

**Programme Specification  
MSc Marketing**

**This document applies to Academic Year 2019/20 onwards**

1.	<b>Awarding institution/body</b>	University of Worcester
2.	<b>Teaching institution</b>	University of Worcester
3.	<b>Programme accredited by</b>	N/A
4.	<b>Final award</b>	Post Graduate Certificate in Marketing, Post Graduate Diploma in Marketing, MSc Marketing
5.	<b>Programme title</b>	MSc Marketing
6.	<b>Pathways available</b>	N/A
7.	<b>Mode and/or site of delivery</b>	Standard taught programme or block delivery
8.	<b>Mode of attendance</b>	Part time or Full Time
9.	<b>UCAS Code</b>	N/A
10.	<b>Subject Benchmark statement and/or professional body statement</b>	Subject Benchmark Statement: Master's Degrees in Business and Management (2015)
11.	<b>Date of Programme Specification preparation/ revision</b>	July 2015 - Approved Audit and Review Committee; October 2015 – General update and inclusion of new Subject Benchmarks; August 2016 - Regulations/Section 20 amended. 29 <sup>th</sup> June 2017 – Award map update following SQC changes to optional modules August 2017 – AQU amendments January 2018 – Award map – dissertation modules August 2018 – AQU amendments February 2019 – AQU amendments August 2019, AQU amendments to Section 19

**12. Educational aims of the programme**

The aim of the programme is to produce MSc graduates who can proceed directly to fast-track marketing opportunities in a range of established businesses or entrepreneurial ventures. The MSc in Marketing is offered over 12 months full-time. The programme combines academic rigour and practical relevance. There is a careful balance of teaching and learning, individual and group work. Case study methodology and class-based discussions are used to strengthen the conceptual, analytical and problem solving skills of the participants in real situations.

In addition, there are regular seminars by external expert speakers who will be able to further contextualise the programme. Together, these inputs ensure the programme is maintained at the for-front of the development of the industry with a critical awareness of current issues in marketing, informed by 'leading edge' research and practice

The aims are as follows:

- 1 Demonstrate understanding of strategic marketing practices in the context of modern business;

2 Apply analytical ability and problem-solving skills in the context of marketing management;

3 Demonstrate ability to apply relevant and professional decision-making solutions to key marketing challenges;

4 Demonstrate personal development and learning skills applicable to marketing practices in the international marketing environment

These aims fit with the benchmark standards detailed in the Master's Awards in Business and Management (QAA revised 2015) which are:

- The advanced study of organisations, their management and the changing external context in which they operate;
- Preparation for and/or development of a career in marketing by developing skills at a professional level or as preparation for research or further study in the area;
- Development of the ability to apply knowledge and understanding of marketing to complex issues, both systematically and creatively, to improve practice;
- Enhancement of lifelong learning skills and personal development so as to be able to work with self-direction and originality and to contribute to the business at large.

**13. A. Intended learning outcomes and learning, teaching and assessment methods: MSc Marketing**

The MSc programme comprises of three stages of study and separate awards relate to each stage at Post Graduate Certificate, Post Graduate Diploma, and Finally the MSc.

Each stage is capable of standing alone as a coherent educational and vocationally-relevant experience. The programme focuses on the theoretical concepts underpinning Marketing and the application of these frameworks to practical case work. The programme gives participants the opportunity to achieve and demonstrate the following learning outcomes:

**Post Graduate Certificate in Marketing:**

1. advanced marketing practice in the context of modern business
2. appraise recent research findings in marketing and their implications for marketing practice resulting in a critical understanding of technology as a challenge and an opportunity in marketing
3. how organisations develop competitive advantage by creating, delivering and communicating value to customers
4. critically evaluate the value of services and how the understanding of consumer behaviour has an impact both in the service and non-service economy
5. critically evaluate how brands and the wider reputation of the organisation create value for customers
6. develop a strategic appreciation of priorities to deliver business at speed in an environment where digital technology is reshaping traditional revenue and business models

**Post Graduate Diploma in Marketing**

1. integrate, analyse and evaluate new and/or abstract marketing situations, using a

wide range of appropriate techniques and transform concepts into actionable solutions

2. use conceptual, analytical and quantitative skills for marketing decision making
3. apply innovative thinking and leadership to marketing practice

### **Masters in Marketing**

1. give professional presentations
2. apply analytical techniques to the decision making process in marketing, both systematically and creatively, and present analysis in a clear and persuasive manner
3. produce creative and realistic solutions to complex problems
4. use contemporary models and techniques to develop strategies
5. manage change and innovation in the workplace
6. map key value creating processes based on customer value, networking and digital capabilities in order to design, deliver and support marketing strategies
7. apply knowledge and skills learnt on the programme to situations in the workplace

### **Examples of learning, teaching and assessment methods used:**

- A programme of interactive seminars and group work sessions
- Assessment is by a variety of means including papers, essays, oral presentations, group work, and research-driven tasks
- All modules require learners to engage in discussion of key issues and the critical application of key concepts

Where possible students are expected to ground their learning with any experience of the workplace. The learning & teaching strategies employed provide an effective link between theory, its application, and the development of well-rounded Marketing professionals capable of working Internationally in a range of organisational contexts.

