Programme Specification

This programme specification is relevant to students entering:
01 September 2018

Associate Dean of School (Academic Quality Assurance):
Denise Ball

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme

<table>
<thead>
<tr>
<th>Date</th>
<th>Section</th>
<th>Amendment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

If you have any queries regarding the changes please email AQO@herts.ac.uk
Programme Specification  MSc Marketing

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

**Awarding Institution/Body**  
University of Hertfordshire

**Teaching Institution**  
University of Hertfordshire

**University/partner campuses**  
De Havilland Campus

**Programme accredited by**  
Not applicable

**Final Award (Qualification)**  
MSc

**All Final Award titles (Qualification and Subject)**  
Marketing

**FHEQ level of award**  
7

**Language of Delivery**  
English

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**A. Programme Rationale**

This programme is a thorough introduction to Marketing at post graduate level, suitable for both students who have studied marketing as part of a first degree, or those who have limited experience of marketing at undergraduate level, for example, Business Studies students, but wish now to focus their studies further in order to specialise.

The programme has been designed to give students an in depth introduction as appropriate to commencing study at postgraduate level; it then offers comprehensive study of contemporary marketing. To achieve this, the programme is developed around theoretical concepts relating to Service –Dominant Logic with application and practice based approaches used throughout the course in order to give students relevant skills for the work environment.

The theoretical underpinning, the research methods programme and the dissertation will also allow students to consider an academic career. It therefore falls into the QAA Type 1 Specialist Masters degrees A (Career entry).

There are opportunities for students to gain Chartered Institute of Marketing (CIM) and Communication, Advertising and Marketing Foundation (CAM) accreditation, and this is explained further in the section ‘Accreditation Opportunities’, below.

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**B. Educational Aims of the Programme**

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in **UPR TL03**.

**Additionally this programme aims to:**

- Provide a contemporary, critical and applied programme of study at postgraduate level within the field of marketing
- Provide students with a programme of study that both explores and applies knowledge and understanding of marketing
- Provide knowledge of the research practices, theoretical approaches and debates that are recognised as appropriate to the postgraduate study of marketing
- Develop a range of skills and attributes in students that aim to enhance their employability as potential marketing professionals
## C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

<table>
<thead>
<tr>
<th>Knowledge and Understanding:</th>
<th>Teaching/learning methods &amp; strategies</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 - essential components of modern marketing theory and associated current research</td>
<td>Acquisition of knowledge and understanding is through a combination of lectures, small group tutorials, workshops and coursework. Each of these may include case studies, exercises and a range of participatory activities such as role play and simulation games. External visits, guest speakers and interaction with students from other programmes are developed as key activities to enhance learning. Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</td>
<td>Knowledge and understanding are assessed through a range of assessment techniques. In semester A the emphasis is on testing the acquisition of core knowledge (tools, models etc) and the ability to apply core competencies (data analysis, critical awareness etc). Coursework is therefore predominantly problem or case study oriented. At stage 2 (second semester), the emphasis is on developing a broader knowledge of marketing; hence assignments will include not only subject specific material, but also the requirement to integrate the core competencies gained earlier and apply these to different situations. Assessments will vary from ‘state of the art’ research within a field, to practical application of the tools and techniques learnt to specific, complex problems. The dissertation at stage 3 (final Semester) will assess the ability of the student to identify research, analyse and draw conclusions from a detailed study, normally incorporating elements of primary research.</td>
</tr>
<tr>
<td>A2 - of the role of consumers and the customer-focus of the marketing concept and philosophy &amp; practice of market orientation</td>
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<td></td>
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<tr>
<td>A3 - of the impact of global contextual forces on marketing organisations and the options for developing appropriate marketing strategies within a changing context to meet stakeholder interests</td>
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<tr>
<td>A4 - of the nature and importance of international and external, corporate and brand stakeholder communication</td>
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<td></td>
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<tr>
<td>A5 - of the nature and scope of marketing information and market intelligence, and of a range of methods for conducting qualitative and/or quantitative research in marketing.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intellectual skills:</th>
<th>Teaching/learning methods &amp; strategies</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate a range of cognitive and intellectual skills together with techniques specific to</td>
<td>Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above.</td>
<td>Intellectual skills are assessed through a range of individual and group</td>
</tr>
</tbody>
</table>
business and management. These include:

- **B1** – the ability to critically analyse relevant academic marketing theories and apply models, tools and techniques to real business situations.
- **B2** – the ability to create, identify and evaluate options and synthesise information; the ability to implement and review decisions.
- **B3** – advanced skills of research, analysis and interpretation appropriate for identifying opportunities and challenges in marketing situations.
- **B4** – Reflexivity and the ability to evaluate personal skills and practice.

