

Programme Specification

1	Awarding body	University of London
2	Teaching Institution	Birkbeck College
3	Programme Title(s)	MSc Marketing
4	Programme Code(s)	TMSMAKTG_C
5	UCAS code	N/A
6	Home Department	Management/BEI
7	Exit Award(s)	PG Cert; PG Dip
8	Duration of Study (number of years)	1 year FT, 2 years PT
9	Mode of Study (FT/PT/DL)	FT and 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 of sustainable educational offering in Marketing, 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 necessity of Marketing, 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 decision-making process. 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 subject or those individuals that have limited knowledge of the subject and wish to develop their understanding and appreciation of it or use the knowledge gained to embark on a Marketing or Marketing related career. The programme will be of interest to various stakeholders and it is envisaged that multinational corporations as well as a range of for-profit and not-for-profit organizations will either sponsor and/or recruit students from the programme. Students will be introduced to the foundation of marketing, the theoretical underpinnings, the marketing mixes and current issues and future trends of Marketing. Students will be confronted with a number of relevant issues includes branding, customer relationship management, e-marketing and green marketing for example, and will find the programme of study up-to-date, intellectually inspiring and relevant. Critical thinking and problem focused decision-making will be key components of the programme of study.</p>

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><i>On successful completion of this programme a student will be expected to be able to:</i></p> <p>Subject Specific:</p> <ol style="list-style-type: none"> 1. Gain various insights into Marketing theory and practice, in a range of industries and different types of organization. 2. Gain an understanding of the processes and requirements underpinning Marketing decision-making within organizations in general. 3. Gain an overall appreciation of how Marketers formulate and implement Marketing policies, programmes and strategies. 4. Demonstrate a critical understanding and appreciation of Marketing issues and how Marketers define and solve problems. 5. Demonstrate an all round appreciation of how the Marketing function relates to other business functions. <p>Intellectual:</p> <ol style="list-style-type: none"> 6. Solve basic Marketing problems by linking theory and practice. 7. Critically assess the Marketing body of knowledge. 8. Interpret and place in context various Marketing related research. 9. Apply Marketing tools and techniques in a logical manner. 10. Acquire the necessary learning and research skills, and competencies that are viewed as transferable and career enhancing. <p>Practical</p> <ol style="list-style-type: none"> 11. Demonstrate library and archive skills including the ability to conduct relevant literature searches using electronic databases. 12. Apply appropriate essay/report writing skills. 13. Demonstrate an appropriate level of analytical/numerical and IT skills. <p>Personal and Social:</p> <ol style="list-style-type: none"> 14. 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. Confidence to lead others and implement decisions
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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. Exposure to the actual practice of marketing through visits, guest lecturers and simulations 4. A range of assessment methods to stimulate interaction. 5. 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, 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. 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 are 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> <p>It can be noted that the formal mechanisms of teaching and learning include a combination of lectures, directed readings, seminar discussions which involve group work and presentations, and close supervision in independent research. As a result, the aims and learning outcomes are both clearly understood and effectively achieved by students with the necessary support from academic members of staff.</p>

18	Programme Structure			
	<p>Description: The programme consists of several compulsory modules that form the core of all Marketing programmes. Students are also expected to conduct an individual piece of research and submit their work as part of a written dissertation of 12,000 words.</p> <p>With each of the 8 modules of 15 credits each (five compulsory, three optional), accounting for 120 credits in total, and the dissertation of 60 credits, this represents the full programme of 180 credits.</p>			
Full-Time Programme – 1 year				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	BUMN007H7	Consumer Behaviour	15	Compulsory
7	BUMN064H7	Marketing Research (Postgraduate)	15	Compulsory
7	BUMN081H7	Digital and Social Media Marketing	15	Compulsory
7	BUMN016H7	Strategic Marketing Management	15	Compulsory
7	BUMN066H7	Brand Management	15	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core
7		Option modules – from closed list, see below	45	Optional
Part-Time Programme – 2 years				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	BUMN007H7	Consumer Behaviour	15	Compulsory
7	BUMN081H7	Digital and Social Media Marketing	15	Compulsory
7	BUMN016H7	Strategic Marketing Management	15	Compulsory
7		Option modules – from closed list, see below	30	Optional
Year 2				
Level	Module Code	Module Title	Credits	Status*
7	BUMN066H7	Brand Management	15	Compulsory
7	BUMN064H7	Marketing Research (Postgraduate)	15	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core
7		Option modules – from closed list, see below	15	Optional
Indicative list of modules for closed options:				
Level	Module Code	Module Title	Credits	Status*
7	MOMN025H7	International Marketing	15	Optional
7	BUMN055H7	Public Relations	15	Optional
7	MOMN035H7	Sport Marketing	15	Optional
7	BUMN017H7 BUMN047H7	Advertising and Promotion OR Relationship Marketing	15	Optional
7	MOMN039H7 MOMN032H7	Corporate Responsibility OR International Business Ethics	15	Optional

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
	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.

20	Programme Director	Dr. Wendy Hein/Nick Pronger
21	Start Date (term/year)	Autumn 2010
22	Date approved by TQEC	Spring 2010
23	Date approved by Academic Board	Summer 2010
24	Date(s) updated/amended	August 2021 (for 2021/22)