

Course Specification

Course Summary Information		
1	Course Title	MSc Marketing
2	Course Code	PT1835 PT1836
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	Chartered Institute of Marketing (CIM)

6	Course Description
	<p>Do you want to study a Master's in Marketing in Birmingham? Our MSc Marketing degree is accredited by the Chartered Institute of Marketing (CIM). It will expose you to the fundamental skills and attributes you need to become a successful marketer. You will learn how to negotiate the challenges and issues that businesses and third-sector organisations face, in marketing their products, services and experiences. You will experience working in internationally diverse, team-based projects, collaborating to deliver professional reports and presentations as part of module assessments. These assessments will reflect the professional practice of marketing, including contemporary focus on responsible and sustainable marketing management, in a sophisticated digital world. Throughout the course, the course team will give you the support you need to realise your potential and we look forward to working with you to develop your knowledge, understanding and skills for the marketing career of your choice.</p> <p>What's covered in the course?</p> <p>You will learn about the fundamental principles of marketing management within a global context. This will cover fundamental principles such as value proposition, focussing on the consumer and their behaviour. The increasingly sophisticated nature of contemporary advertising will segue into digital marketing and AI, combining creativity with digital analytics to produce rounded marketers, complete with the skill base required by contemporary employers and agencies. You will establish the importance and impact of efficient marketing, developing the skills and insights of a successful, strategic, marketing manager. Customers are at the heart of every business, and marketing places you at the centre of corporate strategy and its application. You'll become knowledgeable in knowing how to make a company stand out from the competition, developing innovative brand and communications plans, while also being attentive to the triple-bottom-line of people, profit and planet.</p> <p>The final core Research Project module is tailored to your career aspirations. The module provides two project options: a 'consultancy project' option where you find a client who has a marketing problem that you feel you can solve; or a traditional dissertation involving both the theory and practice of marketing. Whatever route you choose, it will give you the opportunity to identify a topic and industry of your choice, related to your specialist area of marketing, tailoring your degree to enhance your employability for your final chosen career destination. Previous projects have involved fashion branding, customer relationship management in the finance sector, and customer loyalty within sports marketing.</p>

7 Course Awards			
7a	Name of Final Award	Level	Credits Awarded
	Master of Science in Marketing	7	180
	Master of Science in Marketing with Professional Placement	7	240
7b Exit Awards and Credits Awarded			
	Postgraduate Certificate in Marketing	7	60
	Postgraduate Diploma in Marketing	7	120

8 Variation from the University Regulations	
	Not applicable

9 Delivery Patterns			
Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
Full Time	City Centre	12 months	PT1835
Full Time (Professional Placement)	City Centre (and placement provider)	18 months	PT1836

10 Entry Requirements	
Home/ EU/International	The admission requirements for this course are stated on the course page of the BCU website at: https://www.bcu.ac.uk/courses/marketing-msc

11 Course Aims	
	<p>The MSc Marketing has been designed to meet the needs of the marketing industry, providing you with the practical skills and aptitudes to make an immediate impact and long-term difference in the marketing field. The course aims to prepare you for employment or self-employment in a variety of settings — including business, third-sector and government. Specifically, it will:</p> <ul style="list-style-type: none"> • Equip you, on successful completion of the course, with the ability to apply marketing theory and practice in a variety of organisational settings and external environments; • Provide you with the knowledge and skills to respond to global marketing challenges in order to succeed, progress your career and add value to your organisation across global markets; • Develop strategic contemporary marketing content that also can be viewed through a sustainability-focused lens; • Foster your creativity and analytical reasoning so you can deliver effective pitches and produce marketing collateral that is fit-for-purpose; • Develop key transferable skills that will be essential to your career in marketing; • Meet the accreditation requirements of Chartered Institute of Marketing. <p>The course is suitable for learners from a variety of business backgrounds, as you will develop your expertise in this specific field (i.e. marketing) of business and management.</p>

