



## ***MSc Marketing Management***

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### Programme specification

<b>1. Programme title</b>	<i>MSc Marketing Management</i>
<b>2. Awarding institution</b>	Middlesex University
<b>3a Teaching institution</b>	<i>Middlesex University</i>
<b>3b Language of study</b>	<i>English</i>
<b>4a Valid intake dates</b>	<i>September</i>
<b>4b Mode of study</b>	<i>Full Time/Part time</i>
<b>4c Delivery method</b>	<input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
<b>5. Professional/ Statutory/ Regulatory body</b>	n/a
<b>6. Apprenticeship standard</b>	n/a
<b>7. Final qualifications</b>	<i>MSc (180 credits)</i> <i>PG Diploma (120 credits)</i> <i>PG Certificate (60 credits)</i>
<b>8. Academic year effective from</b>	<b>2022-2023</b>

### **9. Criteria for admission to the programme**

Applicants should normally have:

A second class honours undergraduate degree or above in any discipline awarded by a UK University or a recognised overseas institution, or

An equivalent qualification accepted by the Academic Registry of the University, or

A professional qualification deemed to be of an equivalent standard.

Successful applicants must have competence in the English language. For international applicants whose first language is not English, the requirement is that they have IELTS 6.5 (with minimum 6.0 in all four components) or equivalent.

N.B. PG/Diploma and PG/Cert are exit awards.

## **10. Aims of the programme**

The programme aims to prepare students for successful employment by providing a range of knowledge and skills that will allow them to reach strategic and tactical marketing decision-making by working both collaboratively and individually. It is designed to develop students' understanding of Marketing Management and its integration into the organisation's overall corporate strategy. This will be achieved by giving students the opportunity to acquire and apply the latest thinking and practice in Marketing Management in a rapidly changing, digital environment.

The MSc in Marketing Management will enable students with no or limited knowledge of marketing to develop an advanced level of understanding and critical reflection. It will also provide them with the necessary skills required for individuals who are seeking to become professional marketers or who want to develop detailed insight into the marketing discipline, by integrating the most important and current marketing theories and approaches across a diverse range of organisations and industry sectors, within an global and multicultural context. The programme will also develop students' ability to undertake research on topics relevant to the context and content of marketing management and prepare them for senior marketing management positions or further study.

## **11. Programme outcomes**

### **A. Knowledge and understanding**

On completion of this programme the successful student will have knowledge and understanding of:

A1. Current research in strategic marketing, branding, customer management, digital and social media marketing together with the capacity to evaluate its relevance in business practices;

A2. Key frameworks, concepts, theories and developments in marketing management and their application to develop appropriate marketing strategies across a diverse range of organisational and environmental contexts as well as cultures;

A3. A range of techniques by which marketers critically analyse consumers and customers to evaluate and alter consumers' decisions and choices and to devise customer acquisition and retention strategies;

A4. A variety of leadership theories and how can be used to instigate change and improvement in a range of marketing management settings;

A5. A range of tactical tools marketers or entrepreneurs use to deliver innovative solutions and superior value to their customers related to communications and e-commerce;

A6. How marketing is applied in a number of different industries;

A7. Research philosophies and methodologies that can be used in Marketing Management and the ethical issues that inform research methods.

### **Teaching/learning methods**

Students gain knowledge and understanding through attendance, participation and engagement with lectures, independent study, group debate and discussion. They also gain knowledge by attending presentations by industry practitioners and experts in the fields of marketing management. Such presentations will build on topics discussed in class and will improve understanding required for summative assessment.

### **Assessment methods**

Students' knowledge and understanding is assessed by a range of methods such as reports, literature reviews, presentations, and a range of authentic practitioner focused assessments. Assessment is designed to develop comprehensive knowledge of relevant theories, frameworks, and models.

