



Course Specification

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Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	MK018P01UV MK018P31UV	Full-time Part-Time	12 Months 2 Years
Course Title:	MSc Marketing Management		
Hierarchy of Awards:	Master of Science Marketing Management Postgraduate Diploma Marketing Management Postgraduate Certificate Marketing Management University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	30/May/2017		
Last Review:	2016/7		
Course Specification valid from:	2016/7		
Course Specification valid to:	2022/3		

Academic Staff

Course Leader:	Dr Gillian Lyons
Head of Department:	Dr Peter Robinson

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

The entry requirements for the MA in Marketing Management are:

- A good honours undergraduate degree (second class or above) from a UK university or overseas equivalent, or a professional qualification and/or experience considered to be equivalent to the above;
- A reference from a tutor who has supervised the applicant's undergraduate studies and/or employer;
- Students may apply for recognition of prior learning (RPL) subject to the guidelines set out in the RPL Handbook. RPL includes accreditation of prior certificated learning and /or accreditation of prior experiential learning.
- Please check our minimum [language entry requirements](#)/before submitting your application;
- We offer a range programmes in [English as a Foreign Language](#) if you don't meet these requirements.

Applications are also welcome from individuals who do not possess the above qualifications but who have significant management experience and are able to demonstrate previous non-certificated learning equivalent to the above. In such cases, admission to the programme will be based on an evaluation of the applicant's ability to continue to benefit from and achieve the award.

Distinctive Features of the Course:

If you undertake the full time MSc Marketing Management you are entitled to become affiliate members of the CIM during your time at the University of Wolverhampton and by doing so will attract a number of additional benefits and support as detailed below:

- Research and information – a wealth of marketing resources and knowledge available online, by telephone or in person
- Learning Zone – past exam papers, examiner reports and sample answers to CIM syllabus questions
- An online weekly marketing news round-up
- The Marketer – CIM monthly industry-leading magazine with an online job vacancies section

At, or towards the end of the programme, you may wish to fully enrol with the Chartered Institute of Marketing and add a Professional qualification to your Masters award by taking and passing the remaining examinations for the Diploma in Professional Marketing. This would incur extra charges payable to the CIM.

The contents of certain modules are aligned to the syllabus of the Professional Body, The Chartered Institute of Marketing, and successful candidates who pass the MSc Marketing Management, gain exemption from one of the three CIM Diploma in Professional Marketing modules. The course is designed so that successful MSc Marketing Management students can register as Associate Students of the Professional Body and for a separate fee (payable directly) have the option of sitting the remaining Chartered Institute of Marketing Diploma examinations based upon the knowledge gained from the course plus appropriate extra study. It is recommended that students who wish to avail themselves of this option should first discuss this with the Course Leader.

Educational Aims of the Course:

The MSc Marketing Management course is aimed at graduates and practitioners who desire to enhance their knowledge and understanding of a range of current marketing thinking and techniques, to support and enhance careers within the profession. In the context of a highly dynamic environment where a complexity of factors, particularly technology and innovation, creates significant impact on marketing strategies, management, systems and functions, the programme seeks to develop key marketing skills which will support both entrepreneurial self-development and employment, and also meet the requirements of managers operating at a senior level. In order to provide students with maximum opportunity, where appropriate live case studies will form part or all of the assessment process, involving interaction with local business.

By the end of the programme students will have acquired high-level knowledge and understanding of marketing concepts and principles, theoretical and business tools and frameworks and applied analysis. The MSc Marketing Management syllabus covers both strategic and operational perspectives and places emphasis upon the practical use of the knowledge gained via the employment of both live and simulated case material.

Students will develop enhanced key skills in the identification and anticipation of current and future marketing needs in given contexts, formulating and managing research, in presentation skills, problem-solving and organising, managing group-based projects, information gathering and exchange, team working and leadership.

For graduates who are already in employment, the programme will enhance their academic and professional skills and understanding, thus enabling them to accelerate their careers within the organisation or, alternatively, seek employment in another organisation at a higher level.

Those seeking employment within Marketing will gain credibility within organisations with fast track opportunities to become part of senior management for the organisations for whom they work.

Intakes:

September

Major Source of Funding:

HE FUNDING COUNCIL FOR ENGLAND (HEFCE)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
No related data			

PSRB:

None

Course Structure:

January (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each

academic calendar year.

