



PROGRAMME SPECIFICATION KEY FACTS

Programme name	Digital Marketing with AI
Award	MSc
Exit Awards	Postgraduate Diploma Postgraduate Certificate
School	Bayes Business School
Department or equivalent	Specialist Masters Programme
Programme code	TBC
Type of study	Full-time
Mode of Learning	In-Person
Total UK credits	180
Total ECTS	90

PROGRAMME SUMMARY

Reimagining Digital Marketing in the Age of Artificial Intelligence

This programme explores how AI is reshaping digital marketing strategies, customer engagement, content creation, and decision-making. You will explore cutting-edge tools and case studies that demonstrate how AI is revolutionising the marketing landscape. From predictive analytics to generative design, this module bridges technical innovation and marketing creativity, equipping you to become a forward-thinking marketing professional.

In the first term, you will build a strong foundation in core marketing principles and gain exposure to key digital technologies, analytics platforms, and AI tools that drive modern marketing. In the second term, the focus shifts toward applied areas such as programmatic advertising, search and social media marketing, marketing automation, and digital content strategy powered by generative AI. The third term offers the opportunity to either broaden your knowledge through electives or conduct an applied dissertation or consultancy project focused on a real-world digital marketing challenge.

Throughout the degree, you will engage in practical projects, case studies, and simulation-based learning using tools like ChatGPT, Midjourney, Google Analytics, and Meta Ads Manager. Industry involvement and guest speakers will provide exposure to the current

challenges and innovations shaping the digital marketing profession. The programme also emphasises the social and ethical implications of AI in marketing, with a commitment to developing responsible and reflective leaders for the digital age.

Aims

This programme aims to:

- Introduce you to the transformative role of artificial intelligence in digital marketing practice.
- Develop a critical understanding of how AI technologies such as machine learning, natural language processing, generative AI, and computer vision are applied in areas like customer segmentation, campaign optimisation, personalised content, and chatbots.
- Equip you with practical experience using AI-driven tools and platforms, such as ChatGPT, Midjourney, Google Analytics, and Meta Ads Manager.
- Help you evaluate ethical, legal, and social implications of AI in marketing, particularly around data privacy, algorithmic bias, and transparency.
- Foster transferable skills including creative problem-solving, data-driven decision-making, strategic thinking, and effective communication in digitally enabled organisations.
- Prepare you to lead in a dynamic, technology-enhanced marketing environment through hands-on projects, real-world examples, and guest lectures from industry experts.

Content

This module explores how digital marketing is being transformed by artificial intelligence and data technologies. You will examine how AI is used to enhance targeting, automate content creation, personalise user experiences, and optimise marketing performance across channels. The content will cover foundational digital marketing concepts and gradually introduce AI applications in areas such as predictive analytics, customer segmentation, content generation, programmatic advertising, and marketing automation.

In addition to understanding how these tools work, you will critically assess the strategic and ethical implications of using AI in marketing. Real-world cases, hands-on exercises using industry-standard tools, and guest lectures from practitioners will ensure that students gain both conceptual and practical knowledge. The programme also places strong emphasis on preparing you to be agile marketers who can adapt to rapid technological change and lead digital transformation in organisations.

Registration Period

It is expected that you will complete this degree within 12 months. The maximum period of registration for the degree is three years full time.

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this programme, you will be expected to be able to:

Knowledge

- Analyse and evaluate key concepts in digital marketing and artificial intelligence, including their intersection in real-world applications.
- Demonstrate critical understanding of AI-driven marketing strategies, tools, and technologies (e.g. generative AI, predictive analytics, automation).
- Assess the implications of data-driven marketing, including privacy, algorithmic bias, and ethical considerations in AI usage.
- Explore the strategic role of digital marketing and AI in organisational innovation, customer experience, and value creation.

Skills

- Apply digital marketing and AI tools to design and execute data-informed campaigns across platforms.
- Use web analytics, social listening, and AI-based tools (e.g. ChatGPT, MidJourney, Google Analytics, Meta Ads) to generate insights and inform strategic decisions.
- Communicate marketing strategies effectively using storytelling, visualisation, and persuasion frameworks across digital channels.
- Collaborate in diverse teams to solve complex digital marketing challenges, demonstrating agility in fast-changing environments.
- Conduct applied research using both qualitative and quantitative methods to evaluate marketing effectiveness and innovation.

