

Programme Specification

Section 1: Basic Data

Awarding institution/body	University of the West of England
Teaching institution	University of the West of England
Faculty responsible for programme	Faculty of Bristol and Law
Programme accredited by	
Highest award title	MSc Marketing Communications
Default award title	N/A
Interim award title	Postgraduate Diploma in Marketing Communications; Postgraduate Certificate in Marketing Communications
Modular Scheme title (if different)	N/A
UCAS code (or other coding system if relevant)	
Relevant QAA subject benchmarking group(s)	Business and Management
On-going/valid until* (*delete as appropriate/insert end date)	Ongoing
Valid from (insert date if appropriate)	September 1 st 2008
Authorised by...	Date:...

Version Code

1

For coding purposes, a numerical sequence (1, 2, 3 etc.) should be used for successive programme specifications where 2 replaces 1, and where there are no concurrent specifications. A sequential decimal numbering (1.1; 1.2, 2.1; 2.2 etc) should be used where there are different and concurrent programme specifications

Section 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 intensive, academically demanding and vocationally oriented programme, that draws from current academic concepts, theories and research and which course members can use to frame their own experience and understanding
- Enabling students to develop a variety of subject specific knowledge and skills and an understanding of their areas of application
- Developing students' problem-solving and decision-making skills and judgement in the context of marketing management in general and marketing communications in particular
- Providing an educational experience that will develop personal skills necessary for marketing communications management roles
- Improving the capabilities of students such that they can contribute to and lead marketing related activities in general and marketing communications activities in particular.

Section 3: Learning outcomes of the programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the areas indicated below.

A. Knowledge and understanding

Learning outcomes	Teaching, Learning and Assessment Strategies
<p>On completion of the programme a student will typically have a comprehensive and critical knowledge and understanding of:</p> <ol style="list-style-type: none"> 1. the nature and role of marketing in general and marketing communications in particular; 2. 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; 3. the impact of external and internal factors on marketing activities in general and marketing communications activities in particular; 4. the process of strategy development and implementation, including the marketing communications context; 5. the role and nature of marketing communication processes in supporting corporate identity and reputation, core marketing strategies and in effecting behavioural change; 6. factors influencing buyer behaviour, the nature of purchase situations and buyer decision making process; 7. the nature, strategies and techniques of customer relationship management; 8. the application of financial and statistical analysis, tools and data systems, and their use in evaluating performance and informing decisions; 9. the use and significance of marketing research techniques and applications for 	<p>Teaching/learning methods and strategies: Knowledge and understanding of 1–9 is acquired through a mixture of formal classes and directed/independent study. More than 80% of student time associated with developing knowledge and understanding is spent outside of formal classes. Students are engaged in the completion of directed private study tasks and are expected to undertake significant independent research and reading to supplement what is taught/learned. Knowledge and understanding associated with 1–8 is consolidated via formal classes which are typically in the form of lectures, interactive workshops, tutor and student led discussions, as well individual and group based activities.</p> <p>Assessment: Testing of the knowledge base is through assessed coursework (1, 2, 3, 4, 6, 7, 9) through oral presentation (1, 2, 4) and through tasks undertaken under examination conditions (2, 3, 5, 6, 7, 8)</p>

<p>opportunity/problem identification, development and evaluation;</p> <p>10. research philosophies, strategies and methodologies than can be used in business and management.</p>	
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B. Cognitive Skills

<p>On completion of the programme a student will typically be able to</p> <ol style="list-style-type: none"> 1. apply abstract models and theories to practical situations; 2. analyse varied scenarios and problems, develop and communicate alternative ways of dealing with these, including the critical evaluation of these alternatives; 3. analyse and evaluate texts, articles, theories and arguments, forming judgements on their suitability and validity for addressing specific issues or situations; 4. combine academic material and experience in such a way as to develop new insights into understanding of marketing and management theories and creative ways of analysing and resolving marketing problems. 	<p>Teaching/learning methods and strategies: Acquisition of 1–3 is through a mixture directed private study as well as formal classes. The principal learning methods include projects, exercises, as well as case studies, which may be historical or “live” (i.e. involving the acquisition of data). Acquisition of 4 is mainly through independent study.</p> <p>Assessment: Coursework, oral presentations and examinations are used to test acquisition of 1-3, whilst 4 is tested though coursework only</p>
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C. Subject, Professional and Practical Skills

