

Programme Specification

1	Awarding body	University of London
2	Teaching Institution	Birkbeck College
3	Programme Title(s)	MSc Marketing Communications
4	Programme Code(s)	TMSMKCOM_C
5	UCAS code (if applicable)	N/A
6	Home Department	Management
7	Exit Award(s)	N/A
8	Duration of Study (number of years)	1 FT or 2 PT
9	Mode of Study (FT/PT/DL)	FT/PT
10	Level of Award (FHEQ)	7
11	Other teaching depts or institution	N/A
12	Professional, Statutory Regulatory Body(PSRB) details	Chartered Institute of Marketing (CIM) (see details below)
13	QAA Benchmark Group	N/A

14	Programme Rationale & Aims
	<p>The main aim of the programme is to provide a high level, sustainable educational offering in Marketing Communications, which attracts high quality, highly motivated students from around the globe. Furthermore, those undertaking the programme of study will be provided with a comprehensive understanding of the relevance and applications of Marketing Communications, and the research findings referred to throughout the programme of study will allow those completing the programme of study to develop objective insights into the subject matter and learn about marketing communication's role within marketing and business in general. The programme of study will link theory and practice, and will be of benefit to those individuals that either have already acquired an appreciation of Marketing and wish to develop further insights into the Marketing Communications element or those individuals that have limited knowledge of the marketing in general but wish to develop their understanding and appreciation of Marketing Communications specifically and/or use the knowledge gained to embark on a Marketing Communications or related career. The programme will be of interest to various stakeholders and it is envisaged that agencies, advertisers including for-profit and not-for-profit organizations will either sponsor and/or recruit students from the programme. Students will be confronted with a number of relevant issues such as viral marketing, the findings of neuroscience and how celebrities are chosen to represent organisations for example, and will find the programme of study up-to-date, intellectually inspiring and relevant. Critical thinking and problem focused decision-making using case studies will be key components of the programme of study. The programme will explore and investigate the marketing communications business, how marketing communications work, how to plan a marketing communications campaign and ethical considerations when implementing marketing communications in practice.</p> <p>Distinct Features:</p>

