Programme Specification for MSc Marketing

This document applies to Academic Year 2021/22 onwards

Table 1 Programme Specification for MSc

1.	Awarding institution/body	University of Worcester
2.	Teaching institution	University of Worcester
3.	Programme accredited by	Chartered Management Institute (CMI) – (subject to approval - see Section 16)
4.	Final award or awards	MSc Marketing PG Dip in Marketing PG Cert in Marketing
5.	Programme title	MSc Marketing
6.	Pathways available	NA
7.	Mode and/or site of delivery	Standard taught programme or block delivery.
8.	Mode of attendance and duration	FT or PT 1 year for FT mode Normally 2-3 years for PT mode
9.	UCAS Code	*N/A*
10.	Subject Benchmark statement and/or professional body statement	This programme is informed by the QAA subject benchmark statement of Master's Degrees in Business and Management June 2015 *QAA subject benchmark statement*. It also meets the *QAA Masters Degree Characteristics*
11.	Date of Programme Specification preparation/ revision	Course approved August 2020 August 2021 – AQU amendments

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 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 from around the world. 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 forefront of the development of the industry with a critical awareness of current issues in marketing, informed by 'leading edge' research and practice.

The international context will be at the forefront of many modules, allowing students to explore and investigate the core content of marketing subjects in a multicultural and global setting. Indeed, the programme will use the diverse student backgrounds to encourage cross-learning within the cohorts in terms of business and management practices from around the world.

Specific exposure to the international context will be provided through links to live case studies to enable students to gain an appreciation of real business contexts. Further exposure to relevant practice will happen through the internship pathway which is available as an option to all students. More details about the internship option is available in the learning, teaching and assessment section.

Students will be provided with many opportunities, through classroom activities and assessment, to develop their knowledge, skills and attributes directed at enhancing employability and graduate readiness in preparation for accessing graduate employment. We aim to enable students to develop their skills and competencies as leaders and managers by providing opportunities to evaluate and apply the knowledge and skills they gain in every assessment, culminating in an individual, business related research project.

Sustainability and sustainable development will be explored throughout the course to enable students to develop a critical understanding and awareness of operating as a leader in sustainable and ethical business.

The course includes a broad base of modules to provide a grounding in key business disciplines. Alongside the mandatory modules, students can select from a menu of optional modules with a marketing focus to customise their degree and focus on their personal career goals. Flexibility is also provided through the structure of the course as students can join the course at two entry points each year.

The aims are as follows:

1. Provide an intellectually challenging and vocationally relevant learning experience where participants can develop and demonstrate a critical knowledge and understanding of strategic marketing practices in the contemporary business environment.

2. Facilitate the application of analytical and problem-solving skills in the context of marketing management.

3. Provide aspiring managers with the practical competencies needed to apply relevant and professional decision-making solutions to key marketing challenges.

4. Provide students with opportunities to gain 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 Degrees in Business and Management (QAA 2015) which include:

- a systematic understanding of relevant knowledge about organisations, their external context and how they are managed
- application of relevant knowledge to a range of complex situations taking account of its relationship and interaction with other areas of the business or organisation
- a critical awareness of current issues in business and management which is informed by leading edge research and practice in the field
- ability to acquire and analyse data and information, to evaluate their relevance and validity, and to synthesise a range of information in the context of new situations
- ability to take an international perspective including understanding the impact of globalisation on businesses, societies and the environment and the ethical implications.

13.   Intended learning outcomes and learning, teaching and assessment methods

Table 2 knowledge and understanding outcomes and which module/code they relate to

Knowledge and Understanding		

LO no.	On successful completion of the named award, students will be able to:	Module Code/s	Award
1.	Apply relevant knowledge and develop a critical appreciation of advanced marketing practice in the context of modern business	BMGT4302 BMGT4303 BMGT4307 BMGT4309 BMGT4310	PGCert PGDip MSc
2.	Appraise recent research findings in marketing and their implications for marketing practice resulting in	BMGT4302 BMGT4303	PGCert PGDip

	a critical understanding of technology as a challenge and an opportunity in marketing	BMGT4307 BMGT4310	MSc
3.	Apply relevant knowledge and develop a critical appraisal of how organisations develop competitive advantage by creating, delivering and communicating value to customers	BMGT4302 BMGT4303 BMGT4307 BMGT4309 BMGT4310	PGDip MSc
4.	Critically evaluate how brands and the wider reputation of the organisation create value for customers	BMGT4302 BMGT4303 BMGT4307	PGDip MSc
5.	Conduct research into current business issues at postgraduate level and demonstrate the ability to critique previous research and sustain a coherent and convincing academic argument.	BMGT4376	MSc

