

# **KENT BUSINESS SCHOOL**

Dean: Professor Marian Garcia  
School Web Site: [www.kent.ac.uk/kbs/](http://www.kent.ac.uk/kbs/)

Please refer to the online Module Catalogue for full details of all modules:  
[www.kent.ac.uk/courses/modules/](http://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](#)
- [MSc Project Management](#)

## **DIGITAL MARKETING AND ANALYTICS**

**PDMA0001Z1MS-F**

### **STAGE 1 - 150 Credits**

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

<b>Compulsory Modules</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>
<a href="#">BUSN9123</a>	Professional Skills and Employability Development	15	Year Long	Level 7
<a href="#">BUSN9132</a>	Digital and Social Media Design	15	Spring	Level 7
<a href="#">BUSN9134</a>	Web Marketing and Analytics	15	Spring	Level 7
<a href="#">BUSN9135</a>	The Digital Consumer	15	Autumn	Level 7
<a href="#">BUSN9136</a>	Social Media Analytics	15	Spring	Level 7
<a href="#">BUSN9138</a>	Digital Marketing Data Mining and Analytics	15	Spring	Level 7
<a href="#">BUSN9139</a>	Emerging IT Trends for Digital Marketing	15	Autumn	Level 7
<a href="#">BUSN9140</a>	Digital Marketing Strategy and Planning	15	Spring	Level 7
<a href="#">BUSN9141</a>	Digital Marketing Research	15	Autumn	Level 7
<a href="#">BUSN9137</a>	Principles of Digital Marketing and Social Media Marketing	15	Autumn	Level 7

### **STAGE 2 - 30 Credits**

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

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>
<a href="#">BUSN9133</a>	Digital Marketing Report	30	Summer	Level 7

**STAGE 1 - 150 Credits**

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

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>
<a href="#">BUSN9104</a>	Marketing Management and Communications	15	Autumn	Level 7
<a href="#">BUSN9111</a>	Global Business Analysis	15	Spring	Level 7
<a href="#">BUSN9122</a>	Leadership and Change Management	15	Autumn	Level 7
<a href="#">BUSN9123</a>	Professional Skills and Employability Development	15	Autumn and Spring	Level 7
<a href="#">BUSN9124</a>	Accounting and Financial Management	15	Autumn	Level 7
<a href="#">BUSN9125</a>	Consultancy Skills and Practice	15	Spring	Level 7
<a href="#">BUSN9128</a>	Corporate Strategy and Performance Measurement	15	Autumn	Level 7

Then choose 45 credits from the following optional modules:

<b>Optional modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>
<a href="#">BUSN9102</a>	Digital Innovation and New Media Management	15	Spring	Level 7
<a href="#">BUSN9103</a>	Business Analytics	15	Spring	Level 7
<a href="#">BUSN9105</a>	Strategic Operations and Supply Chain Excellence	15	Spring	Level 7
<a href="#">BUSN9113</a>	Programme and Project Management	15	Spring	Level 7
<a href="#">BUSN9130</a>	Socially Responsible Management	15	Spring	Level 7

**STAGE 2 - 30 Credits**

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

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>
<a href="#">BUSN9112</a>	Management Consultancy Report	30	Summer	Level 7

**STAGE 1 - 150 Credits**

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

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>
<a href="#">BUSN9104</a>	Marketing Management and Communications	15	Autumn	Level 7
<a href="#">BUSN9122</a>	Leadership and Change Management	15	Autumn	Level 7
<a href="#">BUSN9123</a>	Professional Skills and Employability Development	15	Autumn and Spring	Level 7
<a href="#">BUSN9124</a>	Accounting and Financial Management	15	Autumn	Level 7
<a href="#">BUSN9125</a>	Consultancy Skills and Practice	15	Spring	Level 7
<a href="#">BUSN9128</a>	Corporate Strategy and Performance Measurement	15	Autumn	Level 7
<a href="#">SOCI8007</a>	Managing Uncertainty in Healthcare Organisation	15	Spring	Level 7
<a href="#">SOCI9610</a>	Collaborative Practices in Healthcare Management: Inclusion of the Patient	15	Spring	Level 7
<a href="#">SOCI9630</a>	Global Sustainable Healthcare	15	Spring	Level 7
<a href="#">SOCI9640</a>	Managing Integrated Healthcare Systems	15	Spring	Level 7

**STAGE 2 - 30 Credits**

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

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>
<a href="#">BUSN9112</a>	Management Consultancy Report	30	Summer	Level 7

**PROJECT MANAGEMENT**  
**Stage 1 - 150 Credits**

**PPJT0001X1MS-F**

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

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>
<a href="#">BUSN9113</a>	Project and Programme Management	15	Spring	Level 7
<a href="#">BUSN9122</a>	Leadership and Change Management	15	Autumn	Level 7
<a href="#">BUSN9123</a>	Professional Skills and Employability Development	15	Autumn and Spring	Level 7
<a href="#">BUSN9125</a>	Consultancy Skills and Practice	15	Spring	Level 7
<a href="#">BUSN9128</a>	Corporate Strategy and Performance Measurement	15	Autumn	Level 7
<a href="#">BUSN9186</a>	Agile Project Management	15	Autumn	Level 7
<a href="#">BUSN9187</a>	Project Benefits Management	15	Autumn	Level 7
<a href="#">BUSN9189</a>	Project Management Office	15	Spring	Level 7
<a href="#">BUSN9191</a>	Project Risk Management	15	Spring	Level 7
<a href="#">BUSN9192</a>	Strategic Portfolio Management	15	Spring	Level 7

**STAGE 2 - 30 Credits**

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

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>
<a href="#">BUSN9188</a>	Project Management Consultancy Report	30	Summer	Level 7