

PROGRAMME SPECIFICATION

Course record information

Name and level of final award	MA Marketing Management MSc Marketing Management The above titles are Masters degree that is Bologna FQ-EHEA second cycle degree or diploma compatible.
Name and level of intermediate awards	Postgraduate Diploma in Marketing Management Postgraduate Certificate in Marketing Management
Awarding body/institution	University of Westminster
Teaching Institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Marylebone Campus
Language of delivery and assessment	English
Mode, length of study and normal starting month	MA/MSc: Full-time, One year; Part-time day, Two years MA/MSc (Advanced Standing): Part-time day, One year September and January starts
QAA subject benchmarking group(s)	Business and Management
Professional statutory or regulatory body	N/A
Date of course validation/Revalidation	1992 / 1997 / 2002 / 2007 / 2013 /2019
Date of programme specification approval	September 2019
Valid for cohorts	From 2020/21
Course Leader	Donna Mai
Course URL	westminster.ac.uk/courses/postgraduate
Westminster course code	MSc: PMBSM12F (FT); PMBSM02P (PT); PMMRK02P (PTD- Advanced Standing) MA: PMBSM04F (FT); PMBSM01P (PT); PMMRK03P (PTD- Advanced Standing)

HECoS code	100075 (Marketing)		
UCAS code	P09FPMKM	(FT)	P01FPMKM
	P09PPMKA	(PTD-Adv)	P01PPMKA
	P09PPMKM	(PTD)	P01PPMKM
	P09PPMKS	(PTD-Adv)	P01PPMKS

Admissions requirements

There are standard minimum [entry requirements](#) for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: westminster.ac.uk/courses/postgraduate/how-to-apply

NOTE: The entry requirement for MA/MSc **Fast track** programme is a CIM Post-graduate Professional Diploma in Marketing or Level 7 CIM Marketing Leadership Programme.

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information: westminster.ac.uk/recognition-of-prior-certified-learning.

Aims of the course

The *MA and MSc Marketing Management* courses have been designed to enable participants, and hence the organisations they will work for, to improve their managerial effectiveness in the increasingly digitised, automated and globalised field of marketing. This will be achieved by giving students the opportunity to acquire and apply the latest thinking and practice in strategic marketing management in a fast-changing high-tech international environment.

Both courses are carefully curated for people who wish to develop a strategic approach to marketing management and to develop careers in marketing, and also for those wishing to move into marketing from a non-marketing background. They will enhance lifelong learning skills and personal development appropriate to a postgraduate 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 innovative 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 with both 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 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.

Course learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning. These threshold statements of achievement and are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

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 in a contemporary business and marketing environment.

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

MA: Marketing Creativity and Innovation

MSc: Marketing Metrics, Analytics and Data Science

On completion of the course, students will be able to:

Knowledge and understanding (KU)

1. Demonstrate specialised knowledge in marketing management, including the key marketing management concepts, theories and applications, analytical tools, research skills, and skills for decision-making and planning.
2. Show a deep and systematic understanding of the theories and applications of the marketing mix and strategic marketing management
3. Incorporate social consciousness in marketing planning and respect for ethical considerations in marketing practice

4. Understand sustainability as a dynamic concept and recognise the potential environmental, economic, social and cultural impact of practices related to the marketing field.

Specific skills (SS)

5. Be critically Aware of current marketing thinking and contexts
6. Apply key concepts and analytical tools necessary for strategic marketing analysis and planning
7. Apply specialised marketing knowledge and implement effective marketing planning in a modern-day marketing environment

Key transferable skills (KTS)

8. Demonstrate sound specialist knowledge and research skills in marketing when facing the fast changing, highly complex modern-day consumer and international marketing environment.
9. Work collaboratively and build positive relationships in a team environment
10. Communicate professionally and effectively and create content that is creative and appropriate to the audience
11. Achieve their objectives in both supervised and unsupervised environments
12. Generate creative and innovative decision-making and marketing planning (MA Route)
13. Apply a high level of data handling skill to make informed and evidence-based decisions (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:

The interactive teaching focuses on a sound understanding of theories, and applies them to practical examples, case studies and live projects. The active problem-based learning approach encourages interaction between lecturers and students. Both formative and summative feedback is used to encourage, enhance and develop student learning.