Values and attitudes

- Demonstrate ethical awareness and a responsible approach to data collection, targeting, and AI use in marketing.
- Appreciate the societal and cultural impacts of AI-powered digital marketing, including issues of equity, inclusion, and sustainability.
- Show openness to continuous learning and innovation in response to emerging technologies and trends.

- Develop a growth mindset, embracing experimentation and critical reflection in creative and analytical work.

Graduate Attributes

The graduate attributes you can demonstrate on completion of your programme are key to your future employment. It is therefore central to every programme that there will be opportunities in the learning, teaching and assessment activities for you to engage with these on all modules. Further detail of this will be provided for you by your module leader. The graduate attributes are:

- Always learning
- Engaged in the world
- Technical and digital
- Connected Professional
- Creating Impact

WHAT WILL I STUDY?

Throughout your study you will have the opportunity to work both individually and in groups, on a wide variety of subject matter. You will also have the opportunity to attend events and showcases to enable you to engage with external stakeholders and begin to build professional networks. This programme also integrates globally recognised certifications directly into the curriculum- including the Google Analytics Certificate, Google Digital Marketing Certificate, and Meta (Facebook) Digital Marketing Certificate.

At the beginning of the course you will complete a number of induction workshops including:

- Team building
- Career induction and careers fair
- Professional development skills

Term one:

You will complete four compulsory modules covering compulsory topics: Digital Marketing strategy, Consumer Insights, Consumer Behaviour, and Marketing Fundamentals. Term one is worth 60 credits in total¹.

Term two:

You will complete four compulsory modules in term two covering core marketing areas such as Technology and Marketing: Artificial intelligence and Machine Learning Applications in Marketing, Generative AI Use and Ethical Implications in Marketing, Digital Discover: Search Engines, Answer Engines, and E-Commerce, and Social Media strategy and Advertising. Term two is worth 60 credits in total.

¹ At the end of Term 1, with the agreement of the Course Director, you may choose to move to the MSc in Marketing Strategy and Consumer Insights.

Term three:

In term three you will complete two compulsory modules: Consumer Psychology in the Age of AI, and AI Enabled Performance Marketing and Big Data Analytics alongside either two electives and BBM109 Career Management Skills and Research Methods, or a General Research Project. Term three is worth 60 credits in total.

Throughout your degree, you will integrate your learning across a range of professional skills, delivered in a highly targeted and applied format. These skills are aimed at helping you develop your aspirations, plan your approach to your job search, and help you create a strong base from which to manage your career long term. You will also be able to use the skills you learn to support your wider study, substantiate your arguments, and make informed assessments about the material you are covering.

The Bayes marketing group also stages a range of marketing related events, such as TechTalks, Research Conferences, or Marketing Innovations with leading companies, where you can play an active part (see the “Marketing at Bayes” Facebook group for current activities).

Taught modules

Module Title	SITS Code	Module Credits	Compulsory/ Elective	Compensation Yes/No	Level
Term 1					
Digital Marketing Strategy (new title)	SMM486	15	Co	Y	7
Consumer Insights	BBM016	15	Co	Y	7
Consumer Behaviour	SMM490	15	Co	Y	7
Marketing Fundamentals	SMM542	15	Co	Y	7
Term 2					
Technology and Marketing: Artificial Intelligence and Machine Learning Applications in Marketing	BBM129	15	Co	Y	7
Generative AI Use and Ethical Implications in Marketing	BBM145	15	Co	Y	7
Digital Discovery: Search Engines, Answer Engines and E-commerce	BBM146	15	Co	Y	7
Social Media Strategy and Advertising	BBM147	15	Co	Y	7

Term 3:					
Consumer Psychology in the Age of AI	BBM148	15	Co	Y	7
AI Enabled Performance Marketing and Big Data Analytics	BBM149	15	Co	Y	7
Career Management skills and Research Methods	BBM109	10	E	Y	7
General Research Project	BBM110	30	E	N	7
Corporate Open Innovation	SMM690	10	E	Y	7
Intro to Python	SMM283	10	E	Y	7
Applied Business Intelligence	SMM080	10	E	Y	7
Storytelling for Business	SMM143	10	E	Y	7
Fashion Brand Management	SMM318	10	E	Y	7
Luxury Marketing Strategy	SMM139	10	E	Y	7

During term three you will be able to choose from a range of electives to personalise your experience.