Table 3 cognitive and intellectual skills outcomes for module code/s

Cognitive and Intellectual skills

6.	Integrate, analyse and evaluate new and/or abstract marketing situations, using a wide range of appropriate techniques and transform concepts into actionable solutions	BMGT4302 BMGT4303 BMGT4307 BMGT4309 BMGT4310	PGDip MSc
7.	Use conceptual, analytical and quantitative skills for marketing decision making	BMGT4302 BMGT4303 BMGT4307 BMGT4310	PGCert PGDip MSc
8.	Demonstrate critical thinking and creativity regarding marketing practice	BMGT4302 BMGT4303 BMGT4307 BMGT4310	PGDip MSc

Table 4 learning skills and capabilities related to employability outcomes for module code/s

Skills and capabilities related to employability

9.	Apply analytical techniques to the decision-making process in marketing, both systematically and creatively, and present analysis in a clear and persuasive manner	BMGT4302 BMGT4303 BMGT4307 BMGT4309 BMGT4310	PGCert PGDip MSc
10.	Produce creative and realistic solutions to complex problems	BMGT4303 BMGT4307 BMGT4309 BMGT4310	PGDip MSc

11.	Apply knowledge and skills learnt on the programme to design, deliver and support marketing strategies	BMGT4302 BMGT4303 BMGT4307 BMGT4310	PGCert PGDip MSc

Table 5 transferable/key skills outcomes for module code/s

Transferable/key skills		

12.	Communicate effectively in context through oral presentations and written reports	All modules	PGCert PGDip MSc
13.	Critically use Information and Communications Technology	All modules	PGCert PGDip MSc

Learning, teaching and assessment

For 2021/22, the majority of teaching sessions are face to face on campus. Lectures or lecture workshops for some modules will be delivered online either 'live' or pre-recorded. Individual and small group tutorials will be arranged online as this has proven to be convenient and popular with students.

The programme is designed to develop an independent learning culture that will allow the student to be able to take learning from their programme of study and apply it systematically in a range of work and organisational settings. In this way the course is highly focussed on the workplace and, where possible, students are encouraged to further their learning with any relevant work experience. The learning & teaching strategies employed demonstrate this synergy. They include case studies on real organisations to examine problem-based learning, blended learning from the Virtual Learning Environment, group work simulating real-life marketing contexts. These provide an effective link between theory, its application, and the development of well-rounded future marketing managers capable of working in a range of organisational contexts nationally and internationally.

An optional internship (up to 6 months in duration) is available to all students, taking place on completion of the taught modules. This internship will not be credit-rated but will allow the student to gain first-hand experience within a real business environment to enhance their future employability. Students may also choose to make use of this opportunity to base their Research Project on a business-related issue arising during the internship. There may be possibilities, with the employer's permission, to gain access to research participants and primary data, and to apply their understanding of theories and principles discussed within their programme to a live organisational setting.

Additionally, grounding is gained through the dissection, discussion, and interpretation of case studies; opportunities to work on live client projects/briefs; interaction with guest speakers and networking events with business leaders provided at local venues and at the Business School and other Universities.

Teaching

Students are taught through a combination of interactive workshops, lectures, seminars, organisational fieldwork, practical activities, etc. Interactive workshops take a variety of formats and are intended to enable the application of learning through discussion and small group activities. Seminars enable the discussion and development of understanding of topics covered in lectures. In addition, meetings with Personal Academic Tutors are

scheduled on at least four occasions in the first year and three occasions in each of the other years of a course.

The University places emphasis on enabling students to develop the independent learning capabilities that will equip them for lifelong learning and future employment, as well as academic achievement. A mixture of independent study, teaching and academic support from Student Services and Library Services, and also the Personal Academic Tutoring system enables students to reflect on progress and build up a profile of skills, achievements and experiences that will help them to flourish and be successful.