### **B. Skills**

On completion of this programme the successful student will be able to:

B1. Apply critically marketing theories, tools and techniques in a variety of situations including individual or group projects or case studies relating to the practice of marketing management;

B2. Demonstrate originality and display self-direction in developing solutions to marketing challenges;

B3. Acquire and use information effectively from a number of relevant resources;

B4. Communicate clearly and effectively, both orally and in writing and be able to deliver presentations appropriate for communication to either academic or practitioner audiences;

- B5. Demonstrate the qualities and transferable skills necessary for coping in real world marketing context;
- B6. Work individually and in teams at a professional level;
- B7. Manage their own learning, including working effectively to deadlines;
- B8. Display practical capabilities in data gathering, analysis, interpretation, report writing and presentation skills.

### **Teaching/learning methods**

Students learn skills through participation and engagement with, seminars, workshops, and individual and group activities by producing theoretical and practical work in response to assignment requirements. Students will also participate in a week-long residential field trip, where they will have the opportunity to experience marketing in action.

### **Assessment methods**

Students' skills are assessed by a range of methods such as reports, literature reviews, presentations, and a range of authentic practitioner focused assessments. Assessment is designed to develop student skills in critical thinking and application. An integral feature of the programme is its emphasis on experiential learning and practically applied assessments, designed to improve student understanding of the 'real world' and develop transferrable and industry focused skills.

## **12. Programme structure (levels, modules, credits and progression requirements)**

### **12. 1 Overall structure of the programme**

Please see the Programme Structure Diagrams on the next page.

#### **Programme Structure Diagram (Full time)**

*Students take seven fifteen credit compulsory modules which run throughout the year. In addition, students choose one optional module out of six that runs in Term 2. The options offered will depend on student demand*

#### **Term 1**

MKT4161 - Strategic Marketing Decisions (Compulsory, 15 credits)

MKT4153 - Practitioner Perspectives (Compulsory, 15 credits)

MKT4155 - Attracting and Retaining Customers: a CRM approach (Compulsory, 15 credits)

MKT4154 - Branding in the Digital Age (Compulsory, 15 credits)

#### **Term 2**

MKT4162 - Marketing Leadership for Change (Compulsory, 15 credits)

MKT4065 - Digital Marketing (Compulsory, 15 credits)

MKT4133 - Consumer Psychology (Compulsory, 15 credits)

### **Term 3**

MKT4166 - Research Project (Compulsory, 60 credits)

Optional Modules (Available from Terms 1 and 2)

MKT4159 - Analytics for Customer Insights (Optional, 15 credits)

MKT4156 - Marketing Communications (Optional, 15 credits)

MKT4158 - Applied Marketing (Optional, 15 credits)

MKT4157 - eCommerce and Social Selling (Optional, 15 credits)

MKT4701 - Entrepreneurial Marketing (Optional, 15 credits)

TOU4224 - Destination Management (Optional, 15 credits)

### **Exit Awards**

Postgraduate Certificate in Marketing Management (60 credits from any combination of compulsory modules)

Postgraduate Diploma in Marketing Management (120 credits from all core and 1 optional module)

MSc in Marketing Management (180 credits)

### ***Programme Structure Diagram (Part time)***

*Students take two thirty credits compulsory modules, which run over Term 1 and Term 2 in Year 1. The optional modules will be offered either*

#### **Year 1:**

Term 1:

MKT 4161 - Strategic Marketing Decisions (Compulsory, 15 credits)

MKT 4155 - Attracting and Retaining Customers: a CRM Approach (Compulsory, 15 credits)

Term 2:

MKT 4065 - Digital Marketing (Compulsory, 15 credits)

MKT 4133 - Consumer Psychology (Compulsory, 15 credits)

**Year 2:**

Term 1:

MKT 4153 - Practitioner Perspectives (Compulsory, 15 credits)

Term 2:

MKT 4154 - Branding in the Digital Age (Compulsory, 15 credits)

MKT 4162 - Marketing Leadership for Change (Compulsory, 15 credits)

Optional Modules (Term 2, each module is 15 credits):

MKT 4159 - Analytics for Customer Insights

MKT 4156 - Marketing Communications

MKT 4158 - Applied Marketing

MKT 4157 - eCommerce and Social Selling

MKT 4701 - Entrepreneurial Marketing

TOU 4224 - Destination Management

**Term 3 (Year 2):**

MKT 4166 - Research Project (Compulsory, 60 credits)

Exit Awards:

Postgraduate Certificate in Marketing Management: 60 credits from any compulsory modules.

