

Programme Specification for Postgraduate Programme Leading to: MA Design and Branding Strategy

Applicable for all postgraduate students starting in 2020

Version No.	Date	Notes – QA USE ONLY	AO
2020-21 v1.0	24 August 2020	Programme Specification updated for 2020/21 entrants and January start added for 2021.	JP
2020-21 v2.0	6 October 2020	On 23 September Senate approved that a PGDip may be awarded by substitution of the dissertation for up to 30 credits of modular/assessment blocks in the taught part of the programme, provided the learning outcomes have been met.	JP
2020-21 V2.1	8 October 2020	Update to programme specification document. Where students commence their programme with the Brunel Pathway College the normal length stated above will vary as follows: June commencement + 4 months	JP

Postgraduate Taught Programme	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home college/department/division	College of Engineering, Design and Physical Sciences/Brunel Design School/Design
4. Contributing college/department/division /associated institution	Brunel Pathway College for Pre-Masters (see section 25)
5. Programme accredited by	N/A
6. Final award(s) and FHEQ Level of Award	MA Design and Branding Strategy. FHEQ Level 7
7. Programme title	MA Design and Branding Strategy
8. Programme type (Single honours/joint)	N/A
9. Normal length of programme (in months) for each mode of study	FT – 12 months (equivalent to 52 weeks) PT – 30 months (from the 1st October) entry Where students commence their programme with the Brunel Pathway College the normal length stated above will vary as follows: June commencement + 4 months
10. Maximum period of registration for each mode of study	Normal length of programme (as defined above in 9) + 2 years
11. Variation(s) to September start	January from 2021. See document “Validated Programme Element Specification for Generic Pre-Masters” for Alternative Level entry points
12. Modes of study	Full Time / Part Time
13. Modes of delivery	Standard
14. Intermediate awards, titles and FHEQ Level of Award	Postgraduate Certificate in Design & Branding Strategy - FHEQ Level 7 Postgraduate Diploma in Design & Branding Strategy - FHEQ Level 7
15. UCAS Code	N/A
16. HECoSCode	100048 (10%) and 100182 (90%)
17. Route Code	W200PADESBRD
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	UK Quality Code for Higher Education QAA Subject Benchmark Statement Brunel University London 2030 Brunel Placement Learning Policy, as published under the ‘Placements’ section of the ‘ Managing Higher Education Provision with Others ’ page.
19. Admission Requirements	Details of PGT entry requirements are provided on the University’s and College website. Levels of English for non-native speakers are outlined on Brunel International’s language requirements pages.
20. Other relevant information (e.g. study abroad, additional information on placements)	N/A
21. Programme regulations not specified in Senate Regulation 3. Any departure from regulations specified in Senate Regulation 3 must be stated here and approved by Senate.	N/A
22. Further information about the programme is available from the College website.	MA Design & Branding Strategy

23. EDUCATIONAL AIMS OF THE PROGRAMME

The general aim of the programme is to meet the needs of industry, the professions and other sectors, for masters qualified creative design management graduates and to produce post-graduates capable of making a major contribution to the use of design in branding practices in organisations, large and small.

24. PROGRAMME AND INTERMEDIATE LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding (K) cognitive (thinking) skills (C) and other skills and attributes (S) in the following areas:

Level	Category (K = knowledge and understanding, C = cognitive (thinking) skills, S = other skills and attributes)	Learning Outcome	Masters Only	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
7						
	K	Systemetic understanding of design branding theory, concepts, epistemology, models and strategy				DM5502 DM5554 DM5555 DM5557
	K	Critical understanding of knowledge on strategic design management, design thinking and design approaches				DM5554 DM5601 DM5555 DM5557
	K	Systemetic understanding of research concepts and methods as applied in design management and design-led branding				DM5552 DM5555 DM5557 DM5500
	K	Critical understanding of creative culture, the role of design and innovation, design-led innovation and strategic development in organisational change				DM5601 DM5554
	K	Comprehensive understanding of knowledge on forecasting and trends in design strategy formulation and brand practices				DM5545 DM5601
	K	Systemetically integrate knowledge and critically apply design-led branding strategy to Dissertation	✓			DM5500
	C	Critically identify and evaluate key principles of design auditing in the design and branding contexts				DM5502 DM5552 DM5554
	C	Evaluate critically strategic design implications from diverse customer groups and identify consumer behaviour across cultural and national boundaries				DM5545 DM5555 DM5557 DM5500
	C	Critically evaluate and distinguish the relationships between branding, design, advertising and marketing				DM5502 DM5554 DM5555 DM5557 DM5500