<p>On completion of the qualification a student will typically be able to:</p> <ol style="list-style-type: none"> 1. use data analysis and modelling to interpret information, review market trends, customer behaviour and company performance, make future projections and to develop business cases for marketing investments; 2. design and evaluate research methodologies, plans and applications to assist in management decision making; 3. use analytical tools and models in order to perform audits at the marketing or relationship level, to determine strategic options and to select between them; 4. develop effective plans, tailored to organisational contexts and needs and including proposals for implementation and management. 	<p>Teaching/learning methods and strategies: Acquisition of 1–3 is through a mixture directed private study as well as formal classes. The principal learning methods include projects, exercises, I.T. based activities as well as case studies</p> <p>Assessment: Testing of skills 1–4 are though coursework as well as examinations.</p>
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D. Transferable Skills

<p>On completion of the programme a student will typically be able to:</p> <ol style="list-style-type: none"> 1. communicate ideas, arguments and information in clear, effective and reasoned ways in written and spoken formats; 2. use IT skills for data capture and manipulation, to locate material and to support private study and research; 3. undertake independent/self-directed study/learning; 4. manage time and work to deadlines. 	<p>Teaching/learning methods and strategies: Acquisition of 1 and 2 is primarily through formal class although some independent learning will be needed to support the location and selection of material for research purposes. Acquisition of 3 and 4 is through the completion of set tasks whilst studying modules as well as completion of assessment activities.</p> <p>Assessment: Skills 1 and 2 are assessed using a mixture or essays, reports, projects, dissertations, vivas and presentations.</p>
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	<p>Skills 3 and 4 are not directly assessed. However, completion of assessment activities will be the result of independent thought and work/research by the student and will require completion according to set deadlines.</p>
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Matching Modules to teaching, learning and assessment methods.

	Modules	Marketing Strategy	Buyer Behaviour	Principles of Marketing Communications Strategy	Marketing Research	Business Information for Marketing	Implementing Integrated Marketing Communications	Public Relations	Social Marketing Principles & Policy	Social Marketing Planning & Implementation	Customer Relationship Management	Interactive Marketing	Global Marketing	Marketing Communications Dissertation
Teaching and learning methods	Lectures				↙	↙	↙	↙	↙	↙				
	Seminars/ Workshops	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙
	Self-directed Learning	↙	↙	↙	↙		↙	↙	↙	↙	↙	↙	↙	↙
	VLE Resources	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	
	Visiting speakers						↙	↙		↙		↙	↙	
	Case studies	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	
	Role play													
	Group work	↙	↙	↙	↙	↙	↙		↙	↙	↙	↙	↙	
	Project work			↙			↙				↙			↙
	IT tuition/practicals				↙	↙						↙		↙
Assessment methods	Supervised mini-projects	↙				↙				↙	↙			
	Essays												↙	
	Reports			↙			↙					↙		
	Dissertation project													↙
	Vivas													
	Presentations			↙			↙							
	Examinations		↙		↙			↙	↙			↙		

Matching modules to primary programme outcomes:

<p>A. Knowledge and understanding of:</p> <ol style="list-style-type: none"> 1. the nature and role of marketing in general and marketing communications in particular; 2. 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; 3. the impact of external and internal factors on marketing activities in general and marketing communications activities in particular; 4. the process of strategy development and implementation, including the marketing communications context; 5. the role and nature of marketing communication processes in supporting corporate identity and reputation, core marketing strategies and in effecting behavioural change; 6. factors influencing buyer behaviour, the nature of purchase situations and buyer decision making process; 7. the nature, strategies and techniques of customer relationship management; 8. the application of financial and statistical analysis, tools and data systems, and their use in evaluating performance and informing decisions; 9. the use and significance of marketing research techniques and applications for opportunity/problem identification, development and evaluation; 10. research philosophies, strategies and methodologies than can be used in business and management. 															
		Modules	Marketing Strategy	Buyer Behaviour	Principles of Marketing Communications Strategy	Marketing Research	Business Information for Marketing	Implementing Integrated Marketing Communications	Public Relations	Social Marketing Principles & Policy	Social Marketing Planning & Implementation	Customer Relationship Management	Interactive Marketing	Global marketing	Marketing Communications Dissertation
	Knowledge and Under-standing	A1	◀							◀				◀	
		A2								◀					
		A3	◀							◀	◀			◀	
		A4	◀							◀				◀	
		A5			◀			◀	◀		◀				
		A6			◀			◀	◀						
		A7						◀	◀		◀	◀			
		A8					◀	◀				◀	◀		
		A9					◀								
A10														◀	