Module	Title	Credits	Period	Type
7MK002	Marketing Management	20	SEM1	Core
7MK004	Developing Contemporary Marketing Communications	20	SEM1	Core
7MK022	Service Sector Marketing	20	SEM1	Core
7MK003	Global Marketing-Strategy and Practice	20	SEM2	Core
7MK007	Marketing Strategy for Business	20	SEM2	Core
7MK005	Delivering Growth through Innovative Marketing Solutions - Doing it Better	20	SEM2	Core
7MG001	Independent Business Analysis Project	60	CRYRA	Core

September (Full-Time)

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7MK003	Global Marketing-Strategy and Practice	20	SEM2	Core
7MK007	Marketing Strategy for Business	20	SEM2	Core
7MK005	Delivering Growth through Innovative Marketing Solutions - Doing it Better	20	SEM2	Core
7MG001	Independent Business Analysis Project	60	CRYRA	Core

Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

- Quality Assurance Agency for Higher Education Masters Awards in Business and Management: programme framework (benchmark);
- FHEQ Framework for Higher Education Qualifications;
- Equality Act (2010)
- PSRB Standards (Chartered Institute of Marketing)

Learning Outcomes:

PGCert Course Learning Outcome 1 (PGCCLO1)

"Demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or

new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice with a conceptual understanding that enables the student: 1. to evaluate critically current research and advanced scholarship in the discipline. 2. to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses."

PGCert Course Learning Outcome 2 (PGCCL02)

"Demonstrate a comprehensive understanding of techniques applicable to your own research or advanced scholarship and ability to continue to advance your knowledge and understanding, and to develop new skills to a high level."

PGCert Course Learning Outcome 3 (PGCCL03)

"Demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline."

PGCert Course Learning Outcome 4 (PGCCL04)

"Ability to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate your conclusions clearly to specialist and non-specialist audiences."

PGCert Course Learning Outcome 5 (PGCCL05)

"Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level."

PGCert Course Learning Outcome 6 (PGCCL06)

Demonstrate the qualities and transferable skills necessary for employment requiring: 1. the exercise of initiative and personal responsibility 2. decision-making in complex and unpredictable situations 3. the independent learning ability required for continuing professional development.

PGDip Course Learning Outcome 1 (PGDCL01)

"Demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice with a conceptual understanding that enables the student: 1. to evaluate critically current research and advanced scholarship in the discipline 2. to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses."

PGDip Course Learning Outcome 2 (PGDCL02)

"Demonstrate a comprehensive understanding of techniques applicable to your own research or advanced scholarship and ability to continue to advance your knowledge and understanding, and to develop new skills to a high level."

PGDip Course Learning Outcome 3 (PGDCL03)

"Demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline."

PGDip Course Learning Outcome 4 (PGDCL04)

"Ability to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate your conclusions clearly to specialist and non-specialist

audiences."

PGDip Course Learning Outcome 5 (PGDCLO5)

"Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level."

PGDip Course Learning Outcome 6 (PGDCLO6)

Demonstrate the qualities and transferable skills necessary for employment requiring: 1. the exercise of initiative and personal responsibility 2. decision-making in complex and unpredictable situations 3. the independent learning ability required for continuing professional development.

Masters Course Learning Outcome 1 (MACLO1)

Ability to evaluate and plan at a professional and strategic level (i.e. formulate marketing strategy and plans).

Masters Course Learning Outcome 2 (MACLO2)

"Develop and implement a research proposal for investigating organisational & managerial problems within a marketing context. Recommend and justify a realistic course of action, for example a Strategic Marketing Plan or a Strategic Marketing Solution to a business problem, supported by appropriate justification and evidence, and to include an appropriate implementation dimension. The student will be expected to be able to communicate the results and conclusions of research and investigation via a variety of feedback and communication modes."

Masters Course Learning Outcome 3 (MACLO3)

"A comprehensive knowledge (including the use and limitations) of a range of techniques applicable to researching market environments and the understanding that enables an evaluation of methodologies, development of critiques and an ability to propose new hypotheses where appropriate."

Masters Course Learning Outcome 4 (MACLO4)

"Research, critically examine, evaluate and interpret business, marketing and company data in order to produce a coherent report which incorporates reference to contemporary issues, challenges and problems relating to the impact of strategic marketing on business and management at functional, strategic and sector levels. Define and assess the impact of internationalisation and globalisation on organisations' marketing activities."

Masters Course Learning Outcome 5 (MACLO5)

"Synthesise a range of marketing theories and data to produce a coherent situation analysis. Critically analyse and evaluate a range of marketing situations regionally, nationally and internationally. Develop independent learning underpinned by previous experience; further own understanding and skill and communicate this to peers and tutors involved in that process through a variety of learning and assessment mechanisms."

Masters Course Learning Outcome 6 (MACLO6)

"Produce work of an appropriate professional standard in both content and appearance which demonstrates mastership via coherence of objectives, depth of subject research, critical analysis and evaluation, marketing knowledge and application resulting in an evidenced, relevant and useful conclusion."