Part of this grounding may be gained through the optional placement (up to 6 months in duration) which will occur at the end of the taught element of the programme (June). This placement, which will be typically completed within the United Kingdom, will be a zero rated activity but will form part of the Dissertation Module (P) and will allow the student to contextualise their dissertation to an organisation in the UK, gain access to primary data, and apply their understanding of theories and principles discussed within their programme to a live organisational setting.

## **14. Assessment Strategy**

The Assessment strategy has been designed to provide students with challenges appropriate for Masters level modules. The programme is assessed through a range of summative coursework including presentations, case study, and assignments. Formative feedback will be provided by a range of approaches coherent with the peer focused nature of the programme; it will include feedback from tutors and students.

The overall purpose of the assessment strategy is to enable students to:

- Demonstrate that they have the intellectual rigour commensurate with a course of this nature and have developed the analytical skills expected of Masters Level study.
- Demonstrate the ability to synthesise appropriate theories, models and concepts from a range of modules studied on the course and apply them to critically evaluate real world scenarios
- Gain experience in working individually and as part of a team
- Maximise the opportunity to utilise and share their own experience(s) and studies to produce concise documents of the kind used in the management decision making process
- Receive continuous, regular and appropriate feedback throughout the course
- Develop the intellectual and practical abilities required of managers within Marketing functions

In designing the assessment strategy for the programme, the course team have been careful to align with the University's [Assessment Policy](#). For guidance on the assessment of Group Presentations please see the Post Graduate Taught Handbook section 3.3.

#### 15. Programme structures and requirements

All modules within the MSc Marketing are mandatory with the exception of the Dissertation module which may be taken either with or without a placement. Part time study is allowed.

#### **Award map for Post Graduate Certificate in Marketing – 60 credits from**

<b>LEVEL 7</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Credits (Number)</b>	<b>Status Mandatory (M) or Optional (O)</b>	<b>Prerequisites (Code of Module required)</b>
BUSM4306	Strategy and Sustainability in the Global Economy	20	O	None
BUSM4331	Services Marketing	20	O	None
BUSM4303	Corporate Intelligence	20	O	None
BUSM4302	Strategic Marketing in the Digital Economy	20	O	None
BUSM4332	Contemporary Issues in Consumer Behaviour	20	O	None
BUSM4308	Financial Decision Making for Managers	20	O	None
BUSM4323	Coaching and Mentoring for Business Leaders	20	O	None
BUSM4307	Strategic Resourcing and Talent Management	20	O	None

**Award map for Post Graduate Diploma in Marketing – 120 credits from**

<b>LEVEL 7</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Credits (Number)</b>	<b>Status Mandatory (M) or Optional (O)</b>	<b>Prerequisites (Code of Module required)</b>
BUSM4306	Strategy and Sustainability in the Global Economy	20	O	None
BUSM4331	Services Marketing	20	O	None
BUSM4375	Research Methods	20	O	None
BUSM4303	Corporate Intelligence	20	O	None
BUSM4302	Strategic Marketing in the Digital Economy	20	O	None
BUSM4332	Contemporary Issues in Consumer Behaviour	20	O	None
BUSM4308	Financial Decision Making for Managers	20	O	None
BUSM4323	Coaching and Mentoring for Business Leaders	20	O	None
BUSM4307	Strategic Resourcing and Talent Management	20	O	None

**Award map for MSc Marketing – 180 credits including 40 credits from the Dissertation**

<b>LEVEL 7</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Credits (Number)</b>	<b>Status Mandatory (M) or Optional (O)</b>	<b>Prerequisites (Code of Module required)</b>
BUSM4376	Dissertation	40	M	None
BUSM4306	Strategy and Sustainability in the Global Economy	20	M	None
BUSM4331	Services Marketing	20	M	None
BUSM4375	Research Methods	20	M	None
BUSM4303	Corporate Intelligence	20	M	None
BUSM4302	Strategic Marketing in the Digital Economy	20	M	None
BUSM4332	Contemporary Issues in Consumer Behaviour	20	M	None
BUSM4308	Financial Decision Making for Managers	20	O	None