<p>B. Cognitive Skills:</p> <ol style="list-style-type: none"> 1. apply abstract models and theories to practical situations; 2. analyse varied scenarios and problems, develop & communicate alternative ways of dealing with these, including the critical evaluation of alternatives; 3. analyse & evaluate texts, articles, theories & arguments, forming judgements on their suitability & validity for addressing specific issues or situations; 4. combine academic material & experience to develop new insights into understanding of marketing & management theories & creative ways of analysing & resolving marketing problems. <p>C. Practical skills:</p> <ol style="list-style-type: none"> 1. use data analysis & modelling to interpret information, review market trends, customer behaviour & company performance, make future projections & develop business cases for marketing investments; 2. design & evaluate research methodologies, plans & applications to assist in management decision making; 3. use analytical tools & models to perform audits, to determine strategic options & to select between them; 4. develop effective plans, tailored to organisational contexts & needs & including proposals for implementation and management. <p>D. Transferable skills</p> <ol style="list-style-type: none"> 1. communicate ideas, arguments & information in clear, effective & reasoned ways in written & spoken formats 2. use IT skills for data capture & manipulation, to locate material & to support private study and research 3. undertake independent/self-directed study/learning 4. manage time & work to deadlines 																
		Modules	Marketing Strategy	Buyer Behaviour	Principles of Marketing Communications Strategy	Marketing Research	Business Information for Marketing	Implementing Integrated Marketing Communications	Public Relations	Social Marketing Principles & Policy	Social Marketing Planning & Implementation	Customer Relationship Management	Interactive Marketing	Global marketing	Marketing Communications Dissertation	
	Cognitive Skills	B1	↙			↙	↙	↙	↙	↙	↙	↙	↙			
		B2	↙				↙	↙	↙	↙	↙	↙	↙			
		B3	↙	↙	↙	↙	↙			↙	↙		↙	↙	↙	
		B4													↙	
	Practical Skills	C1					↙						↙			
		C2				↙				↙						
		C3						↙	↙	↙	↙	↙	↙			
		C4						↙	↙	↙	↙	↙	↙		↙	
	Transferable skills	D1	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	↙	
		D2				↙	↙					↙				
		D3	↙	↙	↙		↙	↙	↙	↙	↙			↙	↙	
		D4	↙		↙		↙	↙	↙	↙	↙	↙		↙	↙	

Section 4: Programme Structure

MSc Marketing Communications

<p>ENTRY ↓</p>	<p>Compulsory modules: 15 credits</p> <ul style="list-style-type: none"> • Marketing Strategy UMKC8T-15-M • Buyer Behaviour UMKC8G-15-M • Principles of Marketing Communication Strategy UMKC8L-15-M • Marketing Research UMKC8S-15-M • Business Information for Marketing UMAC4L-15-M • Implementing Integrated Marketing Communications UMKCSC-15-M • Public Relations UMKCYB15-M <p>60 credits</p> <ul style="list-style-type: none"> • Marketing Communications Dissertation UMKCSE-60-M 	<p>Optional modules: 15 credits</p> <ul style="list-style-type: none"> • Customer Relationship Management UMKC8M-15-M • Global Marketing UMKC8P-15-M • Interactive Marketing UMKC8Q-15-M • Social Marketing Principles and Policy UMKCR3-15-M • Social Marketing Planning and Implementation UMKCR4-15-M 	<p>Interim Awards:</p> <p>Postgraduate Certificate in Marketing Communications</p> <ul style="list-style-type: none"> • Credit requirements: (60 compulsory certificate credits) <p>Postgraduate Diploma in Marketing Communications</p> <ul style="list-style-type: none"> • Credit requirements: 120 (including 105 compulsory credits) <p>Award: Target/highest: MSc Marketing Communications</p> <ul style="list-style-type: none"> • Credit requirements: 180
<p>→ GRADUATION</p>			

Section 5: Entry requirements

1. An honours degree (minimum 2.2) from a recognised UK Higher Education institution or equivalent from a recognised overseas institution

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 Advanced Certificate in Marketing or must have achieved excellent results in qualifications such as BTEC.

and

Have 3 years relevant work experience

Or

Have a GMAT score of 550

Section 6: Assessment Regulations

All assessment is governed by the University's current Academic Regulations and Procedures

Section 7: Student learning: distinctive features and support

This programme is designed in support of the Teaching and Learning Strategy of the Business School which has five key strands. They are:

1. The development of autonomous learners.
2. Provision of learning opportunities which are personally and professionally relevant and quality assured.
3. The maintenance of a supportive learning environment.
4. The promotion of the scholarship of teaching.
5. The provision of continuing professional development opportunities for all staff within a culture of reflective practice.

