



UNIVERSITY
OF LONDON

Programme Regulations 2022–2023

Digital Media Management

PGCert

Individual modules

Important document – please read
This document contains important
information that governs your
registration, assessment and
programme of study



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Important information regarding the Programme Regulations

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As a student registered with the University of London you are governed by the current General Regulations and Programme Regulations associated with your programme of study.

These Programme Regulations are designed and developed by the University of London which is responsible for the academic direction of the programme. The Programme Regulations will provide the detailed rules and guidance for your programme of study.

In addition to Programme Regulations you will have to abide by the [General Regulations](#). These regulations apply to all students registered for a programme of study with the University of London and provide the rules governing registration and assessment on all programmes; they also indicate what you may expect on completion of your programme of study and how you may pursue a complaint, should that be necessary. Programme Regulations should be read in conjunction with the General Regulations.

The relevant General Regulations and the Programme Regulations relating to your registration with us are for the current year and not the year in which you initially registered.

On all matters where the regulations are to be interpreted, or are silent, our decision will be final.

Further information about your programme of study is outlined in the Programme Specification which is available on the relevant Courses page of the website. The Programme Specification gives a broad overview of the structure and content of the programme as well as the learning outcomes students will achieve as they progress.

Terminology

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

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

Study session: There are two study sessions in a year, each lasting 20 weeks. Sessions begin in October and April. Each session is following by an assessment submission point.

Resitting the assessment of a failed module: When you resit a failed module you will not receive further Module Leader support but you will have access to the learning materials on the VLE and you will be required to resubmit your summative assessment.

Repeating a failed module: When you repeat a failed module you will receive Module Leader support, you will have access to the learning materials on the VLE and you will be required to resubmit your summative assessment.

Throughout the Regulations, 'we' 'us' and 'our' mean the University of London; 'you' and 'your' mean the student, or where applicable, all students.

If you have a query about any of the programme information provided please contact us. You should use the *ask a question* button in the [student portal](#).

1 Structure of the qualification

[Appendix B](#) gives the syllabuses and course outlines.

Qualification

1.1

The following named qualification is awarded under the Digital Media Management programme:

- Postgraduate Certificate in Digital Media Management (PGCert)

Qualification structure

1.2

The PGCert Digital Media Management consists of:

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

Individual modules

1.5

All modules from the Digital Media Management programme are available to study on a stand-alone basis, subject to module availability.

See [course page](#) for information about the modules available for study on a stand-alone basis and when they run.

2 Registration

Effective date of registration

2.1

Your effective date of registration will be either:

- 1 October, if you first register before the September registration deadline.
- 1 April, if you first register before the March registration deadline;

Date of first assessments

2.2

If your effective date of registration is:

- 1 October, you will take your first assessment(s) in March of the following year
- 1 April, you will take your first assessment(s) in September of the same year

Study sessions

2.3

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

Further information about ratification of grades can be found in [Section 6: Progression within the programme](#)

2.4

Each module will be taught over one 20-week session.

Module availability

2.5

Where the learning experience may be compromised due to low student registrations, we may consider deferring the module to a later session.

Not all modules will run in every study session.

We will inform you of any such changes as early as possible and provide you with reasonable alternative arrangements.

Period of registration

See the Programme Specification for the minimum and maximum periods of registration applicable to this programme.

2.6

The minimum and maximum periods of registration to complete the programme are counted from your effective date of registration.

2.7

If you start by taking an individual module and then register for the PGCert, we will give you a new maximum period of registration for the PGCert.

See [Section 6: Progression within the programme](#) for information on maximum and minimum number of modules you can register for in a study session.

3 Recognition of prior learning and credit transfer

To be read in conjunction with the [General Regulations](#), Section 3.

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 elsewhere, before entry onto a programme of study. Where the prior learning covered a similar syllabus at an appropriate level to a module on the University of London programme, credit will be awarded as if you took the University of London module/course.

3.1

You may not apply for recognition of prior learning.

4 Assessment for the programme

See [General Regulations](#) for Rules for taking written assessments.

4.1

Each module is assessed by one end of term coursework (100%).

Passing assessments

4.2

The pass mark for each module is 50%.

Invalid attempts

4.3

If you do not submit the final assessment, this will not count as an attempt at the module and there will be no academic penalty.

4.4

If you have not made a valid attempt at the module (see regulation 4.3), you will need to re-register and make a new attempt at the module. You will be required to pay the **full module fee**.

See [General Regulations](#) for Rules for taking written assessments

Penalty for exceeding the word count of coursework elements

4.5

For coursework elements, you should not exceed the word limit by more than 10%. If the word count is between 10% to 20% above the word limit, the coursework will receive a five mark penalty. If the word count exceeds the word limit by more than 20% you will receive a mark of zero for your work.

