Course Specification

MSc Digital Marketing with Data Analytics (LONT055)

MSc Digital Marketing with Data Analytics with Extended Professional Practice (LONT056)

Coventry University London

2021/2022 Academic Year

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

PART A Course Specification
MSc Digital Marketing with Data Analytics
MSc Digital Marketing with Data Analytics with Extended Professional Practice

1. Introduction

The MSc Digital Marketing with Data Analytics is an intensive course designed for thoughtful and ambitious individuals who aspire to pursue a career in marketing, management, as entrepreneurs and as business consultants. The course examines various aspects of contemporary marketing issues from a digital perspective with students having the option to undertake an extended professional practice within a marketing-related business unit. This course aims to provide students with the opportunity to enhance your marketing-related knowledge, business understanding, critical thinking and skill sets preparing you for a successful career in marketing and offering you specialization in digital marketing with data analytics.

Why choose this course

The MSc Digital Marketing with Data Analytics reflects the digitalisation of contemporary marketing and business activities and aims to prepare graduates for global citizenship, employability and continuous career development. The MSc Digital Marketing with Data Analytics aims to educate you to become marketers of the future and equip you with the knowledge, skills sets (cognitive, practical and transferable) and business awareness required for a successful career in marketing. No matter your aim to be self-employed, an entrepreneur, head of your own company, or to work for private business, not-for-profit organisations or government agencies, digital marketing can provide a number of contemporary tools for success.

How this course can help you succeed

The MSc Digital Marketing with Data Analytics aims to deliver a strong academic and practical grounding in core marketing subjects such as marketing management and planning, creativity and brand storytelling, and buyer behaviour, as well as a more focused and specialised approach to subjects such as data analytics, digital transformation and new media communications. The course enables high level of transferable skills relevant to the current work environment and allows you to gain analytical and practical tools to examine complex marketing issues within a global context.

This will be achieved with the use of data sets, real-world case studies, live projects with external organisations, marketing and business simulations, or field trips to witness marketing in action. In addition, students who choose the extended professional practice, 5 term-long mode of study, will have an industry placement where you will be practicing marketing functions within a real-world organisational context. The knowledge and experience gained during the extended professional practice will further boost your confidence in the contemporary marketplace and add value to your career trajectory.

The MSc Digital Marketing with Data Analytics also aims to develop your leadership skills in relation to decision-making, problem solving, team working, negotiation and performance management. Contemporary marketing is very much analytically focused, and this course combines critical qualitative analysis with quantitative analysis utilising data, data analysis tools and statistics as is used in organisations today. The skillsets embedded within this course, along with supplementary and supportive workshops, provide career-enhancing competences, skills and business insight. This course aims to provide you with an academically rigorous and professionally relevant education that can support your career needs through personal and professional development.

Add-on benefits when choosing this course

By choosing this course students can also benefit from:

- Internship opportunities in the UK and Overseas;
- An option of extended professional practice with additional 2 term-long industry experience;
- A contemporary curriculum reflecting the latest developments in marketing theories and practices;
- Studying at a University in the heart of London, one of the world's premier business locations;
- Career relevant teaching and learning, which maximizes student exposure to the corporate world (e.g. through live projects, marketing simulations, employer workshops and periods of work experience);
- Guest speakers from the Academia and Business Units across London;
- Opportunities for travel to, and collaborate with, Universities abroad via international field trips and possible Collaborative Online International Learning (COIL) projects;

- Advanced learning technologies to support students' learning (e.g. online learning environment);
- Teaching staff who are experienced academics, often PhD holders, Fellows in HEA, or industry-trained;
- Business start-up advice and support during the course, if you wish to start your own business.

Developing your Future Prospects within the course

The MSc Digital Marketing with Data Analytics course provides students with the core knowledge, understanding and skill sets to operate successfully within a marketing-related operation and the specialised fundamentals in a digital context. At the heart of the course is the aim to link theory to practice providing up-to-date context and understanding of how marketing operates within the contemporary corporate world. As mentioned above, this is achieved through real-world business case studies, guest speakers, field visits to witness marketing in action, live projects with external organisations, work-based options, and professional practice opportunities.

Throughout the duration of the course you will study a mix of business and marketing-related subjects. The modules have been developed to highlight the interrelationship of subject-relevant disciplines, for example, how content marketing, or brand storytelling, can include and be influenced by digital marketing. It is vital that marketers have a working knowledge and understanding of various aspects of digital marketing. This is central to the operation of a marketing unit within an organisation.