BUSM4323	Coaching and Mentoring for Business Leaders	20	O	None
BUSM4307	Strategic Resourcing and Talent Management	20	O	None

#### 16. QAA and Professional Academic Standards and Quality

The MSc Marketing is located at Level 7 of the FHEQ and is informed by:

- Subject Benchmark Statement: Master's Degrees in Business and Management (2015) which recognises that there is a wide diversity of Level 7 courses in Business and Management available with different orientations and specialities. The MSc Marketing is designed to offer a type I award which provides a career development approach to the teaching of business and management subjects in a specialist area – defined as “master's degrees either for career entry or career development.
- Students will be able to reflect on and learn from prior experience, either from the workplace or previous study, and thus be able to integrate new knowledge with past experience and apply it to new situations.

The programme conforms to the requirements set out for Master of level qualifications in the QAA Master's Degree Characteristics (2015) and the QAA Framework for Higher Education Qualifications in England, Wales and Northern Ireland 2008 (FHEQ), exemplifying the outcomes expected from an award at this level and section A of the UK Quality Code for Higher Education.

The aims and intended learning outcomes of the MSc Marketing capture an emphasis upon critical awareness of current problems, dealing with complex issues and demonstrating creativity and originality in analysing and solving problems. Similarly, assessments have been selected that will provide students with an opportunity to engage in a critical review and application of theoretical tools, techniques and ideas relevant to the various aspects of Marketing.

#### 17. Support for students

The following activities and documents have been put in place to provide support for students:

- Induction to include a brief course overview, introduction to the delivery pattern and assessment for the programme and specific modules, introduction to the VLE and learning resources
- VLE site to provide learning resources and module information, exchange ideas and information between course members and staff
- Programme Leader as a point of contact for overarching programme questions and concerns
- Course handbook (available via the VLE) incorporating module outlines, key contacts and guidance for assessments
- Allocated Personal Academic Tutor to help students' integration into the University, the requirements of the programme and make the best use of learning resources available and to provide a key contact for support
- Access to course information, module results via the student online learning environment (SOLE)
- Student Representation through a staff/student form to provide feedback to the course team and enhance the on-going development of the programme
- Support from ILS staff, through the Information Desk and Study Guides to guide students in effective use of virtual and paper based resources
- Support for disabled students via Student Services and the Disability and Dyslexia Service.
  - <http://www.worcester.ac.uk/student-services/index.htm>

- <https://www2.worc.ac.uk/disabilityanddyslexia/>

## 18. Admissions

The University aims to be accessible. It is committed to widening participation and encouraging diversity in the student population. Worcester Business School works closely with central student support services including the Admissions Office, the Disability and Dyslexia Service and the International Centre to support students from a variety of different backgrounds. We actively encourage and welcome people from the widest range of economic and cultural backgrounds and value the contribution of mature learners.

### Entry requirements

Targeting individuals aspiring to work, or research, in the Marketing sector with:

- A minimum of second class honours degree
- Exceptionally, candidates may be admitted without a first degree via RPL (Recognition of Prior Learning), with 120 credits at level 7, or provided they have at least 2years' experience at an appropriate senior level.
- Students whose first language is not English are required to demonstrate proficiency to a minimum level of 6.5 IELTS or equivalent.

See [Admissions Policy](#) for other acceptable qualifications.

International students may apply for this course through University of Worcester International College (UWIC) pre-Masters course.

### Recognition of Prior Learning

Students with relevant previous study at postgraduate level or with extensive experience may be considered eligible for recognition of prior learning. Please contact the Registry Admissions Office for further information or guidance on 01905 855111.

Further information on Recognition of Prior Learning can be found at

<http://www.worcester.ac.uk/registryservices/941.htm>

### Admissions Procedures

Entry to the MSc Marketing requires all applicants to complete an application form which gives a variety of information about the student's work experience, qualifications and motivation. These will be checked by the Course Leader. Where information on the form is insufficient for a decision to be made the applicant will be requested to attend an interview with the Course Leader.

### Admissions/selection criteria

Candidates must be able to demonstrate that they are capable of undertaking a programme of academic work at postgraduate level and offer evidence of academic ability and motivation.

## 19. Regulation of assessment

The course operates under the University's [Taught Courses Regulatory Framework](#).

### Requirements to pass modules

- Modules are assessed using a variety of assessment activities which are detailed in the module specifications.

- The minimum pass mark is D- for each module.
- Students are required to submit all items of assessment in order to pass a module, and in some modules, a pass mark in each item of assessment may be required.
- Full details of the assessment requirements for a module, including the assessment criteria, are published in the module outline.

