

**Programme Specification for Postgraduate Programme**  
**Leading to:**  
**MSc Marketing with Internship/Placement**



*Applicable for all postgraduate students starting on or after 1<sup>st</sup> September 2021*

<u>Version No.</u>	<u>Date</u>	<u>Notes – QA USE ONLY</u>	<u>QA</u>
1	October 2021	Programme specification created for 2021/22	WEA

<b>Postgraduate Taught Programme</b>	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home college/department/division	College of Business, Arts and Social Sciences / Brunel Business School
4. Contributing college/department/division/associated institution	LBIC for Pre-masters (see Section 25)
5. Programme accredited by	Chartered Institute of Marketing (CIM)
6. Final award(s) and FHEQ Level of Award	MSc Marketing FHEQ Level 7
7. Programme title	MSc Marketing MSc Marketing (with Internship) MSc Marketing (with Placement)
8. Programme type (Single honours/joint)	N/A
9. Normal length of programme (in months) for each mode of study	6 – 12 weeks placement (with Internship award)  September intake: 12 months full time or 16 months with 6-12 week placement January intake: 15 month full time or 19 months with 6-12 week placement  12 month placement (with Placement award)  September intake: 12 months full time or 24 months with 12 months placement. January intake: 15 months full time or 27 months with 12 months placement.  Where students commence their programme at with the pre-Masters in LBIC, the normal length stated above will vary as follows: Pre-masters April commencement (with placement): + 6 months Pre-Masters June and September commencements (without placement): + 4 months
10. Maximum period of registration for each mode of study	Normal Length of programme (as defined in 9 above) + 2 years
11. Variation(s) to September start	Two entry points, September and January, for Standard FHEQ Level 7 entry.  Also see document “Validated Programme Element Specification for LBIC Pre-Masters in Business and Management (with or without work placement) for Alternative Pre-master entry points.
12. Modes of study	FT
13. Modes of delivery	Standard
14. Intermediate awards and titles and FHEQ Level of Award	Postgraduate Diploma in Marketing FHEQ Level 7 Postgraduate Diploma in Marketing (with Internship) FHEQ Level 7 Postgraduate Diploma in Marketing (with Placement) FHEQ Level 7 Postgraduate Certificate in Marketing FHEQ Level 7 Postgraduate Certificate in Marketing (with Internship) FHEQ Level 7 Postgraduate Certificate in Marketing (with Placement) FHEQ Level 7
15. UCAS Code	N/A

16 HECoS Code	100075
17. Route Code	N500PMKTING
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	<a href="#">UK Quality Code for Higher Education Most Recent QAA Subject Benchmark Statement- Business and Management Brunel University London 2030</a> Brunel Placement Learning Policy, as published under the 'Placements' section of the ' <a href="#">Managing Higher Education Provision with Others</a> ' page.
19. Admission Requirements	Details of <a href="#">entry requirements</a> are provided on the University's and College website. <a href="#">Course specific entry criteria</a> are given on the course pages. Levels of English for non-native speakers are outlined on Brunel International's <a href="#">language requirements</a> pages.
20. Other relevant information (e.g. study abroad, additional information on placements)	The placement is not guaranteed. Students who could not secure a placement by end of May the following year after they started their course, will be reverted to the full time programme. The deadline applies to both September and January starters.
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.	<a href="http://www.brunel.ac.uk/courses/postgraduate/marketing-msc">http://www.brunel.ac.uk/courses/postgraduate/marketing-msc</a>

### 23. EDUCATIONAL AIMS OF THE PROGRAMME

- The advanced study of marketing: strategy, management, research and practice and the changing contexts in which these operate and are applied.
- Preparation for and/or development of a career in marketing and associated business areas by developing skills at a professional or equivalent level
- Development of the ability to apply knowledge and skill in the analysis and synthesis of marketing situations and programmes, concepts, frameworks of understanding, advanced practice and evaluation.
- Enhancement of lifelong learning skills and personal development so as to be able to work with self-direction and originality and to contribute to excellence in business, marketing, social and environmental development.

