



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
Default Award Title	N/A
Interim Award Titles	Postgraduate Diploma in Marketing; Postgraduate Certificate in Marketing
UWE Progression Route	
Mode of Delivery	FT / PT
ISIS code/s	N50012 N50012 (FT), N50G42(PT), N50H42 (PT 2 yr)
For implementation from	September 2019

Part 2: Educational Aims of the Programme

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.

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 related activities.

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Part 2: Educational Aims of the Programme

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.

Regulations

Approved to [University Regulations and Procedures](#)

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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	UMKC8P-15-M	UMKDPY-60-M	UMKDRA-60-M
A) Knowledge and understanding of:								
1. The nature, role and scope of marketing, its relationship with other functions and its contribution to organisational performance;	✓	✓	✓			✓		
2. The impact of external and internal factors on marketing activities;	✓	✓		✓		✓	✓	✓
3. 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;	✓	✓	✓		✓	✓	✓	✓
4. 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;	✓	✓	✓	✓	✓	✓	✓	✓
5. The distinctive features of different product, organisational and market contexts and their implications for marketing practice;	✓	✓		✓	✓	✓	✓	✓
6. Research philosophies, strategies and methodologies than can be used in business and management;	✓		✓			✓	✓	✓
7. Current developments and trends in marketing thought and practice;	✓			✓	✓		✓	✓
8. Understanding the relevance of trends in sustainability to marketing thought and practice.	✓	✓		✓		✓		

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Part 4: Programme Structure MSc Marketing

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including: level and credit requirements, interim award requirements, module diet, including compulsory and optional modules

ENTRY	Compulsory Modules	Optional Modules	Interim Awards
	Contemporary Marketing Practice UMKDDS-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 Global Marketing UMKC8P-15-M Marketing Dissertation and Research Methods UMKDPY-60-M Work-based Project and Research Methods UMKDRA-60-M	Choose two from: <i>(subject to availability)</i> Retail and Fashion Marketing: Design and Delivery UMKDR6-15-M Customer Relationship Management UMKC8M-15-M Promotion and Society UMKDH7-15-M Social Marketing Principles and Policy UMKCR3-15-M People and Organisations UMOCQW-15-M OR People and Organisations in an International Context UMOD48-15-M Entrepreneurial Decision Making UMSCS-15-M Digital Business Information Systems UMMDF7-15-M OR one from above plus <u>one</u> from Digital Marketing UMKC8Q-15-M Corporate Communications UMKCYB-15-M	Postgraduate Certificate in Marketing <ul style="list-style-type: none"> Credit requirements: 60 compulsory credits, which must include UMKDDS-15-M Contemporary Marketing Practice Postgraduate Diploma in Marketing <ul style="list-style-type: none"> Credit requirements: 120

GRADUATION

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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 7: 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 8: 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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This specification provides a concise summary of the main features of the programme and the 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 learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the [University's website](#).

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First CAP Approval Date	September 2008			
Revision CAP Approval Date	15 December 2016	Version	7	link to RIA
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	15 December 2016 15 January 2019	Version	8 9	link to RIA link to RIA