Contact time

Each module will have a weekly session of two hours. In a typical week full time students will have around 8 contact hours of teaching. For part time students, this will depend on the number of modules being taken. Typically, class contact time will be structured around:

- Delivering theoretical content to address contemporary marketing issues
- Practical tasks relating theory to practice
- Discussions and group activities
- Case studies and other exercises

Independent self-study

In addition to the contact time, a full time student is expected to undertake around 30 hours of personal self-study per week, making this equivalent in total with contact time to working full time. Typically, this will involve reading, researching, preparing for group work, rehearsing presentations, preparing for assessments and exams.

Independent learning is supported by a range of excellent learning facilities, including the Hive and library resources, the virtual learning environment, and extensive electronic learning resources.

Teaching staff

Students will be taught by a teaching team whose expertise and knowledge are closely matched to the content of the modules on the course.

Teaching is informed by research and consultancy, and most lecturers on the course have or are working towards a higher education teaching qualification or are Fellows of the Higher Education Academy.

Assessment

The course provides opportunities to test understanding and learning informally through the completion of practice or 'formative' assignments. Each module has one or more formal or 'summative' assessment which is graded and counts towards the overall module grade.

The precise assessment requirements for an individual student in an academic year will vary according to the mandatory and optional modules taken, but a typical formal summative assessment pattern, for a FT student is:

Semester 1:
- o 1 Research proposal
- o 3 Individual reports

Semester 2:
- o 1 Individual report
- o 1 Exam
- o 1 Group presentation

Semester 3:
- o Research Project

The precise assessment requirements for PT students will vary according to the modules selected.

All assignments will be internally marked and moderated as well as being externally examined as per the UW assessment policy.

14.   Assessment strategy

The Assessment strategy has been designed to provide students with challenges appropriate for Master 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 Master 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 marketing-decision making process
- Receive continuous, regular and appropriate feedback throughout the course
- Develop the intellectual and practical abilities required of leaders and managers
- Exhibit creative and reflective ability in striving for continuous improvement, questioning ideas, testing traditional methods and received wisdom.

In designing the assessment strategy for the programme, the course team have been careful to align with the University's Assessment Policy and the University's Postgraduate (PGT) Grade Descriptors.

15.   Programme structures and requirements
Table 6 award map for each level of the course

Module Code	Module Title	Credits (Number)	Status Mandatory (M) or Optional (O)		
			PG Cert	PG Dip	MA/MSc/ MBA
BMGT4302	Marketing Management	15	M	M	M
BMGT4310	International Business	15	M	M	M
BMGT4309	Managing Corporate Reputation	15	O	M	M
BMGT4303	Marketing Communications	15	O	M	M
BMGT4307	Services Marketing	15	O	M	M
BMGT4375	Research Methods	15	O	M	M
BMGT4315	Cybersecurity and the Online Market	15	O	O	O
BMGT4316	Business Information Systems	15	O	O	O

BMGT4318	Managing for Sustainable Futures	15	O	O	O
BMGT4317	Managing Across Cultures	15	O	O	O
BMGT4305	Corporate Entrepreneurship and Innovation	15	O	O	O
BMGT4376	Research Project (Dissertation)	60	N/A	N/A	M
	Total Credits	180			

PG Certificate in Marketing
To be awarded the PG Certificate, students must successfully complete 60 credits at Level 7 to include Mandatory modules BMGT4302 and BMGT4310 plus 30 credits of Optional modules.

PG Diploma in Marketing
To be awarded the PG Diploma in Business Administration, students must successfully complete the PG Certificate plus all of the Mandatory modules (not including the Research Project), plus 30 credits of Optional modules to a total minimum of 120 credits at Level 7.

Masters (MSc) in Marketing
To be awarded the MSc, students must complete a total of 180 credits at Level 7 including 60 credits from the Dissertation.

The course is composed of 8 x 15 credit taught modules and a 60 credit Research Project module. Student must take the mandatory modules shown above and can customise their degree to match their own interests from their choice of optional modules.

Full time students can finish the course in one year. Students who take the internship option will not be required to take extra modules, but their course duration will be extended by 6 months. Part time students would normally complete the course in no less than two years, but the maximum registration period is 6 years. They have the option of selecting up to 90 credits of study per year, but the Research Project should be the final module taken.