	<p>The programme of study will have a number of distinct features.</p> <ol style="list-style-type: none"> 1. It will appeal to those with a Marketing background and those with a non-Marketing background, all of whom wish to avail themselves of a high level, educational provision with the objective of broadening their knowledge and/or undertaking a career in Marketing Communications or a related one. 2. The research active academic members of staff within the Department of Management will contribute to the programme of study and various other academic research members of staff will also contribute to the programme. 3. It is envisaged that various Marketing Communications practitioners will be invited to provide guest lectures and participate in the programme of study, and this should be an enriching experience for the students. Links with commerce, industry and the not-for-profit sector will be strengthened through student projects/case studies which help explain the link between theory and practice. <p>Market demand for a postgraduate Marketing programme of study has been identified and Birkbeck is well able because of its academic standing and location, to attract on a consistent basis students that wish to develop their knowledge and appreciation of Marketing Communications. For example, the MSc will build upon and integrate further the Marketing educational provision offered by the Department of Management.</p>
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15	<p>Entry Criteria</p> <ol style="list-style-type: none"> 1. Normally a second class honours degree in any area. 2. An overseas qualification of an equivalent standard obtained after a programme of study extending over not less than three years in a university or educational institution of university rank. 3. A professional or other qualification obtained by written examinations approved by the college. 4. Relevant experience may be taken into consideration in the case of non-standard applications.
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16	<p>Learning Outcomes</p> <p>On successful completion of this programme a student will be expected to be able to:</p> <p>Subject Specific:</p> <ol style="list-style-type: none"> 1. Gain insights into Marketing Communications theory and practice, in a range of industries and different types of organization, such that students are able to identify the appropriate practical tools. 2. Gain an understanding of the processes and requirements underpinning Marketing Communications decision-making within organizations to enable students to contribute towards marketing communications management. 3. Gain an overall appreciation of how Marketers formulate and implement Marketing Communications policies, programmes and strategies. 4. Demonstrate a critical understanding and appreciation of Marketing Communications issues and how Marketers define and solve problems. 5. Demonstrate an all-round appreciation of how the Marketing Communications function relates to other business functions.
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	<p>Intellectual:</p> <ol style="list-style-type: none"> 6. Solve complex Marketing Communications problems by linking theory and practice. 7. Critically assess the Marketing communications body of knowledge. 8. Compile and analyse data and present a report. 9. Interpret and place in context various Marketing Communications related research. 10. Apply Marketing Communications tools and techniques in a logical manner. 11. Acquire the necessary learning and research skills, and competencies that are viewed as transferable and career enhancing. 12. Write an extended dissertation in the area of Marketing Communications. <p>Practical:</p> <ol style="list-style-type: none"> 13. Demonstrate library and archive skills including the ability to conduct relevant literature searches using electronic databases. 14. Apply appropriate essay/report writing skills and write in a management report style. 15. Demonstrate an appropriate level of analytical/numerical and IT skills. <p>Personal and Social:</p> <ol style="list-style-type: none"> 16. Through coursework, class discussion and group work exercises and presentations gain: <ol style="list-style-type: none"> a. Oral presentation and communication skills b. Writing skills c. Ability to work in teams and independently d. Have the confidence to lead others and implement decisions e. Learn and/or develop citation skills.
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17	<p>Learning, teaching and assessment methods</p> <p>The teaching strategy deployed will allow the needs of mature students that undertake either full-time or part-time study, as well as highly motivated younger students without work experience, to gain up-to-date knowledge which enhances their career prospects. The planning of the programme of study has taken into account:</p> <ol style="list-style-type: none"> 1. The need for evening lectures and seminars to be adequately scheduled. 2. An acceptable workload and its distribution throughout the terms. 3. A range of assessment methods to stimulate interaction. 4. Accurate information which is in the form of details in the postgraduate handbook, which acts as a guide and which supports independent learning. <p>As regards the modules associated with the MSc Marketing Communications, it can be noted that the lectures are sequenced in a logical manner and will allow the student to build up their understanding of the subject, week by week. The modules have been designed so that the lectures provide an overview of the relevant issues and the seminars that accompany the lectures allow the problems, issues and comparative facts and approaches, to be interpreted and explained in a logical manner. The aims and objectives for each module will be further enhanced by the aims and objectives for each lecture, and students will be able to develop a number of in-depth insights and question the subject matter.</p>
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	<p>Learning outcomes are defined for all taught courses each week and are detailed in the module/subject leaflet. The aims and objectives of each module are cited in the module/subject leaflet. Furthermore, the module/subject leaflet also outlines the readings for each lecture and the seminar topics are listed on a weekly basis as well. The contact details of the staff responsible for teaching the modules is provided and essential information relating to the assignment and the overall assessment are provided. Further materials are distributed in class each week as is necessary and when appropriate, guidance is provided with respect to dissertations, revision and examination technique. Appropriate use is also made of on-line learning facilities such as Moodle.</p>
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18	Programme Structure			
	Description:			
	Students will need to complete 8 x 15 credit modules and write a 12,000-word dissertation			
Full Time programme - 1 year				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	BUMN017H7	Advertising and Promotion	15	Compulsory
7	BUMN066H7	Brand Management	15	Compulsory
7	BUMN007H7	Consumer Behaviour	15	Compulsory
7	BUMN081H7	Digital and Social Media Marketing	15	Compulsory
7	BUMN064H7	Marketing Research (Postgraduate)	15	Compulsory
7	BUMN055H7	Public Relations	15	Compulsory
7	BUMN047H7	Relationship Marketing	15	Compulsory
7	BUMN016H7	Strategic Marketing Management	15	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core
Part Time programme - 2 years				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	BUMN017H7	Advertising and Promotion	15	Compulsory
7	BUMN007H7	Consumer Behaviour	15	Compulsory
7	BUMN081H7	Digital and Social Media Marketing	15	Compulsory
7	BUMN055H7	Public Relations	15	Compulsory
7	BUMN016H7	Strategic Marketing Management	15	Compulsory
Year 2				
Level	Module Code	Module Title	Credits	Status*
7	BUMN066H7	Brand Management	15	Compulsory
7	BUMN064H7	Marketing Research (Postgraduate)	15	Compulsory
7	BUMN047H7	Relationship Marketing	15	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core

Status*

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

Year of entry: 2021/22



19	Additional Programme Information
	<p>PSRB details: The programme is accredited by the Chartered Institute of Marketing (CIM). The accreditation with CIM gives students the opportunity to gain CIM professional marketing qualifications through their Graduate Gateway Accreditation (GGA) scheme. The programme provides exemption from the CIM Marketing and Digital Strategy module of the CIM Diploma in Professional Marketing and Diploma in Professional Digital Marketing.</p>

20	Programme Director	Dr Benedetta Crisafulli
21	Start Date (<i>term/year</i>)	Autumn 2011/12
22	Date approved by TQEC	Spring 2010/11
23	Date approved by Academic Board	Summer 2010/11
24	Date(s) updated/amended	9 August 2021 (for 2021/22)