

## PROGRAMME SPECIFICATION

1.	<b>Awarding Institution:</b>	The University of Law
2.	<b>Final Awards:</b>	Master of Science in Marketing
3.	<b>Exit / Intermediate Awards</b>	For the MSc in Marketing: <ul style="list-style-type: none"> <li>- Postgraduate Diploma in Marketing</li> <li>- Postgraduate Certificate in Marketing</li> </ul>
4.	<b>Programme Title(s):</b>	MSc Marketing
5.	<b>Accredited by:</b>	N/A
6.	<b>Total Credits:</b>	Masters of Science in Marketing – 180 Postgraduate Diploma in Marketing – 120 Postgraduate Certificate in Marketing – 60
7.	<b>Level:</b>	Master of Science in Marketing – Level 7 within the FHEQ  Postgraduate Diploma in Marketing – Level 7 within the FHEQ  Postgraduate Certificate in Marketing – Level 7 within the FHEQ
8.	<b>Mode of Study:</b>	Face-to-face: Full-Time and Part-Time  Online: Full-Time and Part-Time
9.	<b>Language of Study:</b>	English
10.	<b>Length of Programme:</b>	Full-time: <ul style="list-style-type: none"> <li>- MSc: 12 months</li> </ul> Part-time: <ul style="list-style-type: none"> <li>- MSc: 24 months</li> </ul>
11.	<b>Criteria for admission:</b>	2:2 or above from a UK Bachelor's degree, or equivalent qualifications.  Non-standard routes:  ROUTE A: <ul style="list-style-type: none"> <li>• Applicants must possess an undergraduate degree with a grade below that of a 2:2 (3rd or Ordinary);</li> <li>AND EITHER</li> <li>• A professional qualification at level 6 or above from a business professional body, e.g. CIM, CMI, CFA, ACCA, CIMA, CIPD, etc.</li> </ul>

		<p>OR</p> <ul style="list-style-type: none"> <li>• At least two years of proven professional work experience;</li> </ul> <p>ROUTE B:</p> <ul style="list-style-type: none"> <li>• Applicants must possess a professional qualification at Level 6 or above from a business professional body such as CIM, CMI, CFA, ACCA, CIMA or CIPD;</li> </ul> <p>AND</p> <ul style="list-style-type: none"> <li>• At least three years of proven professional work experience.</li> </ul> <p>ROUTE C:</p> <p>Applicants possess no formal qualifications. Applicants will need to provide 5 years of proven professional managerial work experience along with a professional reference. Applicants may also be required to attend a formal interview.</p> <p>All applications for non-standard entry must be accompanied by a full CV.</p> <p>International Entry Requirements - an English language level equivalent to IELTS 6.5 or above with a minimum of 5.5 in each component.</p>
12.	<b>UCAS code (if relevant):</b>	N/A
13.	<b>HECOS codes (if relevant):</b>	100075 - Marketing 100078 – Business and Management
14.	<b>Date of Production/Revision:</b>	November 2021
<p><b>15. Aims and Rationale of the Programme</b></p> <p>All ULBS Postgraduate degrees are organized into two hubs of programmes; Management Hub and Finance Hub. Programmes within each hub share certain modules, with additional modules that are specific to each programme. The shared modules give students the opportunity to network and liaise with students on other programmes, which they otherwise might not have done, offering invaluable networking opportunities that will benefit them in their work-life. The MSc Marketing degree is part of the Management Hub. The shared modules within the Management Hub are:</p> <ul style="list-style-type: none"> <li>• Global Business Strategy</li> <li>• Innovation Management in a Digital Age</li> <li>• Success Through business Ethics</li> </ul> <p>Additionally, all students will share the following two modules:</p> <ul style="list-style-type: none"> <li>• Professional Development</li> <li>• Business Project</li> </ul> <p>The overall objective of master's level business and management degrees is to educate individuals as managers and business specialists, and thus to improve the quality of management as a profession. Master's degrees add value, for example to first (or bachelor's) degrees, by developing in individuals an integrated and critically aware understanding of management and organisations in a global context, and assist them to take effective roles within them.</p>		

In particular the programme (MSc Marketing) provides preparation for and/or development of a career marketing by developing skills at a professional level.

The programme is structured with a significant emphasis upon meeting the industrial developmental needs as well as enabling professionals and graduates to develop as:

- Marketing professionals and experts in the advanced study of up to date marketing channels and approaches available to organisations, and techniques that drive their marketing strategies, as well as the fast changing external context in which they operate both national and international contexts of stability, uncertainty and change
- Critically aware learners who can proceed directly to fast-track marketing opportunities in a range of established businesses or entrepreneurial ventures, and/or
- Managers and Leaders who value lifelong learning so as to equip themselves with the ability to convert theory into practice from a critical and informed perspective so as to advance the effectiveness of employees and competitiveness of employing organisations.