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 deliver 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 invite guest speakers from industry to deliver relevant topics related to theory applications, or to sit on assessment panels for student presentations.

Additional learning tools, such as fieldtrips, computer software and special functions on Blackboard, such as Blackboard Collaborate, will be used in teaching and/or supporting teaching. Not only the virtual learning environment will support the delivery and enhance learning, it will be used in assessment, e.g. blog posts and video presentations. 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 and group discussions will be used in most seminars. Interactive communication websites, tools and platforms will be utilised in seminars. Some modules may involve the running of workshops developing students' research or practical skills. Some of the workshops may be delivered in intensive or block mode.

Students will have an opportunity to participate a study trip that brings together all modules and key skills in marketing planning. The study trip is usually based on a live project or case study that allows students to apply marketing analysis and planning in a professional and team environment, learning from first-hand experience.

Assessment:

The course uses rigorous criteria in assessing learning outcomes. A variety of different assessment methods are used to challenge students, and to test their 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.

Both September and January cohorts follow the same course structure, with the exception of 7MARK006W Multi-Platform Marketing Communications which will be taught in Summer School (Semester 3) for the January intake.

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year.

Table 1: **MA** Marketing Management Course Structure

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
1st Semester of Study				
7MARK021W	Consumer Psychology for Marketing	Core	20	10
7MARK013W	Marketing Research Insights	Core	20	10
7MARK014W	Product and Brand Management	Core	20	10
7MARK005W	Distribution and Price Management	Core	20	10
2nd Semester of Study				
7MARK006W	Multi-Platform Marketing Communications	Core	20	10
7MARK020W	Strategic Marketing Management in an International Context	Core	20	10
7MARK010W	Marketing Creativity and Innovation	Core	20	10
7MARK011W**	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				
7MARK021W	Consumer Psychology for Marketing	Core	20	10
7MARK013W	Marketing Research Insights	Core	20	10
7MARK014W	Product and Brand Management	Core	20	10
7MARK005W	Distribution and Price Management	Core	20	10
2nd Semester of Study				
7MARK006W	Multi-Platform Marketing Communications	Core	20	10
7MARK020W	Strategic Marketing Management in an International Context	Core	20	10
7MARK018W	Managerial Data Analytics for Marketing	Core	20	10
7MARK011W**	Marketing Dissertation	Core	40	20
Award of MSc in Marketing Management				

* For January cohort, 7MARK006W Multi-Platform Marketing Communications will be taught in Summer School around the end of May and the month of June.

** 7MARK011W 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 Postgraduate (level 7) Diploma and are therefore taking the **Advanced Standing** route will need to complete 60 credits. The modules comprising these credits are shown in Table 3 and 4.

Table 3 Advanced Standing **MA** Marketing Management Course Structure

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
7MARK010W	Marketing Creativity and Innovation	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
Award of MA in Marketing Management				

Table 4 Advanced Standing **MSc** Marketing Management Course Structure

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
7MARK018W	Managerial Data Analytics for Marketing	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
Award of MSc in Marketing Management				

A part-time day delivery mode, offered only to home students, will be less intensive extending the 1 year full-time to 2-year part-time day mode.

All MA/MSc Marketing Management core modules run twice a year in both Semester 1 and 2 except 7MARK006W Multi-Platform Marketing Communications, which runs in Semesters 2 and 3 (Summer School; block delivery). To avoid the Summer School, part-time students will be enrolled for this module in Semester 2 (i.e. January) in their 2nd year of study.

7MARK011W Marketing Dissertation is a year-long module. All students will be enrolled on the dissertation module in their 2nd year of study.