The teaching, practice and assessments of the MSc Digital Marketing with Data Analytics course have been developed with a clear focus on assisting you in successfully building a future career in marketing. This focus includes knowledge of the subject areas and the requisite skill sets (cognitive, practical and transferable) to be successful within a highly-diverse and competitive business environment. Digital fluency creates rich experiences and enhances employability prospects; this is achieved from course design through to interactive student learning. The use of digital technologies is embedded in the modules to enhance student engagement and learning (e.g. via Screencast-o-matic videos, YouTube channels, TedTalks, Digital Marketing Platforms, Online Portfolios and Digital Campaigns). Additionally, the contemporary assessment strategy of the course can reflect the work required within modern day organisations.

More specifically, the course content aims to reflect latest trends in the ever-changing international market and the modules reflect new trends in the business environment, such as Digital Transformation, New Media Communications and Content Marketing and Buyer Behaviour in the Digital Era. The modules aim to raise awareness of the nature of the challenges and opportunities within the contemporary marketing environment and outline the skills and tools required to support and enhance business activities. This MSc Digital Marketing with Data Analytics course has been designed to meet the needs of business and industry, offering unique insights into contemporary issues in the global economy through modules that cover the most relevant and current marketing issues.

Modules comprise a sound theoretical base (supported by market research, frameworks, quantitative and qualitative breakdown and critical analysis) and are practical and engaging. You will have the option of undertaking either a 'regular' or an extended pathway.

Students who choose the 5-term long mode of study will have an extended professional practice opportunity, where you will engage in marketing within a real-world organisational context by undertaking an extended work-based project (instead of a final term option module). The MSc Digital Marketing with Data Analytics with Extended Professional Practice provides an innovative course structure for graduates to evidence your preparedness for future career options. The professional practice option involves two terms (term 3 and 4 of the course) in a professional business environment, followed by a final term in which research investigation, carried out as part of the Professional Practice, is reported in a formal report.

Whilst all students are assured a Professional Practice placement, the range of opportunities available varies from year to year. The placements are subject to a competitive application and selection process and the host organisation may include the University.

For students who choose the regular MSc route (i.e. instead of the extended professional practice) there is a choice of marketing dissertation, marketing simulation, consulting project (individual or group) or internship for your final term project. These options, as well as the opportunity for an extended professional practice, provide you with the benefit of building your networking opportunities within a client organisation. Additionally, these options provide an important real business platform encouraging student experiences to be shared and explored further.

The MSc Digital Marketing with Data Analytics is available in two delivery modes (on-campus and online). Particularly international students and individuals with outside-of-study commitments or demanding schedules will benefit from the flexibility offered through the online delivery mode, choice of study time and place, and elimination of the requirement for relocation and travel to the UK.

Individuals who will be choosing the online version of the course will be supported by module tutors throughout your studies and encouraged to share new ideas, concepts and experiences in promoting the opportunity for expanding the intercultural and international community and sharing of best practice. An additional benefit relates to the incorporation by online learning of a range of digital technology, competence in the use of which becomes increasingly important in a globalised world of marketing and business.

The online delivery mode will support you in achieving the same course learning outcomes via equivalent activities and assessments available in the online modules. This inclusive approach provides access to students around the world and enables a learning opportunity similar to the on-campus delivery. In other words, the course has been designed in a way that allows flexibility for candidates to choose either the online or the offline option as the two modes of delivery can equally support your learning experience and development of your career goals.

As you progress through each module towards the completion of the degree of MSc Digital Marketing with Data Analytics, your engagement with the course and online immersion will improve your digital capabilities in the post-digital world. Enhanced digital literacy is one of the top skills for employers today and, as such, this course can contribute to increasing the skills portfolio of its graduates.

Once again, this MSc Digital Marketing with Data Analytics course seeks to provide a developmental framework that immerses students in marketing-related subjects to enhance your career-readiness and employability. The Course Team has designed the curriculum to include new approaches to understanding and actioning marketing, such as digital disruptions, and how the changing digital landscape continues to shape marketing operations and the client or consumer environment.

Marketing industry evidence indicates that employers seek graduates who have a clear understanding of the dynamics of the digital environment. The structure of this course, the industry links, contemporary approaches to assessment and the work experience options provided to you can enhance your career prospects in what has become a highly competitive environment.