This list of electives is an indication of the range of modules that can be on offer and is subject to change due to circumstances such as: enhancing or updating the quality and content of educational provision; responding to student feedback; academic staffing changes; the number of students in each programme; a lack of student demand for certain modules; or factors beyond the institution's reasonable control, such as meeting the latest requirements of a commissioning or accrediting body. For these reasons, not all the electives listed will be offered every year. New (additional or replacement) modules may also be added for these reasons.

There may also be pre-requisites for joining a module, and space and timetable availability restrictions may also apply.

The list of electives offered in a given year will be confirmed by February 1st.

HOW WILL I LEARN?

The MSc in Digital Marketing with AI is designed to reflect Bayes Business School's commitment to combining academic rigour with practical relevance in an increasingly technology-driven business world. The programme prepares you to navigate and lead in digital-

first, data-intensive environments through a blend of theoretical grounding and real-world applications.

Teaching is delivered face-to-face and supported by blended learning formats using Moodle, our Virtual Learning Environment (VLE). Moodle provides access to lecture materials, multimedia resources, discussion forums, workshop exercises, and online tools such as quizzes and polls to encourage ongoing engagement and feedback.

You will learn through a range of interactive methods, including lectures, industry case studies, practical projects, simulations (e.g., media planning, AI ad generation), guest speakers from industry, group presentations, and hands-on labs using leading digital and AI tools (such as Midjourney, ChatGPT, Google Ads, and Meta Business Suite). These activities aim to enhance your critical thinking, analytical skills, creativity, and teamwork – all essential for success in digital marketing careers.

Self-directed and guided independent study are integral to the programme. You are expected to explore marketing trends, AI innovations, and digital campaigns on your own and in groups to deepen your understanding and develop transferable research and problem-solving skills. This approach ensures inclusivity by enabling students to learn at their own pace and in ways that suit diverse learning styles.

Throughout the programme, you will also work on real-world briefs and develop digital portfolios, which are valuable assets for future employment.

The programme is structured across three terms. Terms 1 and 2 provide core knowledge and skills in digital marketing and AI. In Term 3, you will either choose from specialist electives to broaden your expertise or complete a dissertation or practical consultancy project to apply your learning in depth.

In line with sector norms, you will complete approximately 1800 learning and teaching hours during the programme:

- **Contact hours:** approx. 350 hours
- **Non-contact hours** (guided independent study): approx. 1450 hours

This includes time spent on lectures, workshops, online learning, group work, project development, and individual research and reflection.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

The MSc in Digital Marketing with AI employs a wide range of assessment types to ensure you are evaluated on both academic understanding and practical application. You will be assessed through a balanced mix of **individual coursework, group projects, presentations, digital**

portfolios, simulations, and timed examinations, in accordance with HESA assessment types.

Assessments are designed to reflect real-world scenarios in digital marketing and to mirror the variety of challenges marketing professionals face in the workplace. For example, you may be tasked with creating an AI-powered campaign strategy, analysing marketing performance data, or presenting a digital transformation plan to a simulated client. This ensures your learning is both applied and future-ready.

- Terms 1 and 2 assessments are approximately 50% individual and 50% group-based, combining traditional essays and exams with creative work such as campaign design and platform audits.
- Term 3 is assessed through 100% coursework, including either a dissertation, consultancy project, or with elective module assignments. Group collaboration is strongly emphasised in the final term to reflect the collaborative nature of marketing practice.

Throughout the programme, formative assessment is also a key feature. These are non-graded activities such as quizzes, practice pitches, peer reviews, and feedback workshops, all designed to give you early and continuous insight into your progress and areas for improvement. These assessments ensure you are supported in building both confidence and competence before summative evaluations.

All assessments are accompanied by clear assessment criteria and grade-related descriptors aligned with the intended learning outcomes. These are shared in advance through Moodle, module handbooks, or attached to individual assessment briefs to guide you in meeting expectations and achieving your best performance.