The programme will share the vision and values ULBS is committed to; the emphasis on practice-based learning within a realistic, professional, international and contemporary context. Achieving this by building on the practical nature of learning and high quality teaching and assessment, links with employers and professional bodies. The aim of the programme with regard to teaching and learning is to produce career ready postgraduates with excellent professional, intellectual and life skills.

Students will have a broad comprehension of the most important concepts in marketing with a strategic perspective in a global context. Students will apply these theoretical concepts of marketing to real life case studies, in a practice-based environment.

The MSc in Marketing will develop students' advanced intellectual and professional skills master's level and provide them with:

- A deep intellectual appreciation of the theoretical foundations of marketing with an applied emphasis and a focus on contemporary issues;
- The ability to apply relevant bodies of marketing knowledge with strategic views to specific business problems taking account of the interdependency between marketing and other functions of businesses and organisations;
- A learning environment which encourages the development of systematic and independent thought and learning and to become a reflective practitioner capable of analysis and challenging concept and theory;
- A comprehensive knowledge and appreciation of significant contemporary issues in marketing research;
- The confidence to apply the knowledge gained on the programme to a variety of case scenarios and real world marketing challenges.

The student will acquire the competences necessary for:

- Leading the development of marketing and digital marketing strategy and managing the implementation of strategic and operational marketing plans locally, nationally and internationally
- International leadership and management of the marketing function in a market-led organisation.
- Synthesis and presentation of comparative data (quantitative and qualitative) for business decisions.
- Amalgamating creativity with integrity and corporate responsibility

## **16. Programme Outcomes**

*Knowledge and understanding*

Upon successful completion of the programme students should be able to:

- Demonstrate comprehensive knowledge and understanding of digital marketing and related fields of study
- Demonstrate critical awareness of current, complex issues in the landscape in which digital marketing is evolving
- Recognise and assess appropriate methods for measuring and evaluating target audience behaviour with awareness of cultural and other ethical considerations on an international scale
- Apply knowledge of digital marketing to improve marketing practice by identifying and formulating appropriate and relevant methods
- Convert theory into practice from a critical and informed perspective so as to advance the effectiveness of employees and competitiveness of employing organisations.
- Apply relevant tools and techniques to research and develop insights
- Identify new and emerging technologies and assess their impact on the future of organisations within the global business environment.

#### *Practice and Skills*

Upon completion of the programme students should be able to:

- Demonstrate self-management, including an ability to reflect on their own learning, make effective use of feedback, a willingness to acknowledge and correct errors and an ability to work collaboratively
- Engage with their own personal and professional development, and academic integrity
- Demonstrate a clear understanding of the importance of professionalism, ethics and law in the digital marketing and business industry
- Present and support concepts and ideas effectively and professionally to an audience.

#### **Relevant Subject Benchmark Statements and other reference points to inform programme outcomes**

The Framework for Higher Education Qualifications in England, Wales and Northern Ireland (FHEQ) Subject Benchmark Statement Master's Degree in Business and Management June 2015 (QAA)

## 17. Programme Structure, Levels, Modules and Credits

Modules are 15 credits apart from the Business Project Module (inclusive of a taught element focused on research methods) which is 45 credits. Professional Development is mandatory, but non credit bearing.

<b>Programme Title – MSc Marketing</b>	<b>Level 7</b>
<b>Module Titles</b>	<b>Credit</b>
Global Business Strategy	15
Innovation Management in a Digital Age	15
Success Through Business Ethics	15
Brand Management & Social Media	15
Marketing and Digital Technologies	15
Consumer Behaviour	15
International Marketing	15
Digital Marketing Analytics	15
Strategies for the Digital Economy	15
Professional Development	Non Credit Bearing
Business Project	45

Students who obtain all the 180 credits from the modules above will receive the MSc in Marketing award and will achieve all the learning outcomes described in this document.

Students who obtain 120 credits from the modules above will receive the Postgraduate Diploma in Marketing award, and consequently the learning outcomes described in this document will be achieved just partially, on the basis of the modules passed.

Students who obtain 60 credits from the modules above will receive the Postgraduate Certificate in Marketing award, and consequently the learning outcomes described in this document will be achieved just partially, on the basis of the modules passed.

## 18. Programme Outcomes, Learning & Teaching and Assessment Strategies

<b>Knowledge and Understanding</b>	<b>Learning and Teaching Methods</b>
<ul style="list-style-type: none"> <li>• Demonstrate comprehensive knowledge and understanding of digital marketing and related fields of study</li> <li>• Demonstrate critical awareness of current, complex issues in the landscape in which digital marketing is evolving</li> </ul>	<p>The learning and teaching methodology will be consciously constructed around ULaw's emphasis on critical practice based learning within a realistic, professional and contemporary context, and will fit with the Business School's agreed approach for teaching and learning sessions to be student led.</p> <p>The programme will also incorporate varied teaching and assessment methods, to the extent where this is useful, but also mindful of the need for students to</p>