C	Comprehensively develop in depth application of research methods and tools (quantitative and qualitative) as the basis for formulating design and branding strategies				DM5502 DM5552 DM5555 DM5557 DM5500
C	Formulate and model brand architecture critically and apply tools and techniques for brand analysis and development				DM5502 DM5555 DM5557 DM5500
C	Identify and critically evaluate key drivers of creative enterprises and the role of design and creativity in strategic development and innovation				DM5601 DM5554
C	Critically articulate the relationship of design and branding to new models of business and innovation				DM5502 DM5601 DM5554
C	Critically analyse research-based branding and innovation strategies and apply these to contemporary design issues				DM5552 DM5502 DM5601 DM5555 DM5557 DM5500
S	Demonstrate comprehensive understanding of project management and team working skills				DM5502 DM5552 DM5601 DM5554 DM5545
S	Creatively produce design-led scenario building and trend analysis				DM5545 DM5555 DM5557 DM5500
S	Critically apply design-thinking and synthesis of branding and innovation strategy to real-life challenges				DM5502 DM5601 DM5554
S	Demonstrate comprehensive understanding of individual and group communication and presentational skills				DM5502 DM5552 DM5601 DM5554 DM5545 DM5500
S	Advance knowledge on research methods and carefully select and provide rationales for suitable research methods in order to carry out design, branding and innovation research projects				DM5552 DM5555 DM5557 DM5500
S	Critical interpretation of expert presentations and discourses		✓		DM5552 DM5545 DM5555 DM5557 DM5500

Learning/teaching strategies and methods to enable learning outcomes to be achieved, including formative assessments

- Knowledge and understanding in the areas indicated are acquired through a mix of lectures, workshops, seminars, self-directed study (via web resources and directed learning), and individual and group project work. In lectures key concepts and ideas are introduced, definitions are stated, techniques are explained, and immediate student queries discussed. Workshops sessions are used to foster practical engagement with the taught material.
- Guest and expert lectures and workshops supplement staff lectures drawn from design, branding and related industries. In addition to the core modules, a Rich Design series of optional intensive workshops is provided on specialist topics based on student cohort interests and staff expertise.
- Team work, effective communication, critical review and research skills are developed primarily through completion of carefully designed workshop exercises, completion of group assignments, and through the dissertation project.

Summative assessment strategies and methods to enable learning outcomes to be demonstrated.

Assessment will allow students to demonstrate their abilities in a range of styles relevant to branding professionals.

These will include:

- Essays and reports – demonstration of depth and breadth of knowledge and written communication skills
- Technical analytical reports – ability to collect, analyse and interpret a range of evidence and data
- Group reports – contribution as a team member to a collaborative challenge or research question
- Dissertation – ability to plan, critically review, execute and communicate an advanced piece of research –, the Dissertation specification, requires students to undertake research relevant to their specific programme.

Deadlines will be phased throughout the academic year, allowing time for constructive feedback and time management.

25. Programme Structure, progression and award requirements

Programme structures and features: levels, assessment blocks, credit and progression and award requirements.

- **Compulsory block:** one which all students registered for the award are required to take as part of their programme of study. These will be listed in the left hand column;
- **Optional block:** one which students choose from an 'option range'. These will be listed in the right hand column;
- A **core assessment** is an assessment identified within an assessment block or modular block (either compulsory or optional) which must be passed (at grade C- or better) in order to be eligible to progress and to be eligible for the final award. All core assessments must be specified on the programme specification next to the appropriate assessment or modular block:

Where students are expected to pass the block at C- or better, but not necessarily all elements, then the block itself is core.

e.g. AB5500 Project (40)
Core: Block

Where only some elements of assessments are required to be passed at C- or better, these will be identified by listing each element that is core

e.g. ABXXX1 Title (XX credits)
Core: 1 & 4

Where students are expected to pass all assessments in a block then this will be identified. By setting the assessment this way, students are also required to pass the block by default. This will be identified thus:

e.g. ABXXXX Title (XX credits)
Core: All, Block

- A **non-core assessment** does not have to be passed at grade C- or better, but must D- or better in order to be eligible for the final award.

All modules on this programme are considered compulsory and there is no optional module available.

FHEQ Level 7	
<p>Compulsory modular block codes, titles and credits</p> <p>All modules are 15 credits unless otherwise specified:</p> <p>DM5502 Branding Strategy Studies</p> <p>DM5552 Design Research</p> <p>DM5601 Innovation Strategy and Management</p> <p>DM5554 Strategic Design Management</p> <p>DM5545 Design and Branding Futures: Seminar & Workshop Programme</p> <p>DM5555 Design and Branding Research Project 2 (30 credits)</p> <p>DM5557 Design and Branding Research Project 1</p> <p>DM5500 Dissertation (60 credits)</p> <p>Core: Block</p> <p>Part-time Mode:</p> <p>Year 1: DM5502, DM5552 and DM5557 (Total = 45 credits)</p> <p>Year 2: DM5554, DM5545 and DM5555 (Total = 60 credits)</p> <p>Year 3: DM5601 and DM5500 (Total = 75 credits)</p>	<p>Optional modular block codes, titles and credits</p>
<p>FHEQ Level 7 Progression and Award Requirements</p> <p>As per Senate Regulation 3</p> <p>A PGDip may be awarded by substitution of the dissertation (DM5500) for up to 30 credits of modular/assessment blocks in the taught part of the programme, provided the learning outcomes have been met.</p>	
<p>Pre-Masters</p> <p>The structure available to international students is specified in document “Validated Programme Element Specification for Brunel Pathway College Generic Pre-Masters”. This document also specifies the admission and progression requirements.</p>	
<p>Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a 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 can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a modification occurs.</p>	