Module Synopsis

Specialist Diploma in Digital Marketing & Analytics (NSDMA)

PDC 1:	Post-Diploma Certificate in Digital Marketing Research, Planning & Execution	(150 hours)

1.	BA8133:	Digital Consumers & Emerging Technologies	(45 hours)

Digital Consumers & Emerging Technologies equips students to interpret how consumers discover, evaluate and decide in digital environments. Students will use emerging technologies, including GenAI-enabled tools, to conduct basic consumer research and generate insights that guide audience targeting, content direction and engagement choices across platforms. The module also covers responsible data practices, including ethical data usage and privacy considerations.

2.	BA8134:	Digital Marketing Strategy & Planning	(45 hours)

Digital Marketing Strategy & Planning enables students to translate marketing objectives into structured digital plans. Students will learn to define goals, select channels, set success measures, and plan experiments and benchmarks, using data and GenAI-supported insights to inform choices. The module focuses on how strategies are tested and adjusted across owned digital channels to improve results.

3.	BA8135:	Strategic Digital Content Creation	(60 hours)

Strategic Digital Content Creation focuses on designing and producing digital content that is fit for purpose across key formats and platforms. Students will develop content plans, create copy and visual assets, and refine content using audience insights, platform performance signals and GenAI-enabled tools to improve efficiency and engagement. The module includes practical content applications such as livestreaming, social commerce and campaign-based assets.

PDC 2:	Post-Diploma Certificate in Digital Marketing Management & Analytics	(150 hours)

1.	BA8100:	Digital Marketing Management	(60 hours)

Digital Marketing Management trains students to run and improve digital marketing activities through structured performance management. Students will learn how to track key metrics, evaluate results against hypotheses, diagnose issues and recommend improvements, using analytics and GenAI-enabled tools to support decision-making. The module emphasises continuous improvement to strengthen campaign effectiveness and brand outcomes.

2.	BA8136:	Brand Strategies Across Social Media	(45 hours)

Brand Strategies Across Social Media develops students' ability to plan and manage brand presence across social platforms. Students will learn how to design social media strategies, manage reputation and stakeholder engagement, and use data and GenAI-enabled social

	listening to identify issues, opportunities and sentiment shifts. The module also covers aligning social media actions with broader marketing and business objectives.	
3.	**BA8102: Digital Marketing Competency Capstone**	**(45 hours)**
	Digital Marketing Competency Capstone provides an applied project where students deliver an end-to-end digital marketing solution. Students will complete a full workflow, insight gathering, strategy development, content and execution planning, and evaluation - using data and GenAI-enabled tools where appropriate to justify decisions and report outcomes. The capstone emphasises integration of learning across modules through real-world problem solving.	