2 Available Awards and Mode of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
✓ MSc Digital Marketing with Data Analytics Exit Awards: ✓ Postgraduate Diploma in Digital Marketing with Data Analytics ✓ Postgraduate Certificate in Digital Marketing with Data Analytics	Full-time: 3 terms for the regular route, or 5 terms for the award with Extended Professional Practice. Part-time: 6 terms for the regular route. Online delivery mode also available for the MSc Digital Marketing with Data Analytics	N/A	Level 7
3 Awarding Institution/Body	Coventry University		
4 Collaboration	N/A		
5 Teaching Institution and Location of delivery	On-campus - Coventry University London Online – supported by Coventry University Online Learning		
6 Internal Approval/Review Dates	Date of approval: 2020-2021 Date for next review: 2025-2026		

7 Course Accredited by	TBC
8 Accreditation Date and Duration	N/A
9 QAA Subject Benchmark Statement(s) and/or other external factors	QAA Subject Benchmark Statement in Business and Management (November 2019). There is currently no specific benchmark statement for marketing subjects. Available at: https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5 QAA Master Degree Characterisitcs – available at: https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf?sfvrsn=6ca2f981_10 UK Quality Code for Higher Education (November 2018) Credit Level Descriptors for Higher Education (2016) ASET Good Practice Guide for Work-Based Placement Learning in Higher Education (2013) http://www.asetonline.org/wp-content/uploads/2014/11/ASET-Good-Practice-Guide-2014.pdf ASET Good Practice Guide for Health and Safety for Student Placements (2016) https://www.asetonline.org/resources/aset-good-practice-guides/
10 Date of Course Specification	June 2020
11 Course Director	Dr Kalliopi Konsolaki

12 Outline and Educational Aims of the Course

Our mission at Coventry University London is to deliver career-ready, global, enterprising graduates by providing a real business and professional experience that is tailored to individual talents and future career ambitions. In line with this is the vision of the MSc in Digital Marketing with Data Analytics course aspiring to deliver an individualised student experience which develops independent, agile learners who are in control of their future and prepared to become global citizens.

This course embraces digital technologies to expand learning opportunities and effectiveness leading to learning without boundaries for our students and contemporary employability opportunities for our graduates. This course seeks to provide a developmental framework that immerses students in marketing-related subjects to enhance their career-readiness and employability. The teaching team designed the curriculum to reflect the interconnectivity of business and marketing operations, with a focus on digital and data analytics – the most recent developments in the field.

With tutor support, students are actively encouraged to seek out the interconnectedness across and within the various modules to enhance their digital awareness, critical thinking and application to practice. With London being one of the world's leading centres for marketing-related activities, such as advertising and digital technologies, students have the opportunity to network with marketers from both within organisations and agencies. This approach enriches the student experience supporting the University's ethos of developing career-ready graduates.

Coventry University London recognises that students are at the heart of the learning and development experience. Our highly-experienced academic team have developed an interactive and engaging course that prepares students for a marketing-related careers within diverse organisational contexts.

The Course Team in developing this course have reviewed the UK Quality Code for Higher Education especially Part B: Assuring and Enhancing Academic Quality (Chapter B3 Learning and Teaching; Chapter B4: Enabling Student Development and Achievement and B10: Managing Higher Education Provision With Others). In addition to the UK Quality Code for Higher Education, members of the Course Team have reflected upon the ASET Good Practice Guide for Work-Based and Placement Learning in Higher Education, which incorporates elements of the Quality Code, to develop the business experience opportunities for our students.

The Educational Aims of this course are to enable students to:

- ✓ Gain the requisite knowledge, understanding and practical application of digital marketing concepts within diverse and complex contemporary global settings.
- ✓ Develop a conceptual and analytical approach to examining marketing planning and strategic issues.
- ✓ Outline and clarify the roles and value of information, performance measurement and customer and competitor insights in marketing.
- ✓ Evaluate the influence of macro environmental factors and national cultures on marketing operations and decision-making.
- ✓ Evaluate the sources and use of metrics and data in analysing business and marketing performance through gathering competitor and customer insights to reach a viable decision.
- ✓ Reflect upon how creativity and innovation helps to shape marketing, whether from the perspective of a digital product offering or different ways of communicating messages to specific target audiences.
- ✓ Become engaged and pro-active learners. Enhance self-reflection and self-critical and interpersonal skills.
- ✓ Develop critical thinking, creative problem-solving skills and analytical skills required to embark upon a contemporary marketing-related career, for example via evaluation of latest developments in marketing in the digital era.