Opportunities to apply these skills to realistic business situations are integral to the programme. Throughout, the learner is encouraged to develop intellectual skills further by independent study.

Practical skills are developed through a range of activities using a variety of teaching and learning methods. These include seminars, workshops, presentations, discussions and debates and tutorial activities. Work is carried out both individually and in groups. Students are often required to lead the learning by developing content for presentations or discussion.

Discussion of issues between the cohort members is encouraged to ensure a broad range of backgrounds, opinions, skills and experiences are represented. Throughout the learner is expected to consolidate their development of practical skills by monitoring and reflecting on their own performance.

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<table>
<thead>
<tr>
<th>Practical skills:</th>
<th>Teaching/learning methods &amp; strategies</th>
<th>Assessment</th>
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</thead>
<tbody>
<tr>
<td>C1 - think critically and creatively and to argue coherently</td>
<td>Practical skills are developed through a range of activities using a variety of teaching and learning methods. These include seminars, workshops, presentations, discussions and debates and tutorial activities. Work is carried out both individually and in groups. Students are often required to lead the learning by developing content for presentations or discussion. Throughout the learner is expected to consolidate their development of practical skills by monitoring and reflecting on their own performance.</td>
<td>Practical skills are assessed through a range of assignments built into individual modules which have either oral or written presentations, or both as outcomes. In addition, the dissertation must show a full range of the practical skills, including a section where the student is required to undertake a self-reflection of the dissertation process. Students are required to develop a reflective journal and personal plan as an element of their overall assessment.</td>
</tr>
<tr>
<td>C2 - think independently and use initiative; the ability to problem solve, discriminate and use judgement</td>
<td><strong>C3</strong> – organise, analyse and interpret data and share knowledge</td>
<td><strong>C4</strong> – sustain independent work and learn through reflection on practice and experience</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Transferable skills:</th>
<th>Teaching/learning methods &amp; strategies</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1 - Communicate effectively (written and oral)</td>
<td>Transferable skills are developed through a range of opportunities to work on assignments requiring individual and group working as well as peer-to-peer discussion.</td>
<td>Transferable skills are embedded into modules. They are assessed through a range of assignments including coursework reports, oral presentations,</td>
</tr>
<tr>
<td>D2 – Work effectively in teams</td>
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<tr>
<td>D3 – Demonstrate personal effectiveness including self-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full-time (1 year) mode, and leads to the award of an MSc Marketing.

Entry is normally at Masters (7) level with related degree qualifications. In addition all students must produce evidence of their English Language proficiency: this must be at a minimum level of the IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above) or the Cambridge Certificate of Advanced English grade B or above in order to be eligible for the CIM Award in Marketing Principles.

Intake is in Semester A (September).

Accreditation opportunities

While studying on this programme, students have the opportunity to build on their learning to apply for accreditation that is strongly linked to the curriculum for two of our modules. As part of the module ‘The Professional Marketer’, the teaching team will support the students to sit their CIM ‘Marketing Principles’ Award. This is optional for the student, offered as an additional enhancement to their Master’s degree qualification, and comes with an administration fee from the awarding body.

Similarly, as an additional option on the ‘Modern Marketing Communications’ module, students are offered the opportunity to apply for the CAM Digital Award in ‘Digital Marketing Essentials’. This is also optional for the students and offered as an enhancement to their Master’s degree qualification and carries an administrative fee from the awarding body.
**Programme Structure**
The programme structure and progression information below (Table 1a and 1b) is provided for the award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