The overall assessment approach is designed to develop your analytical thinking, creativity, digital competency, and strategic decision-making skills – all essential for a career in AI-enhanced digital marketing.

Feedback on assessment

Feedback will be provided in line with our Assessment and Feedback Policy and will be provided in a variety of ways throughout your course, both formally and informally, in order to support your learning.

You will normally be provided with coursework feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. The timescale for feedback on final projects or dissertations may be longer. Examination grades will be provided once they have been agreed by an Assessment Board.

More details about the feedback you can expect from individual modules and assessments will be provided by your lecturers.

The full policy can be found at: [Assessment | City, University of London](#)

Assessment Regulations

In order to pass your Programme, you should complete successfully or be exempted from the relevant modules and assessments and will therefore acquire the required number of credits. The programme is weighted according to the number of credits awarded for each module. Pass / Fail modules are excluded from this calculation.

The pass mark for each module is 50% and there are no minimum qualifying marks for individual components.

If you fail an assessment component or a module, the following will apply:

- **Re-Sit:**

You will normally be offered one re-sit attempt.

If you are successful in the re-sit, you will be awarded the credit for that module. The mark for each assessment component that is subject to a re-sit will be capped at the pass mark for the module. This capped mark will be used in the calculation of the final module mark together with the original marks for the component(s) that you passed at first attempt.

- **Compensation:**

Compensation can only be awarded by the Final Assessment Board and must be applied within the following limits and conditions:

Where you fail up to a total of 30 credits (15 for a postgraduate certificate), you may be eligible for compensation if:

- Compensation is permitted for the module involved (see the “What will I Study” section of the programme specification), and
- It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme, and
- A minimum overall mark of no more than 10% below the module pass mark has been achieved in the module to be compensated, and
- An aggregate mark of 50% has been achieved overall.

If you receive a compensated pass in a module you will be awarded the credit for that module. The original component marks will be retained in the record of marks and your original mark shall be used for the purpose of your award calculation.

If, at the point where you have results for all taught modules:

- You have no more than 30 credits outstanding (15 for a PG Certificate), and
- The grade for this module(s) is 40% or above, and
- Your overall degree average is at least 50%, and
- If the module(s) is eligible for compensation.

Then you will **not** be required to undertake the re-sit for that module, as this will be eligible for compensation.

Please note:

- **If you fail more than 30 credits (excluding project modules), then you must retake all outstanding assessments with no exceptions.**

If you do not meet the pass requirements for a module and do not complete your re-sit by the date specified you will not progress and the Assessment Board will require that you be withdrawn from the programme.

If you fail to meet the requirements for the Programme, the Assessment Board will consider whether you are eligible for an Exit Award as per the table below.

If you would like to know more about the way in which assessment works at City, please see the full version of the [Assessment Regulations](#).

WHAT AWARD CAN I GET?

Master's Degree

On successful completion of the MSc in Digital Marketing with AI, you will have demonstrated a systematic understanding of digital marketing theory and practice, with a critical awareness of the role and impact of artificial intelligence in transforming marketing functions. You will be equipped to analyse, design, and apply AI-enabled marketing strategies in diverse organisational contexts and across multiple digital platforms.

You will also have shown originality in the application of knowledge, along with practical understanding of how established digital marketing techniques and AI tools are used to create new insights, solve complex business problems, and drive customer engagement and innovation. Furthermore, you will demonstrate the independent learning ability required for continuing professional development and future leadership in digital marketing roles.

Programme credits and weighting

Programme Stage	HE Level	Credits	Weighting (%)
Taught	7	180	100

Class requirements

Class	% required
With Distinction	70
With Merit	65
Without classification	50

Postgraduate Diploma

On successful completion of the Postgraduate Diploma in Digital Marketing with AI, you will have developed a comprehensive and critical understanding of digital marketing strategy, consumer analytics, data-driven decision making, and the role of artificial intelligence in shaping modern marketing practices.

