



Programme Specification

Marketing [Frenchay]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Marketing [Frenchay]

Highest award: MSc Marketing

Interim award: PGCert Marketing

Interim award: PGDip Marketing

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

School responsible for the programme: CBL Bristol Business School, College of Business and Law

Professional, statutory or regulatory bodies: Not applicable

Modes of delivery: Full-time

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

For implementation from: 01 September 2023

Programme code: N50L12

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: This Masters programme is for students planning to embark on a career in marketing. It is aimed at graduates with an existing degree in a non-marketing subject (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 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.

Features of the programme:

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

Successful graduates will:

Become proficient in their use of a range of industry-standard marketing 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 and management tools to make and implement strategic marketing decisions.
- PO2. Apply appropriate research techniques to investigate an area of marketing
- 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 content
- PO7. Demonstrate an understanding of the standards of ethical and global citizenship behaviours expected of a marketing management professional.
- PO8. Use a range of industry-standard marketing tools

Assessment strategy: As this is a practice-led programme, intended to prepare graduates for work in marketing, the assessment methods are in turn designed to simulate tasks that may be faced by those working in this field. For example, students will individually be required to create marketing communication content, devise a strategy, analyse data, and demonstrate proficiency in a range of digital marketing platforms. These assessment tasks will assess learning objectives relating to creation of materials and use of tools, data analysis, employment of theory, problem-solving, and communication. These are all practice-oriented tasks and we ensure that these tasks will assess the skills and knowledge required by marketing communication professionals. As the programme continues to evolve in line with industry, we will use our industry links to ensure our assessment methods remain relevant and useful.

Student support:

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
UMKDW9-15-M	Customer Behaviour 2024-25	15
UMKDWL-15-M	Customer Relationship Marketing 2024-25	15
UMKDWB-15-M	Data Driven Marketing 2024-25	15
UMKDWJ-15-M	E-Commerce 2024-25	15
UMKDWE-15-M	Fundamentals of Marketing Communications 2024-25	15
UMKDWK-15-M	Global Marketing 2024-25	15
UMKDWA-15-M	Marketing Strategy 2024-25	15

Year 1 Optional Modules

Students must take one 15 credit module.

Module Code	Module Title	Credit
UMKDWV-15-M	Artificial Intelligence 2024-25	15
UMKDWM-15-M	Corporate Communications 2024-25	15
UMKDWP-15-M	Retail and Fashion 2024-25	15
UMKDWH-15-M	Search Engine Marketing 2024-25	15
UMKDWS-15-M	Social Marketing 2024-25	15

UMKDWG-15-M	Social Media Marketing 2024-25	15
UMKDWF-15-M	Website Design 2024-25	15

Year 1 Optional Modules (Project Modules)

Students must take one 60 credit module.

Module Code	Module Title	Credit
UMKDWX-60-M	Enterprise Project - New Business Plan 2024-25	60
UMKDWC-60-M	Research Project module: PG Marketing programmes 2024-25	60
UMKDWY-60-M	Work Based Learning Project 2024-25	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 principles and theories. Successful graduates will become proficient in their use of a range of industry-standard marketing 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 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