Postgraduate Diploma in Marketing Management: 120 credits from all compulsory and 1 optional module.

MSc in Marketing Management: 180 credits' Term 1 or Term 2 in Year 2. The options offered will be dependent on student demand

**12.2 Levels and modules**

## **Level 7 (MSc Marketing Management)**

**Students must take all of the following:**

### **COMPULSORY**

- MKT4161 Strategic Marketing Decisions (15 credits)
- MKT4154 Branding in the Digital Age (15 credits)
- MKT4155 Attracting and Retaining Customers: a CRM approach (15 credits)
- MKT4153 Practitioner Perspectives (15 credits)
- MKT4133 Consumer Psychology (15 credits)
- MKT4065 Digital Marketing (15 credits)
- MKT4162 Marketing Leadership for Change (15 credits)
- MKT4166 Research Project (60 credits)

**Students must also choose one from the following:**

### **OPTIONAL**

- MKT4159 Analytics for Customer Insights (15 credits)
- MKT4156 Marketing Communications (15 credits)
- MKT4157 eCommerce and Social Selling (15 credits)
- MKT4158 Applied Marketing (15 credits)
- MKT4701 Entrepreneurial Marketing (15 credits)
- TOU4224 Destination Management (15 credits)

**Students must successfully complete:**

### **PROGRESSION REQUIREMENTS**

- MKT4161 Strategic Marketing Decisions (15 credits)
- MKT4154 Branding in the Digital Age (15 credits)
- MKT4155 Attracting and Retaining Customers: a CRM approach (15 credits)
- MKT4153 Practitioner Perspectives (15 credits)
- MKT4133 Consumer Psychology (15 credits)
- MKT4065 Digital Marketing (15 credits)
- MKT4162 Marketing Leadership for Change (15 credits)
- one of the optional modules and
- MKT4166 Research Project (60 credits)

If they are to be awarded with an MSc in Marketing Management, students must pass 120 credits before they can progress onto their dissertation.

## **Level 7 (PG Diploma Marketing Management)**

Students must take all of the following:

**COMPULSORY**

- MKT4161 Strategic Marketing Decisions (15 credits)
- MKT4154 Branding in the Digital Age (15 credits)
- MKT4155 Attracting and Retaining Customers: a CRM approach (15 credits)
- MKT4153 Practitioner Perspectives (15 credits)
- MKT4133 Consumer Psychology (15 credits)
- MKT4065 Digital Marketing (15 credits)
- MKT4162 Marketing Leadership for Change (15 credits)

Students must also choose one from the following:

**OPTIONAL**

- MKT4159 Analytics for Customer Insights (15 credits)
- MKT4156 Marketing Communications (15 credits)
- MKT4157 eCommerce and Social Selling (15 credits)
- MKT4158 Applied Marketing (15 credits)
- MKT4701 Entrepreneurial Marketing (15 credits)
- TOU4224 Destination Management (15 credits)

Students must successfully complete:

**PROGRESSION REQUIREMENTS**

- MKT4161 Strategic Marketing Decisions (15 credits)
  - MKT4154 Branding in the Digital Age (15 credits)
  - MKT4155 Attracting and Retaining Customers: a CRM approach (15 credits)
  - MKT4153 Practitioner Perspectives (15 credits)
  - MKT4133 Consumer Psychology (15 credits)
  - MKT4065 Digital Marketing (15 credits)
  - MKT4162 Marketing Leadership for Change (15 credits)
- and one of the optional modules if they are to exit with a PG Diploma in Marketing Management.