You will be able to apply relevant theories, frameworks, and digital tools to real-world marketing problems, evaluate the effectiveness of AI-powered marketing techniques, and communicate insights to both academic and professional audiences. This award demonstrates your preparedness to operate effectively in AI-enabled marketing environments and to progress in professional marketing roles that require a strong foundation in digital strategy and innovation.

Programme credits and weighting

Programme Stage	HE Level	Credits	Weighting (%)
Taught	7	120	100%

Class requirements

Class	% required
With Distinction	70
With Merit	65
Without classification	50

Postgraduate Certificate:

To be eligible for the award of Postgraduate Certificate, you must have successfully completed 60 credits at Level 7, typically drawn from core taught modules in the programme.

On successful completion of the Postgraduate Certificate in Digital Marketing with AI, you will have gained foundational knowledge of key concepts and practices in digital marketing, including consumer behaviour in digital contexts, data-led marketing strategy, and the application of AI tools and technologies.

You will be able to demonstrate a critical understanding of how digital platforms and artificial intelligence are reshaping marketing decision-making, and begin to apply analytical and strategic thinking to address marketing challenges in dynamic, tech-driven environments. This award provides a solid basis for further study or for pursuing roles in digital marketing and strategy functions.

Programme credits and weighting

Programme Stage	HE Level	Credits	Weighting (%)
Taught	7	60	100%

Class requirements

Class	% required
With Distinction	70
With Merit	65
Without classification	50

EMPLOYABILITY AT CITY

WHAT KIND OF CAREER MIGHT I GO ONTO?

Graduates of the MSc in Digital Marketing with AI are well-positioned to enter a wide range of exciting and high-growth sectors where digital expertise and AI-driven decision-making are in high demand. The programme equips students with the strategic, analytical, and creative skills to thrive in roles that sit at the intersection of technology, data, and marketing.

Students benefit from tailored career support provided by **Bayes Careers**, including one-to-one guidance, employer events, CV and interview coaching, and internship and job opportunities. You are strongly encouraged to engage with the careers service throughout your studies to maximise your career potential.

Graduates of similar Bayes programmes have gone on to work in a variety of organisations, including Google, Meta, TikTok, WPP, Accenture, Amazon, Dunhumby, Ogilvy, Publicis Groupe, IBM, Adobe, and fast-growing tech startups, as well as in-house marketing roles in companies across the retail, FMCG, luxury, fintech, media, and e-commerce sectors.

Typical roles include:

- **Digital Marketing Manager**
- **AI Marketing Analyst**
- **Growth Marketing Specialist**
- **Performance Marketing Manager**

- **Content and Social Media Strategist**
- **CRM and Automation Lead**
- **SEO/SEM Specialist**
- **Marketing Data Analyst**
- **Product Marketing Manager**
- **Start-up Founder or Marketing Consultant**

Whether your interest lies in agency work, in-house marketing teams, or launching your own business, this programme gives you the skills and confidence to lead digital marketing innovation in an AI-powered world.

For more information on the Careers support available at City, please go to:

<https://www.city.ac.uk/careers/your-career>

WILL I GET ANY PROFESSIONAL RECOGNITION?

The MSc in Digital Marketing with AI is accredited by the Digital Marketing Institute (DMI), the world's leading professional body in digital marketing. Upon successful completion of the programme, students will receive professional certification from DMI, recognised globally by employers as a benchmark for digital marketing excellence.

In addition to academic learning, students will also gain access to industry-recognised certificates from major technology platforms:

- **Google Certifications** (e.g. Google Analytics, Google Ads)
- **Meta Certifications** (e.g. Meta Certified Digital Marketing Associate)

These certifications are embedded into the curriculum, with preparation and exam support provided during the programme. This combination of academic knowledge and industry credentials will help students stand out in competitive job markets and equip them with tools required in day-to-day digital marketing practice.

Further details about the certification process and eligibility will be provided during the induction and orientation sessions.

WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?

A number of international electives are on offer across the MSc Programme and in the past have included modules run in France, Italy, Germany, Dubai, Spain and Portugal. Further information will be made available as part of the elective decision process.

Please select from the drop-down list below

Other - Please Specify

International Elective modules

How do I enter the programme with RPL/RPEL?

N/A

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For use from: September 2026

Information is provided subject to Terms and Conditions for study at City St George's, University of London.