#### **Submission of assessment items**

- Students who submit course work late but within 7 days (one week) of the due date will have work marked, but the grade will be capped at D- unless an application for mitigating circumstances is accepted.
- Students who submit work later than 7 days (one week) will not have work marked unless they have submitted a valid claim of mitigating circumstances.
- For full details of submission regulations see [Taught Courses Regulatory Framework](#).

#### **Retrieval of failure**

- Students are entitled to resit failed assessment items for any module that is awarded a fail grade.
- Reassessment items that are passed are capped at D-.
- If a student is unsuccessful in the reassessment, they have the right to retake the module (or, in some circumstances, take an alternative module); the module grade for a re-taken module is capped at D-.
- A student who fails 60 credits or more after exhausting all reassessment opportunities may be required to withdraw from the University.
- A student will be notified of the reassessment opportunities in the results notification issued via the secure student portal (SOLE). It is the student's responsibility to be aware of and comply with any reassessments.

#### **Requirements for Awards**

<b>Award</b>	<b>Requirement</b>
Post Graduate Certificate in Marketing	Passed a minimum of 60 credits at Level 7, as specified on the award map
Post Graduate Diploma in Marketing	Passed a minimum of 120 credits at Level 7, as specified on the award map
MSc Marketing	Passed a minimum of 180 credits at Level 7, as specified on the award map

PG Cert and PG Dip awards are unclassified. The awards of Masters may be made with Pass, Merit or Distinction.

## **20. Graduate destinations, employability and links with employers**

Marketing is one of the most popular graduate careers with many routes upon graduation. The nature of the marketing sector is such that skills such as organising society or department events, writing newsletters, managing budgets and standing on committees all show the good communication and project management skills graduates require for a career in marketing.

Specialist marketing, advertising and PR agencies are not the only major employers of marketing graduates. Marketing is a core element of all organisations and, therefore, opportunities exist across all industry sectors - private, public and voluntary. These can range



from the financial, consumer and information technology industries to not-for-profit organisations, such as charities, local government and higher education institutions. However, typical roles for new graduates include:

- Advertising account executive
- Advertising account planner
- Advertising art director
- Advertising copywriter
- Market researcher
- Marketing executive
- Media buyer
- Media planner
- Event organiser
- Public affairs consultant
- Public relations account executive
- Public relations officer
- Sales promotion account executive

### **Links with employers**

The course team are in contact with a wide range of organisations and also the professional body Chartered Institute of Marketing (CIM). The team communicate with these professionals to ensure that the theoretical and practical elements of the course reflect the real-world situation and that students are armed with the up-to-date knowledge and competencies that they will need for a career in Marketing.

- Worcester Business School aims to promote closer links with employers through the work of its Business and Professional Development Team, and is supported by the School's [Employers' Advisory Board](#), which meets on a regular basis.
- The School works closely with a number of professional organisations including the Chartered Institute of Management, Institute of Commercial Management, Chartered Institute of Marketing, Chartered Institute of Personnel and Development, Chartered Institute of Public Relations, Chartered Institute of Management Accountants, Association of Chartered Certified Accountants, Institute of Chartered Accountants of England and Wales, Institute of Financial Accountants, Chartered Institute of Payroll Professionals, and British Computer Society.
- The School has worked with a number of business clients in developing and delivering its programmes. These include – The NHS (a range of Primary Care and Acute Trusts); Local Government (a range of County, District and Unitary Authorities); West Mercia, Warwickshire, Gloucestershire and Staffordshire Constabularies; Ministry of Defence and The Royal Air Force; Her Majesty's Prison Service; Royal Mail; Financial Services Organisations (e.g. Lloyds TSB, HBOS Plc, Clerical Medical, NFU Mutual and Virgin Money); Housing Associations, Southco, Malvern Instruments, Allpay Limited, G4S Secure Solutions, Hereford & Worcester Fire and Rescue Service and Hitachi Capital.
- The School has well-developed working relations with the local business community many of whom contribute to postgraduate programmes to give a real-world insight into the future world of work and/or to provide live client briefs to students.
- These professional and business networks also involve external events, many of which are open to students, as well as employers. These include the Annual Business School Lecture, where recent speakers have included the Vice President Global Retail Network of Shell International Petroleum Company; the Director General of the Institute of Directors; and the Chief Executive of the Chartered Institute of Marketing.

- The School has strong working relationships with external agencies, such as the Institute of Directors, Federation of Small Businesses, Chamber of Commerce and Confederation of British Industry.
- A number of senior managers have been involved in, and advised on the content of this programme. They were particularly complimentary about the logical sequencing of the modules and the use of Business Investigation and Discovery as a vehicle for learning.

**Please note:** This specification provides a concise summary of the main features of the programme 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 associated course documentation e.g. course handbooks, module outlines and module specifications.