12 Course Learning Outcomes	
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Knowledge and Understanding	
1	Apply knowledge and understanding of advanced theories, concepts and methods to the interdisciplinary challenges of contemporary marketing.
2	Effectively interrogate the process of value creation, and its articulation through advertising, from a variety of consumer perspectives.
3	Demonstrate a deep understanding of global markets, and the way marketing managers can leverage income streams from trade.
4	Think critically and creatively to synthesise, evaluate and organise their marketing ideas and concepts, and those of others.
5	Utilize comprehensive digital marketing strategies and analytical tools to identify, develop, and evaluate solutions for complex marketing challenges across various modules.
6	Exhibit a critical understanding of sustainability and ethical principles in marketing practices by evaluating their impact on strategic decision-making, with focused applications on businesses.
7	Integrate advanced research techniques and critical inquiry skills to explore and interpret marketing practices, supporting informed decision-making in business management.
8	Examine and evaluate strategic and tactical marketing decisions, in a variety of contexts.
9	Plan, execute and produce a self-managed research project, employing advanced research methods and critical enquiry, to yield insights into marketing decision making.
10*	Identify relevant work skills you have developed through engaging in a professional placement. (Professional Placement route only)

13 Level Learning Outcomes	
Upon completion of 60 credits at Level 7 / the PG Cert, students will be able to:	
1	Apply knowledge and understanding of advanced theories, concepts and methods to the interdisciplinary challenges of contemporary marketing.
2	Effectively interrogate the process of value creation, and its articulation through advertising, from a variety of consumer perspectives.
3	Demonstrate a deep understanding of global markets, and the way marketing managers can leverage income streams from trade.
4	Think critically and creatively to synthesise, evaluate and organise their marketing ideas and concepts, and those of others.
Upon completion of 120 credits at Level 7 / the PG Dip, students will be able to:	
5	Utilize comprehensive digital marketing strategies and analytical tools to identify, develop, and evaluate solutions for complex marketing challenges across various modules.
6	Exhibit a critical understanding of sustainability and ethical principles in marketing practices by evaluating their impact on strategic decision-making, with focused applications on businesses.
7	Integrate advanced research techniques and critical inquiry skills to explore and interpret marketing practices, supporting informed decision-making in business management.
8	Examine and evaluate strategic and tactical marketing decisions, in a variety of contexts.
9	Plan, execute and produce a self-managed research project, employing advanced research methods and critical enquiry, to yield insights into marketing decision making.

14 Course Learning, Teaching and Assessment Strategy	
	The goal of the Course Learning, Teaching and Assessment Strategy is to provide opportunities, support and reliable measures of the course learning outcomes as realised across the modules. Its overall goal is to develop autonomous, critical and reflective marketers. In order to achieve

this, the objectives in the strategy set out below will incorporate key elements of the Quality Assurance Agency's Subject Benchmark Statement Subject Benchmark Statement for Master's Degrees in Business and Management (March 2023) within which an MSc Marketing falls.

The course outlined here is a specialist programme for students from a broad business background who wish to specialise in the marketing function of business. Although the programme is focussed on the marketing sub-discipline of business and management, there is recognition that this field is inherently interdisciplinary drawing, for example, on the analytical, digital and quantitative aspects of business (which we would associate with STEM), and the creative and innovative characteristics derived from the arts. In this sense an undercurrent of the teaching on this programme is a STEAM pedagogy.

The pedagogy reflects the business needs of the marketing industry. Your scheduled teaching will be face-to-face in a variety of settings, including classrooms, computers labs and the BCU Link Marketing Agency Boardroom. This reflects a rich range of teaching methods and pedagogical approaches, opening up opportunities beyond the classroom through problem-based learning, critical thinking, collaboration, self-reflection and placements. There are also a range of extra-curricular activities available for you including field trips and company visits. Embedding active and meaningful learning and assessment opportunities within the curriculum will encourage you to acquire the skills to be engaged members of a business team, and to engage external partners and clients in professional and effective way.

A diverse range of learning environments, methods, activities, content, skills and understandings supports you in developing your own approach to critical evaluation, and enhances your ability to develop your own knowledge base. Small group learning environments, such as workshops and seminars, provide student-centred interaction, maximising effective student participation. Activities include problem solving exercises, group presentations, elevator pitches, and live-scenarios (most recently with Evac+Chair International). You will engage with a wide range of sources and be supported to develop the skills to critically evaluate them.