### 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:

FHEQ Level	Category (K = knowledge and understanding, C = cognitive (thinking) skills, S = other skills and attributes)	Learning Outcome	MastersA ward Only	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
<b>7</b>						
	K1	Marketing policies and strategies relating to markets and customers; development and operation of markets for goods and services with due regard for stakeholder expectations, quality of service and delivery orientation.				MG5547 MG5561 MG5610 MG5608 MG5620 MG5625 MG5621

	K2	Concepts, contexts (e.g. social, technological, economic, ethical, legal and natural environment), processes and institutions significant for the marketing of goods and services				MG5561 MG5610 MG5608 MG5620 MG5625 MG5621
	K3	The management of resources and operations necessary for marketing functions to be performed, including the roles, competencies and performance standards of marketing specialists.				MG5561 MG5590 MG5610 MG5608 MG5620 MG5577 MG5625 MG5621
	K4	The management and use of information technology and its contribution to communication and decision-making in marketing				MG5561 MG5610 MG5608 MG5620 MG5625
	K5	Contemporary and pervasive issues (depending on options taken), such as marketing ethics and social responsibility; knowledge management; innovation.				MG5561  MG5608 MG5620 MG5577 MG5625 MG5621
	C1	Data analysis, information and knowledge evaluation including modelling of marketing situations.				MG5547 MG5590 MG5561 MG5610 MG5608 MG5620 MG5625
	C2	Critical and reflective abilities relevant to problem analysis and decision making associated with marketing (e.g. advising on ethical and social responsibility matters).				ALL
	C3	Ability to research marketing situations and issues (e.g. using qualitative and quantitative techniques and evaluation of options) and report critically on findings.				MG5547 MG5615 MG5561 MG5619 MG5610 MG5510 MG5608 MG5620 MG5625 MG5621
	C4	Demonstrate ability to conduct research into business and management issues through research design, data collection, analysis, synthesis and reporting.	X			MG5510
	S1	Communicate information, conclusions and proposals clearly.				ALL
	S2	Demonstrate investigative and advisory skills relevant the marketing practitioner and				MG5615 MG5510

		produce a substantial and complex project within a specified timeframe.				MG5547 MG5590 MG5561 MG5619 MG5608 MG5620 MG5625 MG5621
	K6, S3	To demonstrate and reflect on the obtainment, development and enhancement of soft and hard personal and professional marketing business skills				MG5626 MG5627  (Placement)
	K7, S4	To reflect on the application and relevance of theory and knowledge taught on the MSc Marketing programme to the practical work environment				MG5626 MG5627  (Placement)
	K8	To gain a comprehensive understanding of management strategies and operations in the business or other organisations				MG5626 MG5627  Placement

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

Methods will ensure a theoretical or academic approach with subject matter addressed faster than at undergraduate level to provide breadth and depth for evaluation of current research and scholarship in the discipline. Methods include lectures, investigations, student-led seminars and case study groups. Critical reading and seminars extend the analysis and presentation of contexts, ideas and methods. Individual and teamwork assignments and presentations build awareness and give opportunity to explore the practical implications of theory. Practice is further covered through cases, visiting practitioner speakers, IT skill exercises etc. The MSc offers on-line learning resources giving access to lecture guides, notes/sides, cases and other resources. Students make presentations using PCs and digital projectors.

The dissertation project is essentially a self-planned and self-directed activity under the supervision of an appropriate tutor. It continues the development of skills in Marketing, functions as a problem-solving assignment and as the capstone of the MSc degree. It provides the opportunity to carry out a significant project that combines the specialist and core knowledge and skills developed over the MSc programme. It enables the student to demonstrate the contribution that the MSc programme has made to managerial knowledge and understanding.