- ✓ Engage, through work experience and other activities, such as 'live' projects, with the application of marketing concepts within a real-world context. Develop an appropriate level of professionalism in terms of both capabilities and responsibilities.

- ✓ Make optimum use of digital technologies to enhance their learning and development experiences.

- ✓ Develop an appropriate level of emotional resilience to operate within often challenging and demanding organisational environments. Be adaptive and flexible to the changing demands of both organisations and external environmental factors.

- ✓ Engage with ethical and corporate social responsibility conflicts and issues; including sustainability and environmental concerns.

- ✓ Engage with the concept of lifelong learning through CPD to enhance their career opportunities.

In addition to the above-mentioned Educational Aims, Coventry University London collaborates with employers to deliver 21st century learning through real business experiences in the heart of London and internationally. In terms of our teaching, learning and assessment this means that:

1. Each of the courses and modules that have been designed have been approved as career relevant by a range of key stakeholders.
2. Courses are delivered by respected academics and practitioners who are passionate about teaching and learning.
3. Learning success is enhanced by the clear communication of course learning outcomes and module learning outcomes, which then underpin all teaching and assessment activity that takes place.
4. Academic and business technology is employed and assists in the achievement of the learning outcomes.
5. Courses include a range of level specific work experience opportunities, which are explicitly linked with the learning outcomes of the course.
6. Courses and modules are internationally orientated to develop the learner's intercultural fluency as a reflection of the growing importance of international business.
7. Assessment is career relevant in both style and format.

13 Course Learning Outcomes (CLOs)

On successful completion of the course, a student will be able to:

CLO1: Critically analyse and apply digital marketing technologies to problem-solving and decision-making processes within various organizational contexts.

CLO2: Effectively manage the evolving consumer behaviour by questioning current marketing practices and employing digital methodologies to building successful online presence.

CLO3: Systematically appraise and apply appropriate digital solutions and metrics from various sources for data analysis to meet the requirements of contemporary organizations and report information on business performance.

CLO4: Act analytically, reflectively, innovatively and creatively to respond to current trends and contemporary marketing challenges by utilising relevant theoretical, methodological and technical knowledge and appropriate cognitive, practical and transferable skills.

CLO5: Synthesise theories and practical examples using data analytics to critically evaluate digital business models and produce contemporary marketing plans to facilitate the digital customer journey and business opportunities for organizations in the global digital era.

CLO6: Critically debate current knowledge to respond to key trends, complex real-business scenarios and contemporary marketing issues with the use of digital tools, marketing methodologies and digital measurement techniques.

CLO7: Communicate effectively employing professional and interpersonal skills to successfully engage with diverse audiences through visual, verbal and written formats offline and online appropriate to context, and utilising digital marketing industry standard terminologies.

CLO8: Engage in reflective practices with confidence exhibiting competencies in self-awareness, independent learning, resilience and creative critical thinking within a variety of individual and team roles, leadership opportunities and continuous professional development.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

The course structure and modules within the MSc Digital Marketing with Data Analytics course, along with their level, credit value, status (whether mandatory or core optional), and pre/co requisites are identified in the table below.

Module credit level	Module Code	Title	Credit Value	Mandatory/ Core Optional	Course Learning Outcomes	Pre-requisite
7	M193LON	Digital Transformation	15	M	CLO2, CLO4, CLO5, CLO6, CLO7, LO8	None
7	M192LON	Digital Marketing Strategy	15	M	CLO1, CLO2, CLO3, CLO4, CLO7, LO8	None
7	M198LON	New Media Communications and Content Marketing	15	M	CLO1, CLO2, CLO4, CLO5, CLO7, LO8	None
7	M189LON	Buyer Behaviour in the Digital Era	15	M	CLO2, CLO3, CLO4, CLO5, CLO7, LO8	None
7	M191LON	Data Analytics for Digital Marketers	15	M	CLO1, CLO3, CLO5, CLO6, CLO7, LO8	None
7	M190LON	Creativity and Brand Storytelling	15	M	CLO1, CLO2, CLO4, CLO6, CLO7, LO8	None
7	M196LON	Marketing Management and Planning	15	M	CLO1, CLO3, CLO5, CLO6, CLO7, LO8	None
7	M148LON	Research Methods for the Creative Industries	15	M	CLO4, CLO6, CLO7, LO8	None
7	M138LON	Internship	60	O	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, LO8	None
7	M195LON	Marketing Dissertation	60	O	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, LO8	None
7	M197LON	Marketing Simulation	60	O	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, LO8	None
7	M163LON	Group Consulting Project	60	O	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, LO8	None
7	M194LON	Individual Consulting Project	60	O	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, LO8	None
7	M123LON	Postgraduate Professional Practice 1 (for extended route only)	O	M	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, LO8	None
7	M124LON	Postgraduate Professional Practice 2 (for extended route only)	O	M	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, LO8	None
7	M125LON	Postgraduate Professional Practice Project (for extended route only)	60	M	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6, CLO7, LO8	None