**Table 1a Outline Programme Structure**

**Mode of study** Full-Time

**Entry point** Semester A

<table>
<thead>
<tr>
<th>Compulsory Modules</th>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The Professional Marketer*</td>
<td>7BSP1255</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Innovative Marketing Solutions</td>
<td>7BSP1260</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>Marketing Insight, Analysis and Decision Making</td>
<td>7BSP1259</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>Modern Marketing Communications**</td>
<td>7BSP1256</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Strategic Brand Planning and Development</td>
<td>7BSP1258</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>70</td>
<td>30</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Understanding Consumers and Markets</td>
<td>7BSP1257</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Dissertation Preparation</td>
<td>7BSP1263</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>(Block Taught)</td>
</tr>
<tr>
<td></td>
<td>Dissertation (Marketing)</td>
<td>7BSP1261</td>
<td>45</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>BC</td>
</tr>
</tbody>
</table>

*‘The Professional Marketer’ module includes the opportunity to apply for CIM ‘Marketing Principles’ Award

** ‘Modern Marketing Communications’ provides the opportunity for students to apply for the CAM Digital Award in ‘Digital Marketing Essentials’

The award of an MSc in Marketing requires 180 credit points passed at level 7, including the Masters Dissertation or project.

**Table 1b Final and interim awards available**
The programme provides the following final and interim awards:

<table>
<thead>
<tr>
<th>Final Award</th>
<th>Award Title</th>
<th>Minimum requirements</th>
<th>Available at end of (normally):</th>
<th>Programme Learning Outcomes developed (see above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masters</td>
<td>Marketing</td>
<td>180 credit points including at least 150 at level 7</td>
<td>3 Semesters</td>
<td>All programme learning outcomes (see Table 2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interim Award</th>
<th>Award Title</th>
<th>Minimum requirements</th>
<th>Available at end of Level</th>
<th>Programme Learning Outcomes developed (see above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postgraduate Certificate</td>
<td>60 credit points, including at least 45 at level 7</td>
<td>1-2 Semesters</td>
<td>See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a></td>
<td></td>
</tr>
<tr>
<td>Postgraduate Diploma</td>
<td>Marketing</td>
<td>120 credit points, including at least 90 at level 7</td>
<td>2, 3 Semesters</td>
<td>A1, A2, A3, A4, A5, B1, B2, B4,C1, C2, C3, D1, D2, D3</td>
</tr>
</tbody>
</table>
Masters and Diploma awards can be made "with Distinction" or "with Commendation" where criteria as described in UPR AS14, Section D and the students' handbook are met.

Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (in particular, UPR AS11, UPR AS12/UPR AS13, and UPR AS14).

E. Management of Programme & Support for student learning

Management

The programme is managed and administered through:

- The Dean
- The Head of Department
- A Programme Leader who is responsible for the day-to-day management of the programme
- An Admissions Tutor, with specific responsibility for open days and selection
- An International Admissions Tutor, with specific responsibility for selection of overseas students
- A designated Administrator to deal with day-to-day administration associated with the programme
- Module Leaders who are responsible for individual modules
- A Programme Committee, the membership of which includes student representatives and key members of the Business School staff

Support

Students are supported by:

- A Programme Leader
- The Hertfordshire Business School Information Point
- Centre for Academic Skills Excellence (CASE)
- Student representative on programme committees
- A designated programme administrator
- A two week Induction at the beginning of the academic session
- Overseas Orientation
- StudyNet, a versatile on-line inter-active intranet and learning environment
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in Learning Resources Centres
- A substantial Student centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and nursery
- Medical centre
- English support classes
- Embedded Business Communications support in a specific module (The Professional Marketer)
- A Mathematics Drop-in Centre
- A school based Disabled Student Co-ordinator
- An Equal Opportunities Officer
- The Students' Union
- Guided student centred learning through the use of StudyNet
- A Careers Service for all current students and graduates

F. Other sources of information
In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The Herts Handbook is an introduction to the academic, social, cultural and sporting services and opportunities available at the University of Hertfordshire, and includes the Student Charter and Student Code of Conduct.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: http://www.herts.ac.uk/secreg/upr/. In particular, UPR SA07 'Regulations and Advice for Students’ Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

The UK Quality Assurance Agency for Higher Education (QAA) has confirmed the quality and standards of provision at the University of Hertfordshire. A key part of QAA's role is to review and report on how universities maintain their academic standards and quality, to inform students and the wider public. The team of QAA reviewers visited the University of Hertfordshire in 2015/16 and judged that its academic standards, the quality and enhancement of its students’ learning experience, and the quality of information about this learning experience all meet UK expectations. In other words, the University meets national requirements for standards and quality. The QAA’s report can be accessed at: http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.V-KHajXy0nE