**Level 7 (PG Certificate Marketing Management)**

Students must choose four of the following:

**COMPULSORY**

- MKT4161 Strategic Marketing Decisions (15 credits)
- MKT4154 Branding in the Digital Age (15 credits)



MKT4155 Attracting and Retaining Customers: a CRM approach (15 credits)  
MKT4153 Practitioner Perspectives (15 credits)  
MKT4133 Consumer Psychology (15 credits)  
MKT4065 Digital Marketing (15 credits)  
MKT4162 Marketing Leadership for Change (15 credits)

#### **OPTIONAL**

N/A

#### **PROGRESSION REQUIREMENTS**

Students must successfully complete any four of the compulsory modules if they are to exit with a PG Certificate in Marketing Management.

\*Please refer to your programme page on the website re availability of option modules

#### **12.3 Non-compensatable modules**

**Module level/ Module code:** None are compensable

#### **13. Information about assessment regulations**

This programme will run in line with general University Regulations:

Middlesex University Regulations apply to this programme without exception.

#### **14. Placement opportunities, requirements and support (if applicable)**

N/A

#### **15. Future careers / progression**

The programme is designed to equip students with the skills and knowledge to pursue successful careers in marketing roles across a wide range of different industry sectors and types of organisations. This MSc is for those who wish to develop their skills and acquire knowledge to build or further their career in private, public or charitable organisations. Graduates will be equipped to pursue a career in a range of marketing positions such as that of Marketing Consultant, Marketing Executive, Marketing Analyst, Marketing Researcher, Customer Insights Specialist and Brand Executive. For those students intending to further their education, the MSc in Marketing Management will equip them with a range of skills required for Doctoral level study.

The University Employability Service offers postgraduate students support in planning their career. The Chartered Institute of Marketing, Institute of Direct Marketing, Institute of Practitioners in Advertising and many other professional bodies offer career support to members and highlight job opportunities for all graduates.

#### **16. Particular support for learning (if applicable)**

- Programme induction workshop for all students within the first induction week.
- All academics in the department, including programme leaders provide up to four hours of office hours on a weekly basis which students can make use of without making an appointment.
- Availability of guidance from Graduate Academic Assistants.
- The Learner Enhancement Team (LET) can provide one-to-one tutorials and workshops for those students needing additional support with literacy and numeracy.
- Availability of guidance from library staff, including a dedicated Marketing subject Librarian.
- E-mail access to academics and support services.
- Comprehensive information in programme and module handbooks.
- Facilities and equipment available to assist students with disabilities.
- Access to careers information and an Employability Service staffed with careers advisers with extensive knowledge of career options in business and marketing.
- Middlesex University Library and subject librarian will provide access to specialist learning resources i.e., journals, textbooks, reports etc. For ease of access for students based at Hendon, the library has facilities for inter-library loans and photocopying of any articles required. The library can also provide texts/articles or chapters where possible in electronic format for students. Other articles may be obtained from the British Library in London where a similar provision is provided.
- MyLearning/Moodle provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided.
- Students may undertake a research project at their workplace where relevant and possible.
- UniHelp: the University's central service through which students can access a range of support for any concerns that might arise throughout their study.
- Counselling and Mental Health Team – provides mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study.

- Disability and Dyslexia Service – supporting an inclusive teaching and learning environment which caters for all students.
- Student Welfare Advice Team – providing information and advice on funding matters and housing.
- International Student Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students.
- Business and Management Progression and Support Team – providing ongoing student support to ensure students progress on their programme.