Table 5 **MA** Marketing Management Course Structure – Sept Intake

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
1st Year of Study				
1st Semester of Study				
7MARK021W	Consumer Psychology for Marketing	Core	20	10
7MARK014W	Product and Brand Management	Core	20	10
2nd Semester of Study				
7MARK013W	Marketing Research Insights	Core	20	10
7MARK005W	Distribution and Price Management	Core	20	10
2nd Year of Study				
3rd Semester of Study				
7MARK010W	Marketing Creativity and Innovation	Core	20	10
7MARK020W	Strategic Marketing Management in an International Context	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
4th Semester of Study				
7MARK006W	Multi-Platform Marketing Communications	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20

Award of MA in Marketing Management
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Table 6 MA Marketing Management Course Structure – Jan Intake

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
1st Year of Study				
1st Semester of Study				
7MARK021W	Consumer Psychology for Marketing	Core	20	10
7MARK014W	Product and Brand Management	Core	20	10
2nd Semester of Study				
7MARK013W	Marketing Research Insights	Core	20	10
7MARK005W	Distribution and Price Management	Core	20	10
2nd Year of Study				
3rd Semester of Study				
7MARK010W	Marketing Creativity and Innovation	Core	20	10
7MARK006W	Multi-Platform Marketing Communications	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
4th Semester of Study				
7MARK020W	Strategic Marketing Management in an International Context	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
Award of MA in Marketing Management				

Table 7 MSc Marketing Management Course Structure – Sept Intake

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
1st Year of Study				
1st Semester of Study				
7MARK021W	Consumer Psychology for Marketing	Core	20	10
7MARK014W	Product and Brand Management	Core	20	10
2nd Semester of Study				
7MARK013W	Marketing Research Insights	Core	20	10
7MARK005W	Distribution and Price Management	Core	20	10
2nd Year of Study				
3rd Semester of Study				
7MAR018W	Managerial Data Analytics for Marketing	Core	20	10
7MARK020W	Strategic Marketing Management in an International Context	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
4th Semester of Study				
7MARK006W	Multi-Platform Marketing Communications	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20

Award of MA in Marketing Management
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Table 8 **MSc** Marketing Management Course Structure – Jan Intake

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
1st Year of Study				
1st Semester of Study				
7MARK021W	Consumer Psychology for Marketing	Core	20	10
7MARK014W	Product and Brand Management	Core	20	10
2nd Semester of Study				
7MARK013W	Marketing Research Insights	Core	20	10
7MARK005W	Distribution and Price Management	Core	20	10
2nd Year of Study				
3rd Semester of Study				
7MARK018W	Managerial Data Analytics for Marketing	Core	20	10
7MARK006W	Multi-Platform Marketing Communications	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
4th Semester of Study				
7MARK020W	Strategic Marketing Management in an International Context	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
Award of MA in Marketing Management				

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot do your first choice of modules.

Professional Body Accreditation or other external references

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.

MA and MSc Marketing Management are accredited by the Chartered Institute of Marketing (CIM) with a Graduate Gateway programme status.

The Chartered Institute of Marketing (CIM) formally established a Marketing Club in association with the University of Westminster in October 2018 to hold professional seminars and networking events regularly at Westminster Business School. Students on the courses have free access to the CIM events held at the University.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations. In some cases course specific regulations may be applicable.

How will you be supported in your studies?

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: Kirsty O'Donoghue K.ODonoghue@westminster.ac.uk

Other broad management issues that involve school-wide decisions, the responsibilities are the Associate Head of College Education and Students and Head of School.

Associate Head of College: Dr Paul Elmer
Head of School: Dr Leigh Doster

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. 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. Further information on Blackboard can be found at westminster.ac.uk/blackboard.

Learning Support

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students¹ 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 College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

¹ Students enrolled at Collaborative partners may have differing access due to licence agreements.

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at westminster.ac.uk/student-advice. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at westminster.ac.uk/students-union.

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel in 1992. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the College 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 evidence of student achievement, reports from external examiners in order to evaluate the effectiveness of the course.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with Revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.
- All students are invited to complete a 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 Postgraduate Taught Experience Survey or PTES which helps us compare how we are doing with other institutions, to make changes that will improve what we do in future and to keep doing the things that you value.

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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