Programme Specification amendment notification

Title of Programme:  MSc Marketing

Programme Code:  BSMSCMK

For Collaborative: Choose an item. at <insert partner name>

As a result of the ongoing Coronavirus pandemic, the University has been required to make some revisions to this programme for the 2020/21 academic session, affecting sections C and/or D of this Programme Specification. These amendments are as follows:

<table>
<thead>
<tr>
<th>Section</th>
<th>Amendment</th>
</tr>
</thead>
</table>
| Table 1a | 7BSP1256 – Amended to 100% cwk  
7BSP1258 – Amended to 100% cwk |
| Table 2  | n/a   |

Deputy Associate Dean of School (Academic Quality Assurance):  Dr. Michaela Cottee

Signature
Programme Specification

This programme specification is relevant to students entering:
01 September 2020

Deputy Associate Dean of School (Academic Quality Assurance):
Michaela Cottee (on behalf of Veronica Earle)

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.

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

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.

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.</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.</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>
<td>External visits, guest speakers and interaction with students from other programmes are developed as key activities to enhance learning.</td>
<td>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.</td>
</tr>
<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>
<td>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>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>
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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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<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>
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</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 coursework exercises throughout the programme.</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.

B3 is assessed through a range of assessments within specific modules and as a major feature of the Dissertation process.

B4 is specifically supported by the module Professional Marketer and through activities such as simulation games.

### Practical skills:

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<thead>
<tr>
<th>C1</th>
<th>C2</th>
<th>C3</th>
<th>C4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think critically and creatively and to argue coherently</td>
<td>Think independently and use initiative; the ability to problem solve, discriminate and use judgement</td>
<td>Organise, analyse and interpret data and share knowledge</td>
<td>Sustain independent work and learn through reflection on practice and experience</td>
</tr>
</tbody>
</table>

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.

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.

### Transferable skills:

<table>
<thead>
<tr>
<th>D1</th>
<th>D2</th>
<th>D3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicate effectively (written and oral)</td>
<td>Work effectively in teams</td>
<td>Demonstrate personal effectiveness including self-</td>
</tr>
</tbody>
</table>

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.

Transferable skills are assessed through a range of assignments including coursework reports, oral presentations,
D. Programme Structures, Features, Levels, Modules, and Credits

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>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>30</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>A</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 Level</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>Marketing</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>
</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](http://sitem.herts.ac.uk/secreg/upr/AS11.htm), 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) with the exception of those listed below, which have been specifically approved by the University:

Further points of clarification and interpretation relevant to this specific programme are given below:

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.

Master’s Programme Specification / January 2020/ AS Review Date June 2020
The Ask Herts website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

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 website, at: http://www.herts.ac.uk/secret/reg/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.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel’s report and conclusions can be accessed at: https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147

G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

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 certificate 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.

<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>
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<tr>
<td>The Professional Marketer</td>
<td>7BSP1255</td>
<td>X</td>
<td>X</td>
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<td>Innovative Marketing Solutions</td>
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<td>X</td>
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<td>Insight, Analysis and Marketing Decision Making</td>
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<tr>
<td>Modern Marketing Communications</td>
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<td>Strategic Brand Planning and Development</td>
<td>7BSP1258</td>
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<tr>
<td>Understanding Consumers and Markets</td>
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<tr>
<td>Dissertation Preparation</td>
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<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
# MSc Marketing

## Assurance of Learning Goals and Criteria

| Module Title                        | Module code | 1.1 | 1.2 | 1.3 | 2.1 | 2.2 | 2.3 | 3.1 | 3.2 | 3.3 | 4.1 | 4.2 | 4.3 | 5.1 | 5.2 | 5.3 | 6.1 | 6.2 | 6.3 |
|-------------------------------------|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| The Professional Marketer          | 7BSP1255    | x   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | x   |
| Modern Marketing Communications    | 7BSP1256    | x   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Understanding Consumers and Markets| 7BSP1257    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | x   |
| Insight, Analysis and Marketing Decision Making | 7BSP1259 | x   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | x   |
| Innovative Marketing Solutions     | 7BSP1260    | x   |     |     |     |     |     |     |     |     |     |     |     |     |     |     | x   |     |     |
| Dissertation                       | 7BSP1261    | x   | x   |     |     |     |     |     |     |     |     |     | x   | x   |     |     |     |     |
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
March 19

Date of production/ last revision of PS

Level 7 entering September 2020

Relevant to level/cohort
Hertfordshire Business School

Administrative School

Table 3 Course structure

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