**17. HECos code(s)** 100075 Marketing

**18. Relevant QAA subject benchmark(s)** Master's Degrees in Business and Management

#### **19. Reference points**

- QAA Subject Benchmark Statement for Master's Degrees in Business and Management
- QAA Subject Benchmark for Master's Degrees in Business and Management
- QAA Framework for Higher Education Qualifications (FHEQ)
- QAA and Middlesex Guidelines for Programme Specification
- QAA Codes of Practice
- Middlesex University Learning Framework – Programme Design Guidance, 2012
- Middlesex University Teaching, Learning and Assessment Strategy
- Middlesex University Regulations

#### **20. Other information**

Methods for evaluating and improving the quality and standards of learning are:

- External Examiner reports
- Board of Study
- Student focus group
- Module evaluation and report
- Peer teaching observations

- Student evaluation
- Validation and review panels
- Quality Monitoring Reports

Indicators of quality:

- Student Progression and support
- Student feedback evaluation forms
- External examiners reports
- Student employability

See Middlesex University's Learning and Quality Enhancement Handbook for further information.

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

## **21. Curriculum map for *MSc Marketing Management***

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

### **Programme learning outcomes**

#### **Knowledge and understanding**

A1 Current research in strategic marketing, branding, customer management, digital and social media marketing together with the capacity to evaluate its relevance in business practices;

A2 Key frameworks, concepts, theories and developments in marketing management and their application to develop appropriate marketing strategies across a diverse range of organisational and environmental contexts as well as cultures;

A3 A range of techniques by which marketers critically analyse consumers and customers to evaluate and alter consumers' decisions and choices and to devise customer acquisition and retention strategies;

A4 A variety of leadership theories and how can be used to instigate change and improvement in a range of marketing management settings;

A5 A range of tactical tools marketers or entrepreneurs use to deliver innovative solutions and superior value to their customers related to communications and e-commerce;

A6 How marketing is applied in a number of different industries;

A7 Research philosophies and methodologies that can be used in Marketing Management and the ethical issues that inform research methods.

**Skills**

B1 Apply critically marketing theories, tools and techniques in a variety of situations including individual or group projects or case studies relating to the practice of marketing management;

B2 Demonstrate originality and display self-direction in developing solutions to marketing challenges;

B3 Acquire and use information effectively from a number of relevant resources;

B4 Communicate clearly and effectively, both orally and in writing and be able to deliver presentations appropriate for communication to either academic or practitioner audiences;

B5 Demonstrate the qualities and transferable skills necessary for copying in real world marketing context.

B6 Work individually and in teams at a professional level;

B7 Manage their own learning, including working effectively to deadlines;

B8 Display practical capabilities in data gathering, analysis, interpretation, report writing and presentation skills.

Programme outcomes: A1 A2 A3 A4 A5 A6 A7 B1 B2 B3 B4 B5 B6 B7 B8

Highest level achieved by all graduates: 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7

Module title	Module code by level	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8
Strategic Marketing Decisions	<b>MKT4161</b>	X	X			X	X		X	X	X	X	X	X	X	X
Practitioner Perspectives	<b>MKT4153</b>	X	X	X	X	X	X		X	X	X	X	X	X	X	X
Branding in the Digital Age	<b>MKT4154</b>	X	X	X		X	X		X	X	X	X	X	X	X	

Digital Marketing	<b>MKT4065</b>	X	X	X		X			X	X	X	X	X	X	X	
Attracting and Retaining Customers: a CRM approach	<b>MKT4155</b>	X	X	X					X	X	X	X	X	X	X	
Consumer Psychology	<b>MKT4133</b>		X	X		X	X		X	X	X	X	X	X	X	
Marketing Leadership for Change	<b>MKT4162</b>		X	X	X				X	X	X	X	X	X	X	
Analytics for Customer Insights	<b>MKT4159</b>			X					X		X	X		X	X	X
Marketing Communications	<b>MKT4156</b>	X	X	X		X	X		X	X	X	X	X	X	X	
eCommerce and Social Selling	<b>MKT4157</b>		X			X	X		X	X	X	X	X	X	X	
Applied Marketing	<b>MKT4158</b>		X				X		X	X	X	X	X	X	X	
Entrepreneurial Marketing	<b>MKT4701</b>		X			X	X		X	X	X	X	X	X	X	
Destination Management	<b>TOU4224</b>		X				X		X	X	X	X	X	X	X	
Research Project	<b>MKT4166</b>	X	X					X	X		X			X	X	X