

## Course record information

<b>Name and level of final award</b>	<ul style="list-style-type: none"> <li>• Master of Arts - Marketing Management</li> <li>• Master of Science - Marketing Management</li> </ul> <p>The award is Bologna FQ-EHEA second cycle degree or diploma compatible</p>
<b>Name and level of intermediate awards</b>	<ul style="list-style-type: none"> <li>• Postgraduate Diploma (Pg Dip) - Marketing Management</li> <li>• Postgraduate Certificate (Pg Cert) - Marketing Management</li> </ul>
<b>Awarding body/institution</b>	University of Westminster
<b>Teaching institution</b>	University of Westminster
<b>Status of awarding body/institution</b>	Recognised Body
<b>Location of delivery</b>	Primary: Central London
<b>Language of delivery and assessment</b>	English
<b>QAA subject benchmarking group(s)</b>	<a href="#">Business and Management</a>
<b>Professional statutory or regulatory body</b>	<p>MA and MSc Marketing Management are accredited by the Chartered Institute of Marketing (CIM) with a Graduate Gateway Programme status.</p> <p>MA and MSc Marketing Management are accredited by the Digital Marketing Institute (DMI) at the CDMA level.</p>
<b>Westminster course title, mode of attendance and standard length</b>	<ul style="list-style-type: none"> <li>• MA Marketing Management FT, Full-time, September or January start - 1 year standard length</li> <li>• MSc Marketing Management FT, Full-time, September or January start - 1 year standard length</li> </ul>
<b>Valid for cohorts</b>	From 2024/5

## 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: <https://www.westminster.ac.uk/courses/postgraduate/how-to-apply>.

## Aims of the course

### MA

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**

### **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.

## **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 to critically evaluate contemporary marketing practices 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 research and analytical methods applied in the dissertation.

MA: Marketing Creativity and Innovation

MSc: Managerial Data Analytics for Marketing

## **What will you be expected to achieve?**

### **Course learning outcomes**

Learning outcomes are statements on what successful students have achieved as the result of learning.

These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU)

Graduate attributes are characteristics that you will have developed during the duration of your course (GA)

Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Upon successful completion of the the programme, students will have acquired the requisite knowledge and understanding to:

- KNU1 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. ( KU )
- KNU2 Show a deep and systematic understanding of the theories and applications of the marketing mix and strategic marketing management. ( KU )
- KNU3 Incorporate social consciousness in marketing planning and respect for ethical considerations in marketing practice. ( KU )
- KNU4 Understand sustainability as a dynamic concept and recognise the potential environmental, economic, social and cultural impact of practices related to the marketing field. ( KU )
- KTS1 Demonstrate sound specialist knowledge and research skills in marketing when facing the fast changing, highly complex modern-day consumer and international marketing environment. ( KTS )
- KTS2 Work collaboratively and build positive relationships in a team environment. ( KTS )
- KTS3 Communicate professionally and effectively and create content that is creative and appropriate to the audience. ( KTS )
- KTS4 Achieve their objectives in both supervised and unsupervised environments. ( KTS )
- KTS5 Generate creative and innovative decision-making and marketing planning. ( KTS )
- KTS6 Apply a high level of data handling skill to make informed and evidence-based decisions. ( KTS )
- SS1 Be critically Aware of current marketing thinking and contexts. ( SS )
- SS2 Apply key concepts and analytical tools necessary for strategic marketing analysis and planning. ( SS )
- SS3 Apply specialised marketing knowledge and implement effective marketing planning in a modern-day marketing environment. ( SS )

# How will you learn?

## Learning methods

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 methods

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 field trips, computer software and special functions on Blackboard 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, 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 may 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 methods

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

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. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

## MA

### Level 7

#### MA Marketing Management

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 Registry.

Module Code	Module Title	Status	UK credit	ECTS
7MARK021W	Consumer Psychology for Marketing	Core	20	10
7MARK005W	Distribution and Price Management	Core	20	10
7MARK010W	Marketing Creativity and Innovation	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
7MARK013W	Marketing Research Insights	Core	20	10
7MARK006W	Multi-Platform Marketing Communications	Core	20	10
7MARK014W	Product and Brand Management	Core	20	10
7MARK020W	Strategic Marketing Management in an International Context	Core	20	10

# MSc

## Level 7

### MSc Marketing Management

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 Registry.

Module Code	Module Title	Status	UK credit	ECTS
7MARK021W	Consumer Psychology for Marketing	Core	20	10
7MARK018W	Data Analytics for Marketing	Core	20	10
7MARK005W	Distribution and Price Management	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
7MARK013W	Marketing Research Insights	Core	20	10
7MARK006W	Multi-Platform Marketing Communications	Core	20	10
7MARK014W	Product and Brand Management	Core	20	10
7MARK020W	Strategic Marketing Management in an International Context	Core	20	10

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

### Professional body accreditation or other external references

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

MA and MSc Marketing Management are accredited by the Digital Marketing Institute (DMI) at the CDMA level.

### Course management

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

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

All members of the team have student consultation and academic support hours when you can arrange to meet them. Course Representatives are elected in the first few weeks. This is a really valuable role and as a rep you would have regular formal meetings with the course team and less formally throughout the course in reflecting the student voice. This helps us work together to communicate and respond to any issues as they arise, to provide a strong course community.

### Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations).

Course specific regulations apply to some courses.

### 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 <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

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](https://www.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. 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 in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

## Support Services

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 <https://www.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 <https://www.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. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

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 the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

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.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

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 they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights

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