

KENT BUSINESS SCHOOL

Director: Professor Martin Meyer
School Web Site: www.kent.ac.uk/kbs/

Please refer to the online Module Catalogue for full details of all modules:
www.kent.ac.uk/courses/modules/

Note: It is ultimately your responsibility to ensure that you are registered for the correct modules for your programme.

- [MSc Digital Marketing and Analytics](#)
- [MSc Management](#)
- [MSc Healthcare Management](#)

DIGITAL MARKETING AND ANALYTICS

DIGIMARKET: MSC-T

STAGE 1 - 150 Credits

You must take the following compulsory modules (150 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9137	Principles of Digital Marketing and Social Media Marketing	15	Autumn	Level 7	<i>BUSN9137</i>
CB9135	The Digital Consumer	15	Autumn	Level 7	<i>BUSN9135</i>
CB9141	Digital Marketing Research	15	Autumn	Level 7	<i>BUSN9141</i>
CB9139	Emerging IT Trends for Digital Marketing	15	Autumn	Level 7	<i>BUSN9139</i>
CB9123	Professional Skills and Employability Development	15	Year Long	Level 7	<i>BUSN9123</i>
CB9140	Digital Marketing Strategy and Planning	15	Spring	Level 7	<i>BUSN9140</i>
CB9132	Digital and Social Media Design	15	Spring	Level 7	<i>BUSN9132</i>
CB9138	Digital Marketing Data Mining and Analytics	15	Spring	Level 7	<i>BUSN9138</i>
CB9136	Social Media Analytics	15	Spring	Level 7	<i>BUSN9136</i>
CB9134	Web Marketing and Analytics	15	Spring	Level 7	<i>BUSN9134</i>

DIGITAL MARKETING AND ANALYTICS

DIGIMARKET: MSC-T

STAGE 2 - 30 Credits

You must take the following compulsory modules (30 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9133	Digital Marketing Report	30	Summer	Level 7	<i>BUSN9133</i>

MANAGEMENT**MAN: MSC-T****STAGE 1 - 150 Credits**

You must take the following compulsory modules (105 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9128	Corporate Strategy and Performance Measurement	15	Autumn	Level 7	BUSN9128
CB9124	Accounting and Financial Management	15	Autumn	Level 7	BUSN9124
CB9122	Leadership and Change Management	15	Autumn	Level 7	BUSN9122
CB9104	Marketing Management and Communications	15	Autumn	Level 7	BUSN9104
CB9123	Professional Skills and Employability Development	15	Autumn and Spring	Level 7	BUSN9123
CB9111	Global Business Analysis	15	Spring	Level 7	BUSN9111
CB9125	Consultancy Skills and Practice	15	Spring	Level 7	BUSN9125

Then choose 45 credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9102	Digital Innovation and New Media Management	15	Spring	Level 7	BUSN9102
CB9103	Business Analytics	15	Spring	Level 7	BUSN9103
CB9105	Strategic Operations and Supply Chain Excellence	15	Spring	Level 7	BUSN9105
CB9113	Programme and Project Management	15	Spring	Level 7	BUSN9113
CB9130	Socially Responsible Management	15	Spring	Level 7	BUSN9130

MANAGEMENT**MAN: MSC-T****STAGE 2 - 30 Credits**

You must take the following compulsory modules (30 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9112	Management Consultancy Report	30	Summer	Level 7	BUSN9112

HEALTHCARE MANAGEMENT**HEALTHCAREMAN: MSC-T****STAGE 1 - 150 Credits**

You must take the following compulsory modules (105 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9128	Corporate Strategy and Performance Measurement	15	Autumn	Level 7	<i>BUSN9128</i>
CB9124	Accounting and Financial Management	15	Autumn	Level 7	<i>BUSN9124</i>
CB9122	Leadership and Change Management	15	Autumn	Level 7	<i>BUSN9122</i>
CB9104	Marketing Management and Communications	15	Autumn	Level 7	<i>BUSN9104</i>
CB9123	Professional Skills and Employability Development	15	Autumn and Spring	Level 7	<i>BUSN9123</i>
SO963	Global Sustainable Healthcare	15	Spring	Level 7	<i>SOC9630</i>
SO964	Managing Integrated Healthcare Systems	15	Spring	Level 7	<i>SOC9640</i>
SO961	Collaborative Practices in Healthcare Management: Inclusion of the Patient	15	Spring	Level 7	<i>SOC9610</i>
CB9125	Consultancy Skills and Practice	15	Spring	Level 7	<i>BUSN9125</i>
SO953	Health Economics for Non-Economists	15	Spring	Level 7	<i>SOC9530</i>

HEALTHCARE MANAGEMENT**HEALTHCAREMAN:MSC-T****STAGE 2 - 30 Credits**

You must take the following compulsory modules (30 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB9112	Management Consultancy Report	30	1 of the following academic year	Level 7	<i>BUSN9112</i>