

Part one: Programme Specification

Course record information

Name and level of final award:	MA Marketing Management MSc Marketing Management
Name and level of intermediate awards:	Postgraduate Diploma in Marketing Management Postgraduate Certificate in Marketing Management
Awarding body/institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Marylebone Campus, Westminster Business School, University of Westminster
Language of delivery and assessment:	English
Course/programme leader:	Donna Mai
Course URL:	http://www.westminster.ac.uk/courses/subjects/marketing/postgraduate-courses/full-time/p09fpmkm-mamsc-marketing-management
Mode and length of study:	Full-time, One year
University of Westminster course code:	09FPMKM
JACS code:	N500
UCAS code:	N/A
QAA subject benchmarking group:	The QAA subject benchmark for Masters in Business and Management

Professional body accreditation: N/A

Date of course validation/review: Initial Validation: 1992
September 1997
September 2002
May 2007
November 2013

Date of programme specification: December 2013

Admissions Requirements

In order to be admitted to the MAMM/MScMM course applicants will normally need to hold a UK Honours first degree class 2.2, or above, or international equivalent. Exceptionally, non graduates with significant practitioner experience (roughly 4 years) of marketing management will be admitted.

The entry requirement for MA/MSc **Fast track** programme is a CIM Post Graduate Professional Diploma in Marketing.

Students whose first language is not English will normally be expected to have passed IELTS 6.5, or equivalent, with a minimum score of 6.0 in each element. The required level at TOEFL is 600 or 250 for the computer based test or 92 in IBT.

In addition, full consideration is given to applications for Accredited Prior Learning (APL). This is particularly relevant for students who have partially completed a relevant Masters programme in another country, or may have significant, relevant, work experience, but no first degree.

The student's prior learning claim is mapped against the learning outcomes of the course. The decision on a claim rests with the Admissions Tutor or Course Leader, subject to confirmation by the Dean of School, Head of Department, or a nominee and ratification by the APL Board. Students must enrol on the course before a claim for APL can be considered.

All candidates will need to demonstrate that they have the commitment and motivation to benefit from, and contribute to the course.

Aims of the Courses

The principal aim of the both MA and MSc Marketing Management is to enable participants, and hence the organisations they will work for, to improve their managerial effectiveness in the field of marketing. This will be achieved by giving students a sound education in the theory and application of strategic marketing management, incorporating current marketing thinking and equipping them with the key concepts and tools necessary for strategic marketing planning in an international context.

Both courses are designed for and attract people who wish to develop a strategic approach to marketing management and to develop careers in marketing. They are also aimed at those wishing to move into marketing from a more limited base of relevant study and experience. They will enhance lifelong learning skills and personal development appropriate to a post graduate career in marketing and business, and will equip participants for marketing management careers in a wide range of industries and international markets, and prepare them for senior management positions or further study.

MA Marketing Management

Special emphasis in the MA is laid on enhancing participants' analytical and creative skills that are crucial for sound decision-making, imaginative problem solving, and developing and implementing marketing strategies in a fast changing, global business environment.

MSc Marketing Management

Special emphasis in the MSc is laid on enhancing participants' analytical and data-handling skills that are crucial for sound decision making and evidence-based problem solving for developing and implementing marketing strategies in a fast changing, resource-constrained global business environment.

Employment and Further Study Opportunities

Today's organisations need graduates both with good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements/internships and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.
- Students are encouraged to pursue both academic development, e.g. taught modules, and professional development, e.g. the CIM Affiliate Professional Membership activities and internships, during their time of study.
- A large number of MA/MScMM graduates return to their home country to develop their career while some graduates remain in the UK. They usually hold junior executive or manager positions in the field of marketing.

Learning Outcomes

The course has been designed to give instruction at the highest relevant level in the main disciplines of marketing management. Students will learn the theories and applications of marketing management, analysis and planning. Students will also develop their ability critically to evaluate contemporary marketing practice.

The MA and MSc are differentiated by the learning outcomes of the following modules and Marketing Dissertation, particularly, the type of research and analytical methods applied in the dissertation.

MA: Marketing Creativity and Innovation

MSc: Quantitative Analysis for Marketing Management

Knowledge and Understanding

In completion of the course, students will acquire specialised knowledge in marketing management. The knowledge includes the key marketing management concepts, theories and applications, analytical tools, research skills, decision-making and planning.

Specific skills

1. Attain a deep and systematic understanding of the theories and applications of the marketing mix and strategic marketing management
2. Familiar with current marketing thinking and the key concepts and analytical tools necessary for strategic marketing analysis and planning
3. Apply specialised marketing knowledge and implement effective marketing planning

Key transferable skills

4. Acquire sound specialist knowledge and research skill in marketing when facing the fast changing, highly complex consumer and international marketing environment.
5. Work effectively in a supervised/unsupervised and/or individual/team environment
6. Generate creative and innovative decision-making and marketing planning (MA Route)
7. Apply a high level of quantitative skill in making informed and evidence-based decision (MSc Route).