16. **QAA and professional academic standards and quality**

The MSc Marketing is located at Level 7 of the FHEQ and is informed by:
- QAA Master's Level Benchmark Statement 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 II 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 (2010) 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.

This award has been designed to align with the Chartered Institute of Management's (CMI) professional standards. The University is currently awaiting confirmation of accreditation mapped against the CMI's Certificate in Strategic Management (see Section 3).

17. Support for students

At Worcester Business School students are offered the best possible support to help them fully achieve their objectives of joining the course. The following points exhibit the various dimensions of support provided for students:

- Course induction including a brief course overview, introduction to the delivery pattern and assessment for the programme and specific modules, introduction to the VLE and learning resources. The induction helps students to settle down and adjust to the new teaching and learning environment. It also helps them from the beginning to set the expectations right, so they are fully aware of the standards at Master's level.
- The use of a VLE site (BlackBoard) to provide learning resources and module information, exchange ideas and information between course members and staff
- A Programme Leader as a point of contact for overarching programme questions and concerns
- A course handbook (available via the VLE) incorporating module outlines, key contacts and guidance for assessments
- Allocated Personal Academic Support 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 to ensure making students' voice heard and to provide feedback to the on-going process of course improvement
- Support for disabled students via Student Services and the Disability and Dyslexia Service

https://www2.worc.ac.uk/firstpoint/
https://www.worcester.ac.uk/life/help-and-support/services-for-students/home.aspx
https://www2.worc.ac.uk/disabilityanddyslexia/

18. Admissions

Admissions policy
This course targets local and international individuals with or without marketing experience but with a desire to either run their own business or to have a successful career in marketing. The University of Worcester is an accessible place for higher education. 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
The MSc Marketing course is available to aspiring individuals who can exhibit good intellectual abilities and personal and professional skills. The minimum entry requirements are:

- A second class honours degree in any subject (or International students holding a qualification recognised as equivalent by the University).

- Students whose first language is not English are required to demonstrate proficiency to a minimum level of 6.5 IELTS (and minimum of 5.5 in each element) or equivalent

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 course 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 Admission tutor. Where information on the form is insufficient for a decision to be made the applicant will be requested to attend an interview with the Admission Tutor.

19. **Regulation of assessment**

The course operates under the University's <u>Taught Courses Regulatory Framework</u>

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 please see the Taught Courses Regulatory Framework.

Retrieval of failure
- A student is 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
Table 7 requirements for awards

Award	Requirement
PG Cert	Passed a minimum of 60 credits at level 7, as specified on the award map
PG Dip	Passed a minimum of 120 credits at level 7, as specified on the award map
Masters (MA/MSc/MBA/MTL)	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.

Classification of Masters
The classification will be determined by whichever of the following two methods results in the higher classification.

Method 1

a) Candidates will be awarded a Distinction where they have attained an average of A- (PD) or higher from the credit achieved with the University for the award.
b) Candidates will be awarded a Merit where they have attained an average of C+ (PM) or higher from the credit achieved with the University for the award.

Method 2

a) Candidates will be awarded a Distinction, irrespective of their other module results, where they have attained 90 credits at grade A- (PD) or higher
b) Candidates will be awarded a Merit, irrespective of their other module results, where they have attained 90 credits at grade C+ (PM) or higher

Candidates will be awarded a Pass where they have not fulfilled the rules for Method 1 or Method 2, but are eligible for the award of a Masters.

For further information on honours degree classification, see the Taught Courses Regulatory Framework.

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

Graduate destinations

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 copywriter
- Market researcher
- Media buyer
- Media planner
- Event organiser
- Public relations account executive

Student employability

Employability is at the heart of the course design for MSc Marketing. The course is structured around producing competitive graduates ready for the current challenges of the job market. They are taught a wide range of current and relevant topics and trained to exhibit the best attributes and qualities of critical, open-minded, inclusive and skilful individuals. The international nature of both students and faculty, and the diversity of expertise and backgrounds are central to shaping the learning experience and contribute to student employability upon graduation.

Links with employers

The Business 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 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 through the internship option to give students a real-world insight into the future world of work and/or to provide live client briefs to students. Senior managers from this business community have been involved in the design of this programme. They were consulted on the skills and attributes they expect to see in our graduates as we well as the knowledge and academic competencies they want our graduated to exhibit.

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.