Key
M = Mandatory (i.e. must be studied and passed for the named award)
O = Core Optional, one of the modules must be studied for the named award in term 3

The MSc Digital Marketing with Data Analytics course is delivered full time over 3 terms, or full time with extended professional practice over 5 terms (the additional 2 terms are taken between term 2 and the final project term), or part-time over 6 terms (MSc Digital Marketing with Data Analytics only). The course is developed on the basis of a modular framework of 180 credits. MSc Digital Marketing with Data Analytics is also available for an online mode of delivery.

The course consists of mainly mandatory modules in the first two terms and core optional modules for a final term project in term 3 for the full-time mode on MSc Digital Marketing with Data Analytics.

For students who take the extended professional practice award, the final term project will take place in term 5. For these students, i.e. who opt for a 5-term extended professional experience, there are no core optional modules.

For students who take the part-time route on the MSc Digital Marketing with Data Analytics, the final term project will be in terms 5 and 6.

Cascade of Awards: MSc Digital Marketing with Data Analytics (on-campus and online)

MSc in Digital Marketing with Data Analytics (180 credits)
↓
Postgraduate Diploma in Digital Marketing with Data Analytics (120 taught credits)
↓
Postgraduate Certificate in Digital Marketing with Data Analytics (60 taught credits)

Cascade of Awards: MSc Digital Marketing with Data Analytics with Extended Professional Experience

MSc in Digital Marketing with Data Analytics with Extended Professional Practice (180 taught credits)
↓
Postgraduate Diploma in Digital Marketing with Data Analytics (120 taught credits)
↓
Postgraduate Certificate in Digital Marketing with Data Analytics (60 taught credits)

15 Criteria for Admission and Selection Procedure

The course is subject to Coventry University London's admission procedures and access policies.

To be eligible to enter onto Master level courses students should possess a good honours undergraduate degree (minimum 2:2) or equivalent in a relevant subject.

There is careful monitoring of applications to ensure that applicants are suited to course at their particular entry point. Where necessary applicants are interviewed (remotely if applicable), especially those applicants who do not appear to meet standard entry criteria. Where deemed appropriate, a written exercise is administered to establish suitability.

Proficiency in English must be demonstrated and will be assessed during the induction phase of this course. Applicants must meet the minimum IELTS requirements of 6.5 overall with a minimum of 6.0 in each component (or equivalent English language test).

Recognition of prior learning (RPL) is in accordance with Coventry University London Academic Regulations for taught postgraduate courses.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the General Regulations and Academic Regulations for Courses at Coventry University London.

17 Indicators of Quality Enhancement

The University has well-established mechanisms for the review and evaluation of teaching, learning and assessment in the curriculum and outcome standards.

The University's Quality Assurance procedures were confirmed by a QAA HE Audit in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University that meets UK expectations for:

• The setting and maintenance of the academic standards of awards meet UK expectations.
• The quality of student learning opportunities meet UK expectations.
• The quality of the information about learning opportunities meets UK expectations.
• The enhancement of student learning opportunities meets UK expectations.

This course has been designed to meet the current requirements of The Framework for Higher Education Qualifications of Degree-Awarding Bodies in England, Wales and Northern Ireland and the UK Quality Code for Higher Education. Additionally, the content of ASET good practice guides has been considered in relation to the development of the work-based opportunities.