Overview of Assessment:

Module	Title	Course Learning Outcomes
7MG001	Independent Business Analysis Project	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6
7MK002	Marketing Management	MACLO1, MACLO2, MACLO3, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4
7MK003	Global Marketing-Strategy and Practice	MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4
7MK004	Developing Contemporary Marketing Communications	MACLO1, MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4
7MK005	Delivering Growth through Innovative Marketing Solutions - Doing it Better	MACLO1, MACLO3, MACLO4, MACLO5, PGCCLO1, PGCCLO2, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4
7MK007	Marketing Strategy for Business	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4
7MK022	Service Sector Marketing	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4

Teaching, Learning and Assessment:

A variety of interactive learning activities will support the achievement of the course learning outcomes. Learning will involve both classroom engagement and out of classroom activities including the use of blended learning environments. Flexible and interactive e-learning opportunities will be a feature of the course. Personal reflection and collaborative learning will be vital components to foster initiative, team working and leadership skills and students will be expected to participate fully.

Students will encounter a number of learning activities during a variety of formal lectures, seminars and tutorials. The course may make use of case studies, student centred presentations, problem solving activities, discussions (both structured and unstructured), action learning sets, evaluation of online and documentary resources and guest speaker inputs.

Students will be expected, and directed, to read from a range of sources, including text books, academic journals and industry reports and other publications. Students will work autonomously as well as interactively within group exercises. Progress and the development of knowledge and skill at Master's level requires a significant amount of self-directed, as well as lecturer directed, reading and this forms a significant part of this course.

Both formative and summative assessment tasks will enhance opportunities for learning.

Where appropriate visiting speakers, external visits and real-time (as opposed to text book) case based activities will add a practical dimension to the learning process. Recognising the rich potential learning from the workplace, opportunities to work with organisations will be maximised.

In providing flexible and interactive e-learning opportunities to meet student needs, e-learning components will be designed to form an integral feature of the learning, teaching and support. The VLE will be the primary focus of the online supported learning dimension of the module. Additionally, students have access to the online databases and other software resources available through the learning centre.

Flexible and interactive e-learning opportunities will also be offered to on-line distance learning students. A platform will be provided for learning materials and activities to support online learning across all modules. A cohesive package of e-learning components has been designed to compensate for a lack of traditional classroom contact by presenting an integrated package of learning, teaching and support. All e-learners will be supported by online tutors. In addition e-learners will make use of the online databases and other software resources available through LIS, including learning skills support.

The course leader will monitor the academic and experiential quality of the course through Award Boards, focus groups and other channels. The course leader also supports and direct students proactively on the course, both collectively and individually, and respond to inquiries and requests from students with regard to

the academic programme of study.

Student Support:

A personal tutor is allocated to every student. Personal tutors maintain regular communication (virtual and/or face-to-face) with each of their designated tutees. Follow-up meetings are arranged with students who are not making satisfactory progress or who are at risk of withdrawal. Personal tutors assist students in their personal and academic development, planning and progression. As well as offering students advice and guidance to help students liaise with other staff and support facilities in their school and the University, including study skills support.

The Faculty Enabling Tutor liaises with the Student Enabling Centre (SEC) regarding provision for specific disabled students & disseminates information from the SEC on the needs of specific disabled students. The Faculty Enabling Tutors also monitor requests for, and provision of, specific examination and assessment arrangements, publicise 'surgery' arrangements and make available time to meet with individual disabled students to enable them to discuss their own school-specific disability issues where necessary. The tutor takes a pro-active role in monitoring the welfare and academic progress of disabled students within the school.

Where applicable, in-class semester assessments are arranged by the module tutor. The module tutor will, where appropriate, ensure that any arrangements made for students requiring special consideration will be checked by the University Student Enabling Centre to ensure fairness and equability, and that the provisions of the University Equal Opportunities policy are met. These arrangements will apply to those students who have identified special learning requirements.

Members of the Learning Centres are invited to speak to students about accessing printed and electronic resources and provide support for research. There are a number of electronic resources including podcasts, which can support distance learners in these areas. The Learning Centre has a useful 'skills for learning' facility which can be accessed electronically by students. There is online support in a variety of areas.

Employability in the Curriculum:

Postgraduate Employability

There are a range of opportunities for you to engage in whilst studying your postgraduate course which are designed to enhance your employability. These include guest lectures, live case studies and a range of placement opportunities. The University of Wolverhampton Business School is a major contributor to the local provision and management of the Government-sponsored Business Support schemes, some of which place graduates, selected via a formal interview process, to assist SMEs on supervised projects. The Department of Marketing and Enterprise is a major participant in this scheme and MSc Marketing graduates who have demonstrated a high standard of educational achievement upon graduation are encouraged to apply for such opportunities. Additionally, the University facilitates a range of employment opportunities via its Careers and Employment Services