- guided reading for critical analysis.
- survey design and data analysis.
- student-led seminars and case study groups to cover contexts, ideas and methods.
- presentations relevant to the development and communication of complex analysis and solutions for marketing clients.
- discussion with visiting practitioner speakers
- IT labs to support these transferable skills in module delivery

As for Learning outcomes K and C. Some modules feature studio work for marketing strategy and programme development. Individual and group work activities and presentations build confidence and explore the application of theory. Many assignments, seminars and presentations, require students to support their communication using PCs and digital projectors.

The dissertation project tasks advance student ability across these learning outcomes.

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

Assessed tasks demonstrating K, C, and S may feature:

- essays and reports typically involving examination of published literature and data on a topic/issue. Some assignments will use published case studies and student generated cases.
- numerical analysis tasks as well as reporting on published financial data.

- published data and field investigation to gather data and report on new cases
- presentations and/or delivering seminar papers.

Where modules feature an examination these may include case materials to test student analysis and evaluation of the relevance and application of theoretical frameworks.

As for K: Knowledge and Understanding. These skills are assessed at module level using a range of assessment instruments: coursework tasks, investigative market research and communication exercises, presentations, IT tasks, formal examinations and dissertation project completion.

The Dissertation project tests student ability across a wide range of marketing related skills and is the capstone demonstration of these various skills. It requires students to conceive, justify, design in detail and execute a major project, which requires students to demonstrate skills designing a viable project, in gathering and collating material, assessing its relevance for the chosen project, formulating and sustaining a coherent argument.

Various assessment tasks will also demonstrate S. Many taught modules, (core and option), involve students working in group / team situations, the outcomes of which feature in assessed and unassessed presentations. Students are assessed on their field survey design abilities and their data search skills. Many assignments, student-led seminars and presentations, require students to support analysis and communication using database, spreadsheet, statistics and graphics software and digital projectors.

## 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.

### Pre-Masters

The Pre-Masters structure available to international students is specified in document "Validated Programme Element Specification for LBIC Pre-Masters in Business and Management (with and without work placement)". This document also specifies the admission and progression requirements.

### FHEQ Level 7

<b>Compulsory assessment block codes, titles and credit</b>	<b>Optional assessment block codes, titles and credits</b>
<b>Compulsory study block codes, titles and credit volume</b>	<b>Optional Study block codes, titles and credit volume</b>
<p><b>Compulsory modular block codes, titles and credits</b></p> <p>All modules are 15 credits unless otherwise specified</p> <p>MG5547 Marketing Communications</p> <p>MG5561 International Marketing</p> <p>MG5608 Marketing Principles</p> <p>MG5625 Strategic Digital Marketing</p> <p>MG5610 Consumer Behaviour</p> <p>MG5615 Understanding Business and Management Research</p> <p>MG5620 Contemporary Brand Management</p> <p>MG5510 Project (60 credits) Core: Block</p> <p>Students on the 'with Internship' / 'with Placement' route will additionally undertake either:</p> <p>MG5627 Placement block 1 year placement (0 credits)</p> <p>MG5626 Placement block 6-12 weeks placement (0 credits) Core: Block</p> <p>Which must be passed in order to be awarded the (with Internship) or (with Placement) title.</p> <p>N.B. MG5510 Dissertation (60 credits) will be submitted 16 (19) months after FHEQ Level 7 start date for students on 'with Internship' programmes who commence in September (January) or 24 (27) months for students on 'with Placement' programmes.</p>	<p><b>Optional modular block codes, titles and credits</b></p> <p>All modules are 15 credits unless otherwise specified</p> <p>Select one of:</p> <p>MG5590 Business Planning (15)</p> <p>MG5577 International and Comparative Human Resource Management (15)</p> <p>MG5621 Creativity, Entrepreneurship and Innovation (15)</p> <p>MG5592 Entrepreneurship (15)</p>
<p><b>FHEQ Level 7 Progression and Award Requirements</b></p> <p>As per <a href="#">Senate Regulation 3</a></p> <p><b>PGDip may be awarded with the substitution of the dissertation MG5510 for the following modular block:</b></p> <p>MG5615 Understanding Business and Management Research (15 credits)</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.