In addition to live-scenarios embedded in the curriculum the Link Marketing Agency offer students an opportunity to work with external clients, in BCU's very own student-run Agency. The Link blends creativity and strategy to boost clients' brands. Our Link team help businesses thrive in the ever-changing digital landscape, specialising in crafting tailored marketing solutions that resonate with clients' audiences. Recent clients include Silkbee, Summerfield Studios, Solihull Moors FC, Acorns Children's Hospice and the Bullring Shopping Centre.

Teaching and assessment strategies in the module diet prioritise support for cultivating belonging and inclusiveness through personal study and career planning. As you learn the fundamentals of academic writing and research at postgraduate level, the teaching team will involve the Centre for Academic Success.

Accessibility is reflected in the variety of assessments, which will be flexible and adjusted to any students with disabilities. The teaching team will develop your digital skills and norms to locate reliable sources and use artificial intelligence appropriately and sensibly (for example in the Digital Marketing and AI module). To ensure progression and retention, all modules provide ongoing formative feedback, as well as revision workshops. The manner in which contact time is distributed during the week, as well as the use of the VLE, means that the course offers a flexibility that will be of benefit to those who are working alongside their studies.

The above strategy, which underpins the achievement of the course learning outcomes, is complemented by a range of experiential learning opportunities and involvement in the School's research community, including:

- Field trips to marketing agencies and businesses;

- School Research Seminars and External Events: students are invited to attend research seminars and masterclasses;
- Student Research Collaborations: students are invited to collaborate with staff on active research projects.

The course provides you with a set of attributes that prepare you for your future career. Our graduates are creative problem solvers, enterprising and with a global outlook. Moreover, we value our diverse student body and utilise the diversity of our academic community (students and staff) as a key learning resource, while respecting individual differences in knowledge, education and culture. Engagement with partners is a key priority. Our School has close working links with a variety of marketing agencies which serve various business and non-business organisations. These partnerships support the curriculum in delivering a combination of practical and subject specific knowledge.

A manifestation of our engagement with external partners is our commitment to employability. This is embedded in the curriculum, and it is at the heart of the teaching and learning strategy, which aims to produce graduates with competence and skills in creative problem solving, time management, effective communication, an entrepreneurial mindset, flexibility and advocacy. As a result, our strategy involves:

1. Embracing Real-World Cases: Modules incorporate live client briefs that reflect the roles and practice of marketers in industry, the third sector and government.
2. Using Reflective Practice: We encourage students to reflect on their learning process and outcomes, fostering deeper learning, for example through using digital portfolios.
3. Team-Working: In the Consumer Behaviour, Dynamics and Experience module you collaborate in a project in teams, mimicking real-world work environments. This fosters communication, negotiation, and leadership skills.
4. Providing Clear Feedback: Module leaders clearly articulate expectations via discussions, constructive feedback, personal tuition and mentoring.
5. Collaborating with Industry: We partner with professionals to design both content and assessments that are current and relevant.

Learning and Teaching Methods

Lectures: Lectures provide you with key knowledge, arguments and debates surrounding a given topic. They can also help you develop a range of skills, including knowledge synthesis, note taking and the ability to retain information.

Seminars: Seminars provide the forum for in-depth critical discussions that build upon the lectures and the pre-session readings, as well as class activities.

Collaborative study: Group work is embedded throughout the course in the form of student-led activities, such as presentations and pitches. Collaborative study develops teamworking skills, leadership capacity, management skills and creative problem-solving skills.

Guest speakers from the marketing industry: Guest speakers with a range of expertise will be embedded into modules, to provide cutting-edge practice-led perspectives, as well as articulate the skills required for success in a particular professional field. Engagement with tutors and speakers will help you navigate your career options.

Virtual learning environment (VLE): A virtual learning environment provides a blended learning strategy for engagement outside the timetabled hours. It can house further reading, multimedia content and other resources, as well as provide collaborative and interactive spaces to engage with your peers and tutors.

