

COURSE SPECIFICATION – M.Sc. Marketing

| | |
|---|---|
| Course Aim and Title | M.Sc. Marketing |
| Intermediate Awards Available | Postgraduate Certificate in Higher Education Postgraduate Diploma in Higher Education |
| Teaching Institution(s) | University of East London |
| Alternative Teaching Institutions (for local arrangements see final section of this specification) | Not applicable |
| UEL Academic School | Royal Docks School of Business and Law |
| UCAS Code | Not Applicable |
| Professional Body Accreditation | Chartered Institute of Marketing (CIM) Marketing Research Society (MRS) Institute of Data & Marketing (IDM) |
| Relevant QAA Benchmark Statements | QAA benchmark statements for Master's degrees in Business and Management (2015) |
| Additional Versions of this Course | Not Applicable |
| Date Specification Last Updated | 11/02/2021 |

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Analyse marketing from a theoretical yet applied perspective to develop a holistic understanding of the subject.
- Develop knowledge and understanding of production and consumption systems for the purposes of creating theoretically-informed, evidence-based and ethically-orientated marketing practice.
- Evaluate marketing from the perspective of traditional and digital elements and understand how they form a hybridised system for the delivery of products, services, content and experiences.
- Develop skills that are required in the contemporary marketing workplace that are underpinned by foundational marketing theory and contextualised in terms of the new challenges of the digitally-driven, post-Covid economy.

What you will learn:

Knowledge



- Critical understanding of the underpinning of marketing as both theory and practice and the interrelationships therein.
- Evaluation of the role and importance of interdisciplinary theory in understanding contemporary marketing and consumption practices.
- Appreciation of the importance of evidence-based marketing decision making and the critical role of marketing research knowledge in informing such decisions.

Thinking skills

- Evaluation of marketing theory and practice from an interdisciplinary perspective.
- Critical understanding of different philosophies and how they impact upon our understanding of production and consumption processes in marketing.
- Examination of contemporary marketing thinking and consideration of its relevance to theory and impact on practice.

Subject-Based Practical skills

- Critically engage with relevant theory and evaluate its utility to both marketing theory and contemporary marketing management.
- Evaluate the guiding role of research philosophies in designing cogent and reliable marketing research.
- Distinguish between strategic and tactical decision-making and consider how these are implemented at the level of practice.

Skills for life and work (general skills)

- Communicate clearly and effectively in both written and oral submissions.
- Ability to analyse information and make decisions that are evidence-based and strategically-driven.
- Work effectively both individually and as part of a team.

Learning and Teaching

Knowledge is developed through

- Guided reading
- Knowledge-based activities with feedback
- Online discussions and activities
- Engagement with scholars and practitioners

Thinking skills are developed through

- Reflective activities with feedback
- Online discussions and activities
- One-to-One tutorials

Practical skills are developed through

- IT activities with feedback
- Research skills-based activities with feedback



- Analysis of live campaigns and case studies.

Skills for life and work (general skills) are developed through

- Planning activities with feedback
- Project work
- Interpersonal feedback from tutors on written and oral project.

Assessment

Knowledge is assessed by

- Coursework
- Reports
- Presentations

Thinking skills are assessed by

- Coursework
- Project work
- Case studies

Practical skills are assessed by

- Practical reports
- Portfolio completion
- Presentations
- Live campaign briefs

Skills for life and work (general skills) are assessed by

- Project work
- Group work
- Individual reports

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:



- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

| Level | Module Code | Module Title | Credit Weighting | Core/Option | Available by Distance Learning? Y/N |
|--------------|--------------------|--|-------------------------|--------------------|--|
| 7 | MK7XXX | Strategic Marketing Management | 30 | Core | N |
| 7 | MK7XXX | Consumers, Markets and Cultures | 30 | Core | N |
| 7 | MK7XXX | Research Methods for Business | 30 | Core | N |
| 7 | MK7XXX | Digital, Social Media and Influencer Marketing | 30 | Core | N |
| 7 | MK7XXX | Mental Wealth 7: Marketing Consultancy project | 30 | Core | N |
| 7 | MK7XXX | Postgraduate Marketing Dissertation | 30 | Core | N |

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the course module structure:



A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

Please note that students will normally have completed 120 credits before attempting the Postgraduate Marketing Dissertation.

The overall credit-rating of this course is 180 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

The course is accredited by three separate professional marketing bodies:

- Chartered Institute of Marketing (CIM)
- Marketing Research Society (MRS)
- Institute of Data & Marketing (IDM)

For each accreditation body, the module structure, content and assessment structure has been tailored to meet the requirements of the professional accrediting body, full details of the accreditation can be found in the Course Handbook.

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The duration of this course is one calendar year full-time if enrolment is in September, and two calendar years part-time. For February enrolment, the duration becomes 16 months full time, and 27 months part-time.

The time limit for completion of a course is four years after first enrolment on the course.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)



- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.