Learning, teaching and assessment methods

Learning

The learning on this course is a partnership between the student, his/her peers and the module leader. It is a mix of timetabled activity and student's own personal study. 'Scheduled Contact/Activity Time' (i.e. 'Contact Hours') involves interaction with, or supervision from, teaching and associated staff and the activities they set up for students. It is there to help shape and guide students' studies. This is where students may be introduced to new ideas and knowledge; shown practical skills they may practise independently; offered guidance on project work; or provided with personalised feedback. It may be face-to-face or mediated through other channels such as Blackboard.

Alongside the scheduled studies, students' 'independent' study is very important. This is the time that students learn without direct supervision from, or contact with, a member of staff and this makes up a large part of their studies. It is likely to include background reading, preparation for seminars or tutorials, follow-up work, wider practice, the completion of assignments, revision and so on. Some independent study may be structured for students as a key part of the learning, but it also is the additional study students choose to undertake to further improve their learning.

To summarise, very broadly a student's study activity will break down into:

- **Scheduled contact/activity time** (lectures, seminars, tutorials, supervisions and other directed activities)
- **Structured independent study** (such as preparing for scheduled learning activity)
- **Module and course-based wider study** (such as reading the business media, additional academic journals/research papers, employability activities, personal tutoring activity)
- **Assessment** (working on coursework and/or preparing for and taking tests and exams)

Students can find the recommended activity schedule in each module syllabus. Generally speaking, a 20 credit taught module will require a total of 200 hours learning and study time and a 40 credit dissertation module will require 400 study, learning and research hours.

Teaching

Taught modules have fixed teaching timetabled throughout the semester. For these modules, lectures and seminars are the main method of teaching.

In a lecture, the module leader will delivery structured up-to-date teaching content designed to achieve the module aims. The principal marketing management theories and applications are covered in these lectures. Some modules will invite guest speakers from industry to deliver relevant topics related to theory applications or to sit on the assessment panel for student presentations.

Additional learning tools, such as computer software and marketing simulations, will be used in teaching. For modules involving learning specific computer software, for example SPSS, the lectures/workshops will be a hands-on with the class held in a computer lab.

In seminars, the module leader or the seminar tutor will facilitate individual or group activity, conducting marketing-related exercises, discussion and practices. Case studies will be used in most seminars. Some modules may involve the running of workshops developing students' research or practical skills. Some of the workshops may be delivered in an intensive or block mode.

A residential weekend that brings together all modules and key skills is an important feature of the MA/MSc Marketing Management.

Assessment

The course uses rigorous criteria in assessing the learning outcomes. Various assessment methods are used to test students' knowledge and understanding, research, intellectual, problem-solving, analytical and transferrable skills in relation to each module's aims and learning outcomes. Group work is one of the key features of this course. Group work is used to develop the team working skills that most marketing jobs in the real world workplace require.

Students are expected to display mastery of complex and specialised marketing knowledge and skills, employing advanced skills to conduct relevant research, or in-depth analysis for marketing management decision-making.

Course structure

All students will be initially enrolled on the MA Marketing Management, to give them time to appreciate the different emphasis of each degree, reflecting on their own ability and strengths and future career development before committing to the MA or the MSc route. Students wishing to transfer to the MSc will be required to complete an Internal Transfer Form, which must be approved by the course leader before submission to the Faculty Registry.

Full-time Postgraduate students study 180 credits per year. Tables 1 and 2 show the core modules that make up the course and their credit value.

Both September and January cohorts follow the same course structure, with the exception of BMKT705 which will be taught in Summer School (Semester 3) for the January intake.

Table 1 MA Marketing Management Course Structure

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
1st Semester of Study				
BMKT701	Using Consumer Psychology to Understand Buyer Behaviour	Core	20	10
BMKT702	Marketing Research Insights	Core	20	10
BMKT 703	Product and Brand Management	Core	20	10
BMKT704	Distribution and Price Management	Core	20	10
2nd Semester of Study				
BMKT705*	Integrated Marketing Communication in a Digital and Global World	Core	20	10
BMKT706	Strategic Marketing in an International Context	Core	20	10
BMKT707	Marketing Creativity and Innovation	Core	20	10
BMKT709**	Marketing Dissertation	Core	40	20
Award of MA in Marketing Management				

Table 2 MSc Marketing Management Course Structure

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
1st Semester of Study				
BMKT701	Using Consumer Psychology to Understand Buyer Behaviour	Core	20	10
BMKT702	Marketing Research Insights	Core	20	10
BMKT 703	Product and Brand Management	Core	20	10
BMKT704	Distribution and Price Management	Core	20	10
2nd Semester of Study				
BMKT705*	Integrated Marketing Communication in a Digital and Global World	Core	20	10
BMKT706	Strategic Marketing in an International Context	Core	20	10
BMKT708	Quantitative Analysis for Marketing Management	Core	20	10
BMKT709**	Marketing Dissertation	Core	40	20
Award of MSc in Marketing Management				

* For January cohort, BMKT705 Integrated Marketing Communication in a Digital and Global World will be taught in Summer School around the end of May and the month of June.