Independent study and self-reflective practice: This increases confidence, keeps you informed and critical, and helps you understand what is important to you. It allows you to discover your strengths and weaknesses, and to process and review feedback you have received.

Assessment

Assessments enable you to demonstrate your understanding of the subject and the ability to develop critical analyses. Authentic assessments which model transferable skills that reflect careers in marketing develop your sense of self-efficacy and provide you with a competitive advantage at interview. They enable you to build your capacity for independent research and critically reflect on your knowledge and personal development.

Through formative learning you will be able to demonstrate your development and receive qualitative feedback: written or oral, peer reviews, or through the VLE (e.g. Moodle quizzes).

Summative assessments include:

Research Reports: Successfully writing a report requires clear communication in written English, often with recourse to a specialised (marketing) vocabulary. You can demonstrate critical thinking and construct critical arguments, demonstrating an ability to distinguish between alternative perspectives and express independent thought.

Portfolios: This authentic assessment task, aligned with the employability framework, will enable you to demonstrate your ability to produce high-calibre marketing collateral to showcase your skills and learning.

Presentations and Pitches: They help you develop skills that are highly valued by employers: effective oral communication, time management, leadership, analytical skills, the ability to present and interpret data, and the confident and effective dissemination of findings are enhanced.

Marketing Research Project: The final assignment represents a truly independent piece of research, which can take the form of a research dissertation or a marketing consultancy report. In this project you will demonstrate your research skills, your creativity, your ability to plan, structure and organise an argument, and — above all — your emerging area of expertise.

The Professional Placement route also affords the opportunity to prepare a placement report and invites you to showcase and reflect on your work experience, evaluating it within the organisational context of business, the third sector or government.

15	Course Requirements		
15a	Level 7		
	In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits).		
	Module Code	Module Name	Credit Value
	MKT7045	Global Marketing Management	20
	MKT70XX	Consumer Behaviour, Dynamics and Experience	20

MKT70XX	Contemporary Advertising	20
MKT7044	Strategic Brand and Communications Management	20
MKT70XX	Digital Marketing and AI	20
MKT70XX	Sustainability and Ethical Marketing	20
BUS7095	Business and Management Research Project	60

Level 6
To qualify for the award of MSc Marketing with Professional Placement, a student must successfully complete Level 7 modules listed above, totalling 180 credits, as well as the following Level 6 module.

Module Code	Module Name	Credit Value
PLA6001	Professional Placement	60

15b Structure Diagram

MSc Marketing

SEMESTER ONE	SEMESTER TWO	SEMESTER THREE
Core MKT7045: Global Marketing Management (20 credits) MKT70XX: Consumer Behaviour, Dynamics and Experience (20 credits) MKT70XX: Contemporary Advertising (20 credits)	Core MKT7044: Strategic Brand and Communications Management (20 credits) MKT70XX: Digital Marketing and AI (20 credits) MKT70XX: Sustainability and Ethical Marketing (20 credits)	Core BUS7095: Business and Management Research Project (60 credits)

MSc Marketing with Professional Placement

SEMESTER ONE	SEMESTER TWO	SEMESTER THREE	SEMESTER FOUR
Core MKT7045: Global Marketing Management (20 credits)	Core MKT7044: Strategic Brand and	Core BUS7095: Business and Management	Core PLA6001: Professional Placement (60 credits)

MKT70XX: Consumer Behaviour, Dynamics and Experience (20 credits) MKT70XX: Contemporary Advertising (20 credits)	Communications Management (20 credits) MKT70XX: Digital Marketing and AI (20 credits) MKT70XX: Sustainability and Ethical Marketing (20 credits)	Research Project (60 credits)	
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16 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 7

Workload

MSc Marketing

14% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	252
Directed Learning	72
Private Study	1496
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	83%
Exam	-
In-Person	17%

MSc Marketing with Professional Placement

11% time spent in timetabled teaching and learning activity

Activity	Number of Hours
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Scheduled Learning	252
Directed Learning	672
Private Study	1496
Total Hours	2400

Balance of Assessment

Assessment Mode	Percentage
Coursework	87%
Exam	-
In-Person	13%