Late submission of coursework elements

4.6

You must keep to the deadlines given on the VLE. Coursework elements that are submitted after the deadline will not be marked and the attempt will be considered invalid.

See regulations 4.3 to 4.4 for more information on invalid attempts.

5 Number of attempts permitted at an assessment element

5.1

The maximum number of attempts permitted for any element of assessment is two.

5.2

You will fail a module if your mark is below 50%.

5.3

You must make a second attempt at the assessment for a module you have failed, provided that you have not exceeded the maximum number of attempts at the assessment.

5.4

If you pass a module with a mark of 50% or above, you will not be permitted to make a second attempt at the assessment element.

5.5

Second attempts at assessment can be made in two ways, either by resitting the assessment of a failed module (i.e. submitting an improved version of the initial assessment) or by repeating the failed module (and submitting a completely new assessment).

Resitting the assessment of a failed module

If you resit the assessment for a module, you will have to pay a fee when you re-register for the module to resit the assessment. The fee payable is outlined in the fee schedule.

You will not receive further Module Leader support but will have access to the learning materials on the VLE and you will be required to resubmit your summative assessment.

5.6

If you fail the assessment for a module held in the October session, your resit opportunity will be in the April session of the same academic year.

5.7

If you fail the assessment for a module held in the April session, your resit opportunity will be in the October session of the following academic year.

5.8

If you do not make a second attempt at a failed module at the first opportunity, you will be required to repeat the module in full and you will be required to pay the **full module fee**.

Repeating a failed module

If you repeat a module, you will have to pay the full module fee when you re-register for the module. When you repeat a failed module you receive Module Leader support, you will have access to the learning materials on the VLE.

5.9

You may choose when you repeat a failed module. You do not have to take the assessment in the next available study session.

6 Progression within the programme

See [Section 4: Assessment for the programme](#) for method of assessment.

Module selection

6.1

In any one study session you may register on modules up to the maximum value of 60 credits. This can be a combination of new modules or modules that you are resitting or repeating. A new module is a module you have not registered for previously or for which a previous attempt was invalid (see regulations 4.3 to 4.4).

On some occasions, registration on new modules or repeat modules will take place before you receive your results from the previous session and registration for the resit session opens. You should take this into account when making your module selections.

Individual modules on a stand-alone basis

6.3

You may take one module (30 credits) on a stand-alone basis without being registered for the PGCert. If you apply to transfer to the PGCert and this is approved, you may be credited with the individual module successfully completed.

Transfer from Individual modules

6.7

A mark awarded for completion of an individual module may not be used to replace any mark for a degree, diploma or certificate already awarded.

6.8

If you are registered on a standalone individual module and you wish to transfer your registration to the PGCert, you must meet the entrance requirements for the PGCert.

If you request to transfer from a standalone individual module to the PGCert and are currently undertaking the study of this module, transfer of registration cannot take place whilst a study session is live and before results for this session are ratified by the exam board.

7 Schemes of award

If your last assessments take place in the October session, the date of award will be 1 May in the year of the last assessments that contribute to the award.

If your last assessments take place in the April session, the date of award will be 1 November in the year of the last assessments that contribute to the award.

Marking criteria

See [Appendix C](#) for the Assessment Criteria.

7.1

All assessments will be marked according to the published Assessment Criteria.

Mark scheme

7.2

The following mark scheme is used for the PGCert:

Mark range	Outcome
70% and over	Distinction
60% – 69%	Merit
50% – 59%	Pass
0% – 49%	Fail

7.3

To calculate the final grade for the qualification, the marks for modules are weighted equally.

7.4

To be granted a qualification with Merit, your mean average mark for all modules must be between 60% and 69%.

7.5

To be granted a qualification with Distinction, your mean average mark for all modules must be 70% or above.

Date of award

7.6

The date of award will correspond to the year that the requirements for the award were satisfied.

Appendix A – Qualification structure

A detailed outline of the module syllabus is provided on the [Programme page](#), under structure

PGCert Digital Media Management

For the qualification of PGCert Digital Media Management, you must pass

- The following modules (each worth 30 credits):
 - Managing a Digital Project (DGM010)
 - Social Media and Online Branding (DGM020)

Appendix B – Module descriptions

Managing a Digital Project (DGM010)

This module gives students the practical and analytical skills and experience in the management of digital media development from strategy, purpose and initial project research through to the proposal and presentation of a distinctive professional business plan related to their own personal or professional interests.