The University's mechanisms include:

- Academic Boards at Coventry University London.
- Internal processes for the approval and review of both modules and courses.
- Regular interactions between the Course Directors and Module Leaders with students to gain both formal and informal feedback regarding the operation of the course.
- Regular interactions between the Course Directors and the teaching team to gain both formal and informal feedback regarding the operation of the course.
- Regular interactions between the Module Leaders and their teaching teams regarding the delivery, support and assessment/feedback/benchmarking policies for the modules/course.
- Regular interactions between the Course Directors and Module Leaders and the Learning Resources Team to discuss the level and scope of resources available for students.
- Processes for monitoring teaching quality including peer observations.
- Course Quality and Enhancement Monitoring (CQEM) - annual course review.
- Assessment Boards and the feedback from the External Examiners designated for the course.
- Review of student satisfaction by module on a termly basis with follow-up actions.
- Student Union Course Feedback on a termly basis with follow-up actions.
- An annual course satisfaction survey.
- An annual Destination of Leavers from Higher Education (DHLE) survey.

Additional Approaches to Quality Enhancement

- Business contacts comprising of marketing-industry expertise, employers and consultants who can advise on developments within the sector. This assists in maintaining a course that is relevant and delivered to the appropriate academic and professional standards. This not only provides a robust degree course but also helps to enhance the employability and networking opportunity of students.
- Review of feedback from professional practice/internship providers.
- Academic contacts from relevant sector networks including those concerned with developments in pedagogy and technology-enhanced learning.

The Course is managed by the MFHT Board of Study at Coventry University London.

The Progression and Award Board (PAB) for MFHT is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study that contribute modules to the course.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part

of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site.

Students are represented on the Student Voice Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires.

The Coventry University London Quality in Learning & Teaching (QuiLT) Committee meets once a term to review and enhance the quality and standards of the academic work of the University; to review the processes for course validation and monitoring; and to report on and recommend opportunities for the enhancement of the student experience. Unlike the Boards of Study, QuiLT has a cross-departmental remit. Students are also invited to participate in the QuiLT committee meetings.

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

Course pages on Aula which contain:

- Course Handbook
- Discussion Forum
- Links to sources of further support and guidance
- Information on careers and professional bodies
- Course director's contact details

Module pages on Aula which contain:

- Teaching and learning materials
- Assessment briefs and rubrics
- Discussion forum
- Links to sources of further support and guidance
- Office hours for module leaders
- Contact details of the module leader and teaching team

The Coventry University London's Website and Student Portal contain references and signposts to:

- Student wellbeing support
- Study Support information
- IT and Library provision on and off the University
- Medical and dental centres
- Travel guides
- Personal safety advice
- Financial guidance
- Accommodation options
- Module Information Directory (https://webapp.coventry.ac.uk/MidWebNext/Main.aspx)

Talent team's support for extended professional practice and career advice:

- Coventry University London offer internship options to all eligible students
- Students undertaking an internship/professional practice must meet the selection criteria to secure a place.
- Internships/professional practice are subject to a competitive selection process by both the University and the host organisation offering the place.
- The Coventry University London Talent team is involved for the final 3-term and 5-term projects as per all courses at Coventry University London, and provide guest lectures and live projects opportunities in the classroom with partner employers.

The Talent Team seeks to deliver a coherent and consistent employability and careers proposition and support service to all students across the Coventry University Group and is a subsidiary located within Peoples Future Ltd, alongside thefutureworks. Anticipatory adjustments for disability and inclusivity can become available:

- Using Echo 360 to record lectures with subtitles/transcripts (or key concepts/information) and using multi-sensory materials/variety of activities.
- Provision of learning materials, notes and slides before the lesson, in accessible formats.
- Provision of additional notes with key points highlighted after the lesson, in accessible formats.
- Provision of examples of well written reports and assignments.
- Office hours with module leaders for one to one support
- Provision of clear written directions and checklists for assignments to help students break it down, organise and plan their time.

Spotlight workshops from library team, for example re:

- Developing English skills
- University writing skills
- Skills for effective study
- Skills for successful research
- Digital Skills
- Developing employability skills

Online delivery support for the online mode of delivery:

- Support to the online learning platform by the Future Learn Team
- Induction to online delivery mode, e.g. re time keeping, engagement strategies and confidence building of the online learners.
- The online platform provides links to career-building and employability tools that can be accessed at appropriate times by online learners.

The course is administered by the Course Director and students should consult them if they have questions or concerns regarding studying in the course.