



PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England
Teaching Institution	University of the West of England
Delivery Location	University of the West of England
Study abroad / Exchange / Credit recognition	
Faculty responsible for programme	Business and Law
Department responsible for programme	Bristol Business School (Business and Management)
Professional Statutory or Regulatory Body Links	
Highest Award Title	MSc Marketing Communications
Default Award Title	N/A
Interim Award Titles	Postgraduate Diploma in Marketing Communications Postgraduate Certificate in Marketing
UWE Progression Route	
Mode of Delivery	FT / PT
ISIS code/s	N50212
For implementation from	September 2019

Part 2: Description

This programme is designed to suit the needs of those who wish to specialise after having completed their undergraduate degree, or want to switch career or build on their current marketing related positions. The MSc Marketing Communications is distinguished from the MSc Marketing by its emphasis on marketing communications activities.

Marketing is both a vocational practice and a subject of academic study. The programme seeks to reflect this by:

- Providing an academically demanding that draws on current academic concepts, theories and research;
- Maintaining a strong vocational orientation, allowing students to use theory to structure their experience and understanding of marketing activities;
- Enabling students to develop subject specific knowledge and skills as well as an understanding of their areas of application;
- Familiarizing students with a wide range of organizational and market contexts;
- Developing students' capabilities such that they can contribute to and lead marketing communications related activities.

Description of any Distinctive Features

The structured approach to intellectual skills development is seen as a distinctive feature of this course. The development of a robust intellectual methodology gives the students greater flexibility and confidence in dealing with complex and unfamiliar problems and contexts. The core modules for this programme give particular emphasis to creativity and communication skills.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

The programme is distinctive in combining depth and rigour in the coverage of marketing theory with a broad range of opportunities to apply these to professional marketing tasks. It is integral to the philosophy of the programme that students adopt a structured approach to thinking, encouraging students to reflect on and develop the way in which they apply intellectual skills. Through the development of greater intellectual discipline, students become more effective at negotiating complex and unfamiliar challenges.

This programme focuses in particular on the communications aspects of marketing, hence practical, transferable skills in communicating through various media are prominent in the programme. In terms of intellectual skills, the development of creativity is also emphasized.

Regulations

Approved to [University Regulations and Procedures](#)

Part 3: Learning Outcomes of the Programme

	UMKDD5-15-M	UMKC8T-15-M	UMKDH3-15-M	UMKC8L-15-M	UMKDH4-15-M	UMKC8Q-15-M	UMKCYB-15-M	UMKDPY-60-M	UMKDRA-60-M
Learning Outcomes:									
A) Knowledge and understanding of:									
The nature, role and scope of marketing, its relationship with other functions and its contribution to organisational performance;	✓	✓	✓						✓
Marketing communications' relation to marketing more generally as well as business and general management functions, and its contribution to organisational performance and delivering customer value;	✓			✓		✓	✓		
The impact of external and internal factors on marketing activities in general and marketing communications activities in particular;	✓	✓	✓	✓				✓	✓
Tools and techniques by which marketers understand and influence the organisation(s) that they serve, including strategic planning, financial reporting, financial management, marketing metrics, organisational research, internal marketing, data analysis, data management and knowledge management;	✓	✓	✓		✓	✓	✓	✓	✓
Tools and techniques by which marketers understand and influence customers and other stakeholders, including marketing research and information systems, marketing communications, marketing strategies and tactics, transactional marketing, relationship marketing, digital marketing, segmentation, buyer behaviour;	✓	✓	✓	✓	✓	✓	✓	✓	✓
The distinctive features of different product, organisational and market contexts and their implications for marketing communications practice;	✓	✓		✓	✓	✓	✓	✓	✓
Research philosophies, strategies and methodologies than can be used in business and management;	✓		✓					✓	✓
Current developments and trends in marketing thought and practice;	✓			✓	✓			✓	
Understanding the relevance of trends in sustainability to marketing communications thought and practice	✓	✓		✓					
(B) Intellectual Skills									
Application: the ability to use generic principles, typologies and models to achieve a specified outcome in a particular context. Application is a vehicle through which other intellectual skills are exercised;	✓	✓	✓	✓	✓	✓	✓	✓	✓
Analysis: the ability to identify constituent elements of an object, concept or construct. This typically involves processing and organizing information to clarify specific qualities, relationships or differences;	✓	✓	✓	✓	✓	✓	✓	✓	✓
Evaluation: the ability to make and justify judgements relating to an object, concept or construct;	✓	✓	✓	✓	✓	✓	✓	✓	✓
Synthesis: the ability to put different objects, concepts or constructs together to form a coherent whole.	✓	✓	✓	✓	✓	✓	✓	✓	✓
Creativity: the ability to transcend established rules, conventions or patterns of action, thought or communication. Creativity may be exhibited in relation to analysis, evaluation or synthesis.	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reflexivity: the ability to evaluate and consciously develop one's own knowledge and skills (intellectual, professional and transferable)	✓				✓			✓	✓