Students choose a project topic for development, describe its relevance to work or personal interests, decide on the means of delivery and evaluation, and develop a project brief. In addition to specific skills in project management they will develop transferable practitioner skills as independent learners such as time management, business research, evaluation, presentation, networking skills and a strategic understanding of wider digital contexts. Students produce proposals and plans for assessment with a logical progression of ideas and a practical application of theories and models informed by personal and professional interests and independent research and a reflective personal log that relates to the benchmarks for the course and future career development.

Topics covered:

- Features of the creative industries
- Market Research and Strategy
- Managing innovation and change in projects
- Business analysis, planning and communication tools
- Principles of Agile/SCRUM
- Managing customers, resources and costing
- Key tools and techniques for risk management
- Communication management in the project context
- Managing technical and hardware issues
- Professional development and visual presentation skills

Social Media and Online Branding (DGM020)

This module gives students practical analytical skills and experience in digital media marketing for their chosen project through to the proposal and presentation of a practical and professional marketing plan, based on audience and competitor research and related to their own personal or professional interests. Students will develop an understanding of the different approaches to social media marketing processes and associated tools and techniques and evaluation. The module also covers detailed risk management and mitigation as an essential part of the business process and examines the legal and intellectual property implications for a project.

Students choose a project topic, describe its relevance to work or personal interests and decide on the means of delivery and evaluation. Students develop transferable skills such as, time management, business research, evaluation, presentation, and a strategic understanding of wider digital contexts through collaborative industry tracking and research. They produce marketing plans with a logical progression of ideas and a practical application of theories and models informed by personal and professional interests and independent research. They also provide a detailed risk analysis and a reflective personal log that relates to benchmarks for the course and future career development.

Topics covered:

- Market Research and Planning
- An overview of digital publishing
- Marketing online – practice and process
- Social media marketing strategy and application
- Monitoring and evaluating social media and search engine optimisation (SEO)
- Using blogs, podcasts and social media platforms
- Brand, personal brand and reputation
- Intellectual Property, patents and creative commons
- Data protection and data law
- Entrepreneurship and small businesses

Appendix C – Assessment criteria

Coursework and Project Assessment Criteria

This is an indicative description of expectations at each grade level. Overall grades will comprise qualitative and quantitative elements. The setting of questions, tasks and requirements and the accompanying marking scheme should take account of the criteria below.

Mark band	Assessment criteria
80%-100% High Distinction	Marks in this range indicate an exceptionally high level of scholarship and outstanding performance in terms of all of the dimensions outlined. While work at this level exhibits scrupulous completion of the requirements of the assignment, it will also exhibit a high degree of initiative, high quality of analysis, academic sophistication, comprehension and critical assessment, making a novel contribution to studies.
70%-79% Distinction	Marks in this range indicate high levels of scholarship, and high performance in terms of all of the dimensions outlined. Comprehensively argued writing of interest and originality which is also well organized and presented exhibiting a sound, critical and analytical grasp of the relevant literature(s) and drawing on an extensive range of relevant academic sources. The work will display an excellent understanding of underlying theory as well as employing appropriate analytical techniques, resulting in an argument of interest and significance.
60%-69% Merit	Work that demonstrates a good command of the subject and relevant literature(s) as well as a sound grasp of critical issues, with evidence of independent thought and a high standard of argument as well as good presentation. Work towards the bottom of this range may have occasional weaknesses and flaws but will nevertheless show a generally high level of competence. Work towards the top of this range will be highly competent on all dimensions.
50%-59% Pass	Marks in this range indicate general capability, but with moderate levels of weaknesses on one or more dimensions indicated above. Work in this range may contain inaccuracies, the arguments may lack clarity or rigour, or there may be a lack of critical understanding. It will however be coherently structured and presented, showing a sound command of the subject, some awareness of critical debate, and the ability to construct a generally coherent argument.
40%-49% Fail	Marks in this range do not quite meet the minimum standards for a pass, with considerable levels of weaknesses on one or more dimensions. Work in this range may suffer from flawed arguments, weak structure and presentation, an inadequate command of course materials, or a serious failure to reflect on those materials. It will however demonstrate a basic understanding of studies and show evidence of reasonable attention to the course materials.
30%-39% Low Fail	Marks in this range display major levels of weaknesses on two or more dimensions. The work may be reliant on a minimal range of reading and reflection with poor attention to detail. Work in this range may be characterised by assertions lacking supporting evidence or argument, or by seriously flawed understanding of key concepts.
0%-29% Very Low Fail	Marks in this range indicate general incompetence, with highly serious levels of weaknesses on two or more dimensions. Work in this range will either fail to present any real argument or opinion, or fail to engage at all with the topic in question. Work may quote heavily from a small number of sources, but fail to integrate them and provide little or no narrative to explain their relevance.