtual Internship Assessment: Reflective blog of work experience</li> <li>• Level 6: Digital Marketing Strategy Assessment - Digital Marketing Consultancy Project (live client).</li> <li>• Level 6: Digital Marketing Showcase</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Problem based exercises</li> <li>- Case studies</li> <li>- Assessments</li> <li>- Exams</li> <li>- Micro credentials</li> <li>- Virtual internship</li> <li>- Digital project</li> </ul>

	Assessment-Digital Marketing Plan & Creative portfolio.	
Socially intelligent and proactively inclusive	<ul style="list-style-type: none"> <li>• This programme has been designed to cater to the diverse needs of our students, guaranteeing full inclusiveness. Students are provided opportunities to take part in team engagement, working with others and experiencing different views, including an understanding of equality, diversity, and inclusion through the following modules and initiatives:</li> <li>• The Virtual Internship module at Level 5 offers students a unique opportunity to take part in live team engagement, working with others and experiencing different views whilst working within a marketing team solving live marketing challenges for a real organisation.</li> <li>• The guest speaker series, working on live client briefs, one-to-one sessions with industry mentors and peer assessments will also provide students with the opportunity to experience the views of others.</li> </ul>	<ul style="list-style-type: none"> <li>- Group work</li> <li>- Peer assessments</li> <li>- Guest speaker series</li> <li>- Live client briefs</li> <li>- Virtual internships</li> </ul>
Professional knowledgeable in their subject area	<ul style="list-style-type: none"> <li>- Throughout this programme, students are provided numerous opportunities to showcase their ability to apply their specialist knowledge, skills, and confidence in their subject area by identifying relevant theory and applying to real-world situations. In addition, students are introduced to relevant data, methodologies, and techniques that are applicable to this specific field of study.</li> <li>- This graduate attribute will be achieved throughout all modules within this programme.</li> </ul>	<ul style="list-style-type: none"> <li>- Problem based exercises</li> <li>- Case studies</li> <li>- Assessments</li> <li>- Exams</li> <li>- Micro credentials</li> <li>- Virtual Internship</li> <li>- Digital project</li> </ul>



### 19. Summary of modules and mapped programme learning outcomes

(List modules in order of delivery)

Level	Module Code and Module Title	Module type <i>Compulsory (C) or Optional (O)</i>	Pinned / Paired Modules	LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10	GA1	GA2	GA3	GA4
4	MKT4009 Understanding Digital Marketing	C	SEQ 1	X	X	X	X	X							X		
4	MKT4006 Content Production	C	SEQ 2		X		X	X						X			
4	MKT4004 Audience Fundamentals	C	SEQ 3	X	X	X	X	X								X	
4	MKT4007 Managing Social Media	C	SEQ 4	X	X	X	X	X									X
4	MKT4005 Building Digital Platforms	C	SEQ 5		X		X							X			
4	MKT4008 Resource Management	C	SEQ 6	X		X	X	X									X
5	MKT5003 Digital Advertising	C	SEQ 1	X	X	X	X	X									X

5	MKT5006 Search Engine Optimisation and Copywriting	C	SEQ 2	X	X	X	X							X			
5	MKT5007 User Experience Design	C	SEQ 3		X	X	X	X									X
5	MKT5005 Digital Marketing Campaigns	C	SEQ 4	X	X	X	X								X		
5	MKT5008 Research for Digital Marketing	C	SEQ 5		X	X	X	X								X	
5	MKT5004 Digital Internship	C	SEQ 6	X	X	X	X									X	
6	MKT6004 Digital Marketing Analytics	C	SEQ 1	X	X	X	X	X						X			
6	MKT6003 Global Brand Management	C	SEQ 2	X	X	X	X	X									X
6	MKT6005 Digital Marketing Strategy	C	SEQ 3	X	X	X	X	X							X		



6	MKT6007 Strategic Customer Experience Design	C	SEQ 4	X	X	X	X	X									X
6	MKT6006 Digital Public Relations	C	SEQ 5	X	X	X	X	X									X
6	MKT6008 Digital Marketing Showcase	C	SEQ 6	X	X	X	X									X	

**Certificate in Higher Education (CertHE)**

To be awarded the CertHE, students must complete a total of 120 credits at Level 4.

**Diploma in Higher Education (DipHE)**

To be awarded the DipHE, students must complete a total of 120 credits at Level 5.

**BA or BSc (Hons) degree (Top-up)**

To be awarded the Top-up degree, students must successfully complete 120 credits at Level 6 including credits from the final project/dissertation