G. Entry requirements

The normal entry requirements for the programme are:

- an honours degree with classification 2:2 or better in any subject from a UK University, or
- the equivalent of the above from a recognised University Overseas
- a recognised UK-based Pre-Masters course plus a honours degree below 2.2
- Equivalent qualifications to be assessed by the Programme Leader and Admissions Tutor

English Language entry requirements

In addition all students for whom English is not their first language must produce evidence of their English Language proficiency. The standard required is an IELTS score of 6.5 (with no less than 5.5 in each band), or an equivalent score on a test recognised by the University of Hertfordshire.

[Pre-sessional English language courses are available at the University of Hertfordshire for students who have an IELTS score of 6.0]

This requirement will be waived if the student has successfully completed an undergraduate degree at a university in the United Kingdom, or another country acceptable to the University of Hertfordshire, where study was in English and the student was based in that university's home country during study.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in UPR SA03), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact: Diane Morrad, Programme Leader (D.M.Morrad@herts.ac.uk)
If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk
**MSc Marketing**

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

Programme Learning Outcomes (as identified in section 1 and the following page)

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>A1</th>
<th>A2</th>
<th>A3</th>
<th>A4</th>
<th>A5</th>
<th>B1</th>
<th>B2</th>
<th>B3</th>
<th>B4</th>
<th>C1</th>
<th>C2</th>
<th>C3</th>
<th>C4</th>
<th>D1</th>
<th>D2</th>
<th>D3</th>
<th>D4</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Professional Marketer</td>
<td>7BSP1255</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Innovative Marketing Solutions</td>
<td>7BSP1260</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Marketing Insight, Analysis and Marketing Decision Making</td>
<td>7BSP1259</td>
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<tr>
<td>Modern Marketing Communications</td>
<td>7BSP1256</td>
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<tr>
<td>Strategic Brand Planning and Development</td>
<td>7BSP1258</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Understanding Consumers and Markets</td>
<td>7BSP1267</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Dissertation Preparation</td>
<td>7BSP1263</td>
<td>X</td>
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<tr>
<td>Dissertation (Marketing)</td>
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</tbody>
</table>
KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding
A1. of essential components of modern marketing theory and associated current research
A2. of the role of consumers and the customer-focus of the marketing concept and philosophy & practice of market orientation
A3. of the impact of global contextual forces on marketing organisations and the options for developing appropriate marketing strategies within a changing context to meet stakeholder interests
A4. of the nature and importance of international and external, corporate and brand stakeholder communication
A5. of the nature and scope of marketing information and market intelligence, and of a range of methods for conducting qualitative and/or quantitative research in marketing

Practical Skills
C1. think critically and creatively and to argue coherently
C2. think independently and use initiative; the ability to problem solve, discriminate and use judgement
C3. organise, analyse and interpret data and share knowledge
C4. sustain independent work and learn through reflection on practice and experience

Intellectual Skills
B1. the ability to critically analyse relevant academic marketing theories and apply models, tools and techniques to real business situations
B2. the ability to create, identify and evaluate options and synthesise information; the ability to implement and review decisions
B3. advanced skills of research, analysis and interpretation appropriate for identifying opportunities and challenges in marketing situations
B4. Reflexivity and the ability to evaluate personal skills and practice

Transferable Skills
D1. Communicate effectively (written and oral)
D2. Work effectively in teams
D3. Demonstrate personal effectiveness including self-awareness and self-management; time management; sensitivity to diversity in people and different situations; the ability to continue learning
D4. Demonstrate ethics and value management
Section 2

Programme management

Relevant QAA subject benchmarking statements
Specialist Masters awards in Business and Management (2007)

Type of programme
Taught Postgraduate

Date of validation/last periodic review
March 15

Date of production/last revision of PS
March 18

Relevant to level/cohort
Level 7 entering September 2018

Administrative School
Hertfordshire Business School

Table 3 Course structure

<table>
<thead>
<tr>
<th>Course details</th>
<th></th>
</tr>
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<tbody>
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