**L.N. 173 of 2022**

# EDUCATION ACT
# (CAP. 327)

## Bye-Laws of 2022 in terms of the General Regulations for University Postgraduate Awards, 2021 for the Degree of Master of Arts in Digital Marketing Communication - M.A. - under the auspices of the Faculty of Media and Knowledge Sciences

IN EXERCISE of the powers conferred upon him by articles 74 (5) and 75 (6) of the Education Act (Cap. 327), the Chancellor of the University of Malta has promulgated the following bye-laws made by the Board of the Faculty of Media and Knowledge Sciences in virtue of the powers conferred upon it by article 81 (1) (c) of the said Act and which have been approved by the Senate of the University of Malta as required by article 81 (2) of the said Act:

**Citation and Interpretation**

1. (1) These bye-laws may be cited as the Bye-Laws of 2022 in terms of the General Regulations for University Postgraduate Awards, 2021 for the degree of Master of Arts in Digital Marketing Communication - M.A. - under the auspices of the Faculty of Media and Knowledge Sciences.

(2) In these bye-laws, unless the context otherwise requires -

"the Board" means the Board of the Faculty of Media and Knowledge Sciences;

"the Course" means the programme of study leading to the degree of Master of Arts in Digital Marketing Communication - M.A.;

"the Degree" means the degree of Master of Arts in Digital Marketing Communication - M.A.;

"the Postgraduate Certificate" means the Postgraduate Certificate in Digital Marketing Communication - P.G. Cert.;

"the Postgraduate Diploma" means the Postgraduate Diploma in Digital Marketing Communication - P.G. Dip.; and

"the Principal Regulations" means the General Regulations for University Postgraduate Awards, 2021.

**Applicability**

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2. These bye-laws shall be applicable for courses commencing in October 2022 or later.

**Requirements for Admission**

3. (1) The Course shall be open to applicants in possession of a first cycle degree in Communication Studies or Management or in another area of study which the Board considers as appropriate, awarded by this University or any other higher education institution recognized by Senate. Applicants in possession of a degree classified with Third Class Honours or Category III may also be admitted provided they satisfy the Board that they are in possession of other qualifications, or relevant work experience, obtained following their first cycle degree.

(2) All applicants shall have two years of relevant full-time work experience in marketing, marketing communication and/or digital marketing which the Board considers as appropriate.

**Course Duration**

4. The Course shall extend over three semesters of full-time study and a summer period.

**Programme of Study**

5. The programme of study shall comprise study-units to which a total of 90 ECTS credits are assigned, of which 60 ECTS credits are assigned to taught study-units and 30 ECTS credits assigned to a dissertation study-unit.

6. Students who successfully complete a prescribed set of taught study-units totalling 30 ECTS credits with an average mark of at least 50% and do not proceed with the Course, or having proceeded do not successfully complete the Course, shall be eligible for the award of the Postgraduate Certificate.

7. Students who obtain the 60 ECTS credits assigned to the taught study-units with an average mark of at least 50% and do not proceed with the course, or having proceeded do not successfully complete the dissertation, shall be eligible for the award of a Postgraduate Diploma.

8. The programme of study shall be published after approval by Senate, normally not less than eight months prior to the commencement of the course.

**Assessment and Progress**

9. (1) The assessment of each taught study-unit shall be completed by

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the end of the semester in which the teaching of the study-unit is held.

(2) Students who in any academic year fail in the assessment of not more than 20 ECTS credits shall be given the opportunity to re-sit the failed assessment during the September supplementary examination session.

(3) Students who fail in more than the number of credits permitted under paragraph (2) of this bye-law or students who after re-assessment fail to obtain credit for any study-unit, shall be deemed to have failed the course.

**Dissertation**

10. (1) Students shall be required to submit an individual dissertation of approximately 20,000 words, or an equivalent project, in accordance with the guidelines issued by the Board.

(2) Work on the dissertation or project shall be undertaken during the final semester of the Course. Each student shall be assigned a supervisor who shall provide guidance and advice on a regular basis during the period of study.

(3) A provisional title for the dissertation or project and a research proposal shall be submitted to the Board for approval not later than six weeks before the end of the second semester. The title of the dissertation or project and the research proposal shall be approved by the Board not later than two months before the start of the third semester.

11. (1) Students shall be required to have regular contact with their supervisor.

(2) Supervisors shall submit to the Board progress reports for each student under their supervision at the end of each semester of studies. Such reports may include recommendations to either (a) extend the period of study in order to enable the student to complete the dissertation; or (b) terminate studies prematurely if the supervisor deems this to be proper in the circumstances, provided that:

(i) the extension of the study period referred to in (a) shall be in accordance with the provisions of the Principal Regulations; and

(ii) the Board may not terminate studies prematurely according to (b) until it has first given the student a chance to be heard.

**Classification of the Awards**

12. The Final Weighted Average Mark for the purpose of the classification of the Postgraduate Diploma and of the Degree shall be based on the results obtained in all the components of the course programme, all credits being weighted equally.

## Repeal

13. The Bye-Laws of 2018 in terms of the General Regulations for University Postgraduate Awards, 2008 for the Degree of Master of Arts in Marketing Communication - M.A. - under the auspices of the Faculty of Media and Knowledge Sciences, published as Legal Notice 293 of 2013, shall be deemed to cease to be in force as from the 1 October 2022, provided that students registered for this course before the 1 October 2022 shall continue to be governed by the bye-laws that were in force at the time of their joining the course.

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