



## **Programme Specification**

### **Marketing Communications [Frenchay]**

Version: 2023-24, v1.0, 10 Jul 2023

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## **Section 1: Key Programme Details**

### **Part A: Programme Information**

**Programme title:** Marketing Communications [Frenchay]

**Highest award:** MSc Marketing Communications

**Interim award:** PGCert Marketing Communications

**Interim award:** PGDip Marketing Communications

**Awarding institution:** UWE Bristol

**Affiliated institutions:** Not applicable

**Teaching institutions:** UWE Bristol

**Study abroad:** No

**Year abroad:** No

**Sandwich year:** No

**Credit recognition:** No

**Department responsible for the programme:** FBL Dept of Business & Management, Faculty of Business & Law

**Contributing departments:** Not applicable

**Professional, statutory or regulatory bodies:** Not applicable

**Apprenticeship:** Not applicable

**Mode of delivery:** Full-time

**Entry requirements:** For the current entry requirements see the UWE public website.

**For implementation from:** 01 September 2023

**Programme code:** N50412

## Section 2: Programme Overview, Aims and Learning Outcomes

### Part A: Programme Overview, Aims and Learning Outcomes

**Overview:** This Masters programme is for students hoping to embark on a career in marketing communications. It is aimed at graduates with an existing degree (or equivalent qualification/experience).

This practice-oriented programme will provide these students with a strong working knowledge of the areas in which they might find employment, as well as helping them to gain a specific skillset that is relevant and applicable to the global marketing communications industry. Teaching will therefore involve practical workshops and hands-on tuition, as well as helping students to think analytically and strategically through scholarly enquiry and consideration of emerging academic theory and concepts in this area of study.

This programme will consider consumer behaviour across a range of cultures. The principles learned on this programme will be applicable to a wide range of contexts throughout the world. The programme will focus on the most popular marketing tools and online platforms; these are currently largely US-based, although their use can be described as global.

**Educational Aims:** This Masters programme will equip graduates with the ability to critically assess and then apply a range of marketing communication principles and theories. Successful graduates will:

Become proficient in their use of a range of industry-standard marketing communication tools and principles

Be able to analyse a range of numerical data to provide strategic recommendations

Employ appropriate theory and research when solving marketing challenges

Demonstrate the collaborative and communication skills necessary to work effectively in an organisation

**Programme Learning Outcomes:**

On successful completion of this programme graduates will achieve the following learning outcomes.

**Programme Learning Outcomes**

- PO1. Apply a deep and comprehensive knowledge of marketing concepts to develop effective marketing communications strategies.
- PO2. Apply appropriate research techniques to investigate an area of marketing communication
- PO3. Demonstrate a critical awareness of influences on human behaviour
- PO4. Develop effective marketing strategy through the identification and application of relevant knowledge
- PO5. Analyse data to solve complex marketing problems
- PO6. Conceive and create original and effective marketing communications content
- PO7. Demonstrate an understanding of the standards of ethical and global citizenship behaviours expected of a marketing communications professional
- PO8. Use a range of industry-standard marketing communications tools

**Part B: Programme Structure****Year 1**

Students must take 180 credits

**Year 1 Compulsory Modules**

Students must take 105 credits.

Module Code	Module Title	Credit
UMMDVB-15-M	Brand Management in a Digital World 2023-24	15

UMKDWM-15-M	Corporate Communications 2023-24	15
UMKDWD-15-M	Creative Marketing Methods 2023-24	15
UMKDW9-15-M	Customer Behaviour 2023-24	15
UMKDWB-15-M	Data Driven Marketing 2023-24	15
UMKDWE-15-M	Fundamentals of Marketing Communications 2023-24	15
UMKDWA-15-M	Marketing Strategy 2023-24	15

### Year 1 Optional Modules

Students must take one 15 credit module.

Module Code	Module Title	Credit
UMKDWV-15-M	Artificial Intelligence 2023-24	15
UMKDWL-15-M	Customer Relationship Marketing 2023-24	15
UMKDWJ-15-M	E-Commerce 2023-24	15
UMKDWR-15-M	Ethical Marketing Practice 2023-24	15
UMKDWK-15-M	Global Marketing 2023-24	15
UMKDWQ-15-M	Marketing and Sustainability 2023-24	15
UMKDWN-15-M	Promotion and Society 2023-24	15
UMKDWP-15-M	Retail and Fashion 2023-24	15
UMKDWH-15-M	Search Engine Marketing 2023-24	15
UMKDWS-15-M	Social Marketing 2023-24	15
UMKDWU-15-M	Video Game Marketing 2023-24	15
UMKDWF-15-M	Website Design 2023-24	15

**Year 1 Optional Modules (Project Modules)**

Students must take one 60 credit module.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDWX-60-M	Enterprise Project - New Business Plan 2023-24	60
UMKDWC-60-M	Research Project module: PG Marketing programmes 2023-24	60
UMKDWY-60-M	Work Based Learning Project 2023-24	60

**Part C: Higher Education Achievement Record (HEAR) Synopsis**

This is a Masters programme which will equip graduates with the ability to critically assess and then apply a range of marketing communication principles and theories. Successful graduates will become proficient in their use of a range of industry-standard marketing communication tools. They will also be able to analyse a range of data sources to provide strategic recommendations, will employ appropriate theory and research when devising a strategic marketing communication plan, and will feel comfortable working within a group to respond to a marketing challenge as is commonplace in this industry.

**Part D: External Reference Points and Benchmarks****Part E: Regulations**