** BMKT709 Marketing Dissertation is a one-year long module. The module begins in the 1st semester of study and ends at the end of the course.

Students who hold a CIM Diploma and are therefore taking the **Fast Track** route will need to complete 60 credits. The modules comprising these credits are shown in Table 3 and 4.

Table 3 Fast Track MA Marketing Management Course Structure

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
BMKT707	Marketing Creativity and Innovation	Core	20	10
BMKT709	Marketing Dissertation	Core	40	20
Award of MA in Marketing Management				

Table 4 Fast Track MSc Marketing Management Course Structure

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
BMKT708	Quantitative Analysis for Marketing Management	Core	20	10
BMKT709	Marketing Dissertation	Core	40	20
Award of MSc in Marketing Management				

Academic regulations

The MA/MSc in Marketing Management and its intermediate awards operate in accordance with the University's Academic Regulations and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland published by the Quality Assurance Agency for Higher Education (QAA) in 2008.

All students should make sure that they access a copy of the current edition of the general University handbook called Essential Westminster, which is available at westminster.ac.uk/essential-westminster. The following regulations should be read in conjunction with Section 18: Modular Framework for Postgraduate Courses and relevant sections of the current Handbook of Academic Regulations, which is available at westminster.ac.uk/academic-regulations

Award

To qualify for the award of MA or MSc Marketing Management, a student must have:

- obtained a minimum of 180 credits at Level 7;
- attempted modules worth no more than 240 credits; and

Note: A first attempt of any module will count as an attempt, and a re-attempt of any module that a student has failed will count as a further, separate attempt. Re-assessment following referral at the first sit will not count as a further separate attempt.

- satisfied the requirements contained within any course specific regulations for the relevant Course Scheme.

The University may award:

- a Masters Degree with Merit to a student whose marks average at least 60% across modules at Level 7.
- a Masters Degree with Distinction to a student whose marks average at least 70% across the modules at Level 7.

Support for students

Upon arrival, an induction programme will introduce students to the staff responsible for the course, the campus on which they will be studying, the Library and IT facilities and to the Faculty Registry. Students will be provided with the Course Handbook, which provides detailed information about the course. Students are allocated a personal tutor who can provide advice and guidance on academic matters.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at their Faculty. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books).

Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students.

At University level, Services for Students provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers and the chaplaincy providing multi-faith guidance. The International Office provides particular support for international students. The University of Westminster Students' Union also provides a range of facilities to support all students during their time at the University.

Reference points for the course

Internally

In the design of modules, “Learning Outcome & Assessment Criteria: An EIC Guide” was used. The design of the course is in line with University’s Framework for Postgraduate Taught Course.

Apart from the formal periodic course review, the course team meets regularly to review the design and delivery of the course. The host department Marketing and Business Strategy also has a monitoring procedure in place. The delivery of the course also follows University policies.

Externally

The QAA subject benchmark for Masters in Business and Management is a key external reference point. The SEEC Credit Level Descriptors for Higher Education is used to ensure that depth and quality of module design are pitched at the postgraduate level.

Professional body accreditation

Westminster Business School is accredited by the Chartered Institute of Marketing as an approved Study Centre.

Quality management and enhancement

Course management

Management and co-ordination of MA/MSc Marketing Management programmes are the responsibilities of the Course Leader.

Course Leader: Dr Donna Mai

At the module level, the academic, teaching and learning related management are the responsibilities of the module leaders.

For registry and administrative management, the contact person is the Course Administrator at the Registry.

Course Administrator: TBC, websrgistry@wmin.ac.uk

Other broad management issues that involve school-wide decisions, the responsibilities are the Head of Department and the Director of Postgraduate Studies.

Head of Department: Dr Jaafar El-Murad
Director of Postgraduate Studies: Dr Spinder Dhaliwal

Course approval, monitoring and review

The course was initially approved by a University Validation Panel in 1992 and was last reviewed in 2013. The panel included internal peers from the University and external subject specialists from academia and industry to ensure the comparability of the course to those offered in other universities and the relevance to employers. Periodic course review helps to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers.

The course is monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from each Course Committee, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. The Annual Monitoring Sub-Committee considers the Faculty action plans resulting from this process and the outcomes are reported to the Academic Council, which has overall responsibility for the maintenance of quality and standards in the University.

Student involvement in Quality Assurance and Enhancement

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways. The most formal mechanism for feedback on the course is the Course Committee. Student representatives will be elected to sit on the Committee to represent the views of their peer group in various discussions. The University and the Students' Union work together to provide a full induction to the role of the Course Committee.

All students are invited to complete a Module Feedback Questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced. The University also has an annual Student Experience Survey, which elicits feedback from students about their course and University experience.

Students meet with review panels when the periodic review of the course is conducted to provide oral feedback on their experience on the course. Student feedback from course committees is part of the Faculty's quality assurance evidence base.

For more information about this course please contact the Course Leader

Dr Donna Mai.

Email: D.L.Mai@wmin.ac.uk

Please note: This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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