TEACHING, LEARNING AND ASSESSMENT

The teaching and learning and assessment strategy of Bristol Business School (and its collaborating faculties) encourages students to take responsibility for aspects of their learning and staff to take responsibility for facilitating that learning. The balance of student and staff responsibility varies according to individual student profiles, academic level and according to the nature of the learning outcomes the students are expected to meet. Ultimately, the aim of this programme is to enable students to progress to a high level of autonomy in learning and thus engender life long learning within a socially inclusive environment.

To achieve this, a variety of learning approaches have been integrated throughout the programme with an overall emphasis on active student participation. Guided learning (including lectures, tutorials, seminars, workshops, visiting speakers, on-line and networked learning, electronic workshops and conferencing, case studies), group learning and independent learning are used throughout the programme. In the majority of modules teaching contact accounts for less than 20% of the student learning hours associated with the module.

The teaching and learning methods used in the programme intend to challenge the existing perspectives of the students and encourage creative thinking. Thus many of the approaches used, including those that are case based, set concepts and problems in a wide range of contexts to add depth and complexity and to ensure an applied focus. Group learning approaches also challenge

students in a number of ways.

Teaching is based on research literature, professional experience and significant use of debate and discussion. Through didactic pedagogy students are challenged to defend their thinking. The final year dissertation module allows students to explore a substantial issue utilising appropriate concepts, frameworks and methodologies in a highly independent manner.

Assessment is an integral part of the teaching and learning process. The range of assessments indicated have been incorporated to:

- test the students' ability to integrate concepts theories and practice;
- ascertain their learning strengths and weaknesses and continuing development needs;
- expose students to a variety of assessment methods in order to promote the growth of their life-long learning skills.

The faculty supports the University Modular Assessment Regulations (MAR) and its requirement for controlled conditions to apply to part of the assessment of every module. Forms of assessment commonly used in controlled and non-controlled conditions assessment are: invigilated timed assignments including examinations, presentations, in-class tests, self and peer assessments, individual and group projects and supervised mini-projects and dissertations.

LEARNING RESOURCES

All modules have teaching/learning resource booklets and draw from a academic material including texts and journal articles. Additional support is provided through library and ICT facilities.

STUDENT SUPPORT AND GUIDANCE

Academic staff (usually module leaders) provide student support for all issues relating to the content and delivery of the module. Where necessary, the Student Advice Centre provides timely, accurate and confidential advice on all aspects of the provision. This includes matters relating to fees, assessment arrangements, extenuating circumstances procedures, option choice, timetabling and so on as well as where and how to access the support provided by the University. Additional support and guidance is provided by Programme Director and Programme Tutor who are also responsible for ensuring the collection of and response to student feedback. Formal Programme Management Committee meetings involving Programme Director/Programme Tutor, Students Representatives, and Module Leaders are convened each semester to consider the programme and the constituent modules. Module Leaders who attend receive feedback there and then. However, the proceedings are minuted and copies of the minutes are made available to all concerned parties. Module Leaders use the feedback when reviewing their own modules and the Programme Director uses the feedback when producing the annual monitoring and evaluation report for the programme. This report evaluates the year passed and makes recommendations, when appropriate, for changes to the programme for the up-coming year.

Section 8: Reference points/benchmarks

Four key influences have informed the design of this award:

1. The University's mission statement.
2. The Chartered Institute of Marketing statements on the benefits of marketing education.
3. The ABS/QAA draft benchmark statements on postgraduate business and management qualifications.
4. The SEEC (Southern England Consortium for Credit Accumulation and Transfer) Credit Level Descriptors for Further and Higher Education, 2003.

1. The University's Mission Statement

This programme reflects the spirit of the university's mission to "advance an inclusive, civilised and democratic society and its enrichment through education, research, consultancy and public service." (www.uwe.ac.uk/vision) The award meets the university's stated aspirations of:

Promoting educational opportunity, — through entry onto the programme and also the availability of AL and AEL processes where appropriate.

Exciting and enabling students to shape and enjoy a first class educational and social experience which enlarges the mind, — through the academic content of the modules as well as providing the opportunity to complete company commissioned dissertations

Command an exceptionally high reputation amongst employers — students are well placed to take up or enhance existing professional marketing positions on graduation.

Emphasise the importance of values, the pursuit and utility of knowledge, and the advancement of culture, — through specific academic input in modules and the students' working environment and resources in Bristol.