<ul style="list-style-type: none"> <li>• Recognise and assess appropriate methods for measuring and evaluating target audience behaviour with awareness of cultural and other ethical considerations on an international scale</li> <li>• Apply knowledge of digital marketing to improve marketing practice by identifying and formulating appropriate and relevant methods</li> <li>• Convert theory into practice from a critical and informed perspective so as to advance the effectiveness of employees and competitiveness of employing organisations.</li> <li>• Apply relevant tools and techniques to research and develop insights</li> <li>• Identify new and emerging technologies and assess their impact on the future of organisations within the global business environment.</li> </ul>	<p>practice different method of assessment. A balanced approach is achieved across subjects and programmes.</p> <p>Students will be taught by people who have substantial business experience, there will also be guest speakers and involvement from professional bodies.</p> <p>All students will benefit from identification of strengths and learning styles. Where necessary remedial provision will be put in place for numeracy and academic writing. Students will also have access to a personal tutor and reviews of their learning journey.</p> <p>In particular, the delivery of lectures and the student led nature of tutorials and workshops is designed to ensure active participation in the learning process. Methods such as experiential learning, active learning techniques, directed reading, critical reflection, personal research, applied research encourage engagement by students in their teaching and learning processes. In addition, case study analysis and discussion are used by students to contextualise the learning and the application of models, techniques and concepts.</p> <p>Knowledge and understanding is developed through the teaching and learning methods outlined above. Each class, whatever its particular format, involves discussion of key issues, practice in applying concepts, both orally and in writing, analysis and interpretation of material, critical evaluation.</p> <p>The online version of the programme will share the same aims and principles of the face to face version, with the specific approach that it will be delivered remotely through a virtual learning environment where written and multimedia materials will be provided. The modules will be taught by lecturers with a similar profile to the face to face version, while the delivery and access to the faculty will be adapted to the specific requirements of the online format.</p>
	<p><b>Assessment Methods</b></p> <p>The assessment methods have been designed to recognise the differences in learning styles thereby ensuring that they are not biased towards any one learning style. Learners will be assessed in a more practical environment and with a practical application of the theoretical content to real life learning. Students will demonstrate the learning outcomes through a range of different assessments, such as group presentation (formative) and written individual coursework (summative).</p>

**Practice and Skills**

- Demonstrate self-management, including an ability to reflect on their own learning, make effective use of feedback, a willingness to acknowledge and correct errors and an ability to work collaboratively
- Engage with their own personal and professional development, and academic integrity
- Demonstrate a clear understanding of the importance of professionalism, ethics and law in the digital marketing and business industry
- Present and support concepts and ideas effectively and professionally to an audience.

**Learning and Teaching Methods**

Cognitive skills are developed through the teaching and learning methods and strategies outlined above. In particular, analysis, critical judgement, evaluation and problem-solving skills are further developed through the use of practice-based scenarios.

These skills will be further developed through the production of formative and summative written work, oral and written feedback and through the supervision relationship during the dissertation

**Assessment Methods**

A wide range of assessment methods, both formative and summative, will be used across all modules to ensure that programme outcomes can be demonstrated by students. The assessment methods are intended to underpin the learning process. Formative assessment of knowledge and understanding will take place through the regular activities within workshops. These can be in the form of

- workshop group activity, where students consider a case-study, issue, or problem, and report on towards the end of the session in an oral presentation
- simulations and role-play activities
- in-class debates
- communication exercises
- activities that confirm understanding

Other types of formative assessment may take place. Feedback will be given simultaneously and aimed at confirming and assisting students in building their communication, critical thinking and analysis, and problem solving skills.

Summative assessments of each module will be one of the following:

- written reports (formative element in the form of lecturer giving guidance on structure and general content)
- portfolio, where students compile a portfolio of activities, where they have applied critical analysis and assessment on issues/activities provided by the lecturer
- presentation/poster, where students prepare communication piece responding to a brief, constructing a presentation with annotations for further details.

	<p>This variety of approaches to assessment supports diversity in learning.</p> <p>All assessment will test the module and programme learning outcomes and will be designed to align with the relevant FHEQ descriptors.</p> <p>For the online version the assessment methods will be the same and administered remotely.</p>
<b>19. Inclusive Considerations</b>	<p>Learning materials (examples, case-studies and other support materials) are sourced from as wide and diverse sources as possible, to reflect the demographics of the student population. Students are actively encouraged to share experiences from their own culture, providing opportunities for comparing and contrasting different behaviours, issues, and solutions. This exposes students to cross-cultural differences and enhances their cultural awareness. Students who appear not to keep up with the pace of the class, are signposted to ULaw's student support services.</p>
<b>20. Prior credits considered for RPL</b>	<p>In accordance with the University's RPL Policy.</p>

### Version history:

<b>Version</b>	<b>Amended by</b>	<b>Revision summary</b>	<b>Date</b>
V1.0	Head of Quality Assurance	First version – periodic review	November 2021