Part 3: Learning Outcomes of the Programme

<i>Learning Outcomes:</i>	UMKDDS-15-M	UMKC8T-15-M	UMKDH3-15-M	UMKC8L-15-M	UMKDH4-15-M	UMKC8Q-15-M	UMKCYB-15-M	UMKDPY-60-M	UMKDRA- 60-M
(C) Subject/Professional/Practical Skills									
Apply the knowledge and skills outlined in A, B and C to marketing activities.	✓	✓	✓	✓	✓	✓	✓	✓	✓
(D) Transferable skills and other attributes									
Communicate ideas, arguments and information in a manner appropriate to the audience and task at hand;	✓	✓	✓	✓	✓	✓	✓	✓	✓
Communicate persuasively using a wide variety of media;				✓	✓	✓			
Use IT skills for data capture and manipulation, to locate material and to support private study and research;	✓	✓	✓	✓	✓	✓	✓	✓	✓
Work as part of a team;	✓							✓	✓
Initiate, plan and lead team activities;	✓				✓			✓	✓
Undertake independent/self-directed study/learning;	✓	✓	✓	✓	✓	✓	✓	✓	✓
Manage time and work to deadlines.	✓	✓	✓	✓	✓	✓	✓	✓	✓

Part 4: Programme Structure	MSc Marketing Communications
<p>This structure diagram demonstrates the student journey from Entry through to Graduation for a typical full time student including:</p> <ul style="list-style-type: none"> • level and credit requirements • interim award requirements • module diet, including compulsory and optional modules 	

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Level 1	Contemporary Marketing Practice UMKDD5-15-M Strategic Marketing Planning UMKC8T-15-M Marketing Analytics UMKDH3-15-M Principles of Marketing Communications UMKC8L-15-M Research Methods for Marketing UMKDH4-15-M Digital Marketing UMKC8Q-15-M Corporate Communications UMKCYB-15-M Marketing Dissertation and Research Methods UMKDPY-60-M Work-based Project and Research Methods UMKDRA-60-M	Choose one from: <i>(subject to availability)</i> Customer Relationship Management UMKC8M-15-M Social Marketing Principles and Policy UMKCR3-15-M Promotion and Society UMKDH7-15-M Global Marketing UMKC8P-15-M Retail and Fashion Marketing: Design and Delivery UMKDR6-15-M	Postgraduate Certificate in Marketing <ul style="list-style-type: none"> • Credit requirements: (60 compulsory credits, which must include UMKDD5-15-M Contemporary Marketing Practice) Postgraduate Diploma in Marketing Communications <ul style="list-style-type: none"> • Credit requirements: 120 (including 105 compulsory credits) Highest Award MSc Marketing Communications <ul style="list-style-type: none"> • Credit requirements: 180

Part time:

The part-time route is flexible, allowing students to study alongside full timers at their own pace. Part-time students typically complete the full programme in 2.5 – 3 years.

Part 5: Entry Requirements

1. An honours degree (minimum 2.2) in any subject from a recognised UK Higher Education institution or equivalent from a recognised overseas institution. Students whose first degree involves a significant element of marketing (more than 1/3rd will not normally be offered a place).
2. **Students for whom English is foreign language**
 Unless gained degree in UK or programme was delivered in English language in home institution then:
 IELTS 6.5
 TOEFL 600 (computer version 250)

 Conditional offers should be made where students apply without language qualification.
3. **Students who do not have a good or recognised honours degree**
EITHER:
 Must have successfully completed a programme of study post 18 years of age resulting in professional qualifications such as the professional Diploma in Marketing or must have achieved excellent results in qualifications such as BTEC.

 and

 Have relevant work experience

Or

 Have a GMAT score of 550

Part 6: Reference Points and Benchmarks

[QAA UK Quality Code for HE](#)
[Master's degrees](#)

The programme has been designed to accord with the UWE Bristol [Strategy 2020](#) in emphasising a vocational orientation and the practical application, of academic and professional skills and knowledge.

The views of current students, alumni, employers and external academic advisors have been taken into account in the development of the programme.

The programme aligns to level 7 of the Framework for Higher Education Qualifications and against the 2007 Subject Benchmark for Masters courses in Business and Management (type 1 and 2) and the SEEC (2010) credit level descriptors for level 7.

The design has also been informed by the Chartered Institute of Marketing's *Professional Marketing Standards* 2014.

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First CAP Approval Date	QMAC September 2008			
CAP	3 June 2015 15 December 2016	Version	2 3	link to RIA
Revision ASCQ Approval Date <i>Update this row each time a change goes to ASQC</i>	15 January 2019		4	link to RIA
Next Periodic Curriculum Review due date	September 2022			
Date of last Periodic Curriculum Review				