2. The Chartered Institute of Marketing Statement on benefits of Marketing education

This programme reflects the explicit aims of the CIM which are to:

- provide leadership, knowledge and expertise for those involved in the marketing process
- work closely with the marketing profession, industry and commerce to develop greater awareness and understanding of what marketing can contribute to business
- allow individuals to keep abreast of current marketing techniques and skills

3. ABS/QAA draft benchmark statements on postgraduate business and management qualifications.

Using the draft guidelines, the programme can be classed as a Type I Masters qualification, i.e. a specialist award for career entry or development. However, in contrast to the ABS guidelines for specialist awards, the MSc Marketing:

- will be available to those who do not necessarily have a cognate first degree or extensive experience in a marketing management post
- will not have a significant proportion of the programme devoted to "non-marketing" subjects.

Although the learning outcomes relating to knowledge and understanding specified by the draft ABS/QAA guidelines pertain to general business and management qualifications, Appendix 1 details how the MSc Marketing achieves these benchmark statements.

4. SEEC Southern England Consortium for Credit Accumulation and Transfer: Credit Level Descriptors for Further and Higher Education (2003).

The proposed award, in common with all Masters provision in the Business School, conforms to the credit level descriptors at Level 7.

APPENDIX 1

ABS/QAA SUBJECT BENCHMARKS FOR MASTERS AWARDS IN BUSINESS AND MANAGEMENT

KNOWLEDGE AND UNDERSTANDING CONTENT FOR GENERALIST MASTERS PROGRAMMES

(TYPES I & II)

Within the broad framework of organisations, their external environment and management, it is expected that graduates will be able to demonstrate knowledge and understanding in the following:

- a) markets and customers: the development and operation of markets for resources, goods and services; customer expectations, service and orientation
- b) the impact of environmental forces on organisations including legal systems; ethical, social, economic and technological change issues; international developments; change management
- c) the concepts, processes and institutions in the production and marketing of goods and/or services; the management of resources and operations
- d) the financing of the business enterprise or other forms of organisations: sources, uses and management of finance; use of accounting for managerial applications
- e) the management and development of people within organisations: organisational theory, behaviour, HRM
- f) the development, management and exploitation of information systems and their impact on organisations; quantitative methods
- g) the comprehension and use of relevant communication and information technologies for application in business and management
- h) the development of appropriate business policies and strategies within a changing environment to meet stakeholder interests
- i) discussion of a range of contemporary and pervasive issues which may change over time. Illustrative examples may include innovation, creativity and enterprise; e-commerce, knowledge management; sustainability, business ethics, values and norms; globalisation.

Masters in Marketing: generic outcomes (knowledge and understanding) for taught compulsory and elective modules

Module	Generic Outcomes
Buyer Behaviour	a; c; h
Marketing Strategy	a; b; c; h
Principles of Marketing Communications Strategy	a; c; g
Marketing Research	a; f; g
Business Information for Marketing	d; f; g
Implementing Integrated Marketing Communications	a; b; c; f; g
Managing PR & Corporate Communications in the Digital Age	a; b; c; f; g; h; i
Customer Relationship Management	a; b; c; h
Interactive Marketing	a; b; f; g
Global Marketing	a; b; c; l

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. These are available on the University Intranet.

Programme monitoring and review may lead to changes to approved programmes. There may be a time lag between approval of such changes/modifications and their incorporation into an authorised programme specification. Enquiries about any recent changes to the programme made since this specification was authorised should be made to the relevant Faculty Administrator.

PG Cert Marketing Communications:	UMKC8T-15-M Marketing Strategy 15 credits	UMKC8G-15-M Buyer Behaviour 15 credits	UMKC8L-15-M Principles of Marketing Communications Strategy 15 credits	UMKCYB-15-M Public Relations 15 credits
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PG Dip Marketing Communications:	UMAC42-15-M Business Information for Marketing 15 credits	UMKC8S-15-M Marketing Research 15 credits	UMKCSC-15-M Implementing Integrated Marketing Communications 15 credits	ELECTIVE FROM SET 15 credits
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MSc Marketing Communications:	UMKCSE-60-M MARKETING COMMUNICATIONS DISSERTATION 60 credits			
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ELECTIVE SET			
UMKC8P-15-M Global Marketing 15 credits	UMKC8Q-15-M Interactive Marketing 15 credits	UMKCR3-15-M Social Marketing Principles & Policy 15 credits	
UMKC8M-15-M Customer Relationship Management 15 credits		UMKCR4-15-M Social Marketing Planning & Implementation 15 credits	