



UNIVERSITY  
OF LONDON

# Programme Regulations 2023–2024

## Marketing

MSc  
PGDip  
PGCert

**Important document – please read**  
This document contains important  
information that governs your  
registration, assessment and  
programme of study



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### Important information regarding the Programme Regulations

Last revised: 31 May 2023

As a student registered with the University of London you are governed by the current General Regulations and Programme Regulations associated with your programme of study.

These Programme Regulations are designed and developed by Birkbeck, University of London which is responsible for the academic direction of the programme. The regulations take account of any associated arrangements at Birkbeck. Programme Regulations provide the detailed rules and guidance for your programme of study.

In addition to Programme Regulations, you will have to abide by the [General Regulations](#). These regulations apply to all students registered for a programme of study with the University of London and provide the rules governing registration and assessment on all programmes; they also indicate what you may expect on completion of your programme of study and how you may pursue a complaint, should that be necessary. Programme Regulations should be read in conjunction with the General Regulations.

The relevant General Regulations and the Programme Regulations relating to your registration with us are for the current year and not in the year in which you initially registered.

On all matters where the regulations are to be interpreted, or are silent, our decision will be final.

Further information about your programme of study is outlined in the Programme Specification which is available on the relevant [Courses page](#) of the website. The Programme Specification gives a broad overview of the structure and content of the programme as well as the learning outcomes students will achieve as they progress.

If you have a query about any of the programme information provided please contact us. You should use the 'ask a question' button in the student portal <https://my.london.ac.uk/>

#### For the MSc Marketing, you should note the following terminology:

**Module:** Individual units of a programme are called modules. Each module is a self-contained, formally structured learning experience with a coherent and explicit set of learning outcomes and assessment criteria.

**Compulsory module:** Compulsory modules within each qualification structure must be taken and passed, although a compensated fail can be awarded for overall module marks between 45 and 49 (up to 30 credits). They are central to the teaching and learning on the programme and often introduce concepts and ideas that appear in the optional modules.

**Core module:** The Dissertation Part 1 and Dissertation Part 2 are core to the MSc and must be undertaken and passed. No compensation for failure can be awarded for a core module.

**Optional module:** Optional modules are designed to extend the concepts and ideas introduced in compulsory modules and to introduce other relevant concepts and techniques. Students may select their optional modules from a list. Compensation for failure for overall marks between 45 and 49 can be awarded for optional modules (up to 30 credits).

#### Significant changes made to the programme regulations 2023-2024

**Scheme of award,** removed 'Intermediate qualifications' section and updated 'Exit qualifications' section to reflect that students may no longer request a lower intermediate qualification if studying on a higher qualification (except as an exit qualification) or accumulate qualifications as they progress from lower to higher qualifications.

# 1 Structure of the programme

## Qualifications

### 1.1

The following qualifications are awarded under the Marketing programme:

- Master of Science in Marketing (MSc)
- Postgraduate Diploma in Marketing (PGDip)
- Postgraduate Certificate in Marketing (PGCert)

## Qualification structures

See [Appendix B](#) for module outlines

### 1.2

The **MSc** is a 180 UK credit degree programme. For the MSc, you must complete:

- Five compulsory modules (75 credits total):
  - Strategic Marketing Management (MKM010) (15 credits)
  - Consumer and Buyer Behaviour (MKM020) (15 credits)
  - Digital and Social Media Marketing (MKM030) (15 credits)
  - Marketing Research and Analytics (MKM040) (15 credits)
  - Brand Management (MKM050) (15 credits)
- Three optional modules *chosen from a list of four* (45 credits total):
  - Corporate Responsibility and Sustainability (MKM100) (15 credits)
  - Marketing Communications (MKM110) (15 credits)
  - Relationship Marketing (MKM120) (15 credits)
  - International Marketing (MKM130) (15 credits)
- Dissertation Part 1 (MKM400) (15 credits) (core)
- Dissertation Part 2 (MKM500) (45 credits) (core)

### 1.3

For the **PGDip** (120 UK credits), you must complete:

- Five compulsory modules (75 credits total)
  - Strategic Marketing Management (MKM010) (15 credits)
  - Consumer and Buyer Behaviour (MKM020) (15 credits)
  - Digital and Social Media Marketing (MKM030) (15 credits)
  - Marketing Research and Analytics (MKM040) (15 credits)
  - Brand Management (MKM050) (15 credits)
- Three optional modules *chosen from a list of four* (45 credits total):
  - Corporate Responsibility and Sustainability (MKM100) (15 credits)
  - Marketing Communications (MKM110) (15 credits)

- Relationship Marketing (MKM120) (15 credits)
- International Marketing (MKM130) (15 credits)

### 1.4

For the **PGCert** (60 UK credits), you must complete four modules:

- Two compulsory modules (30 credits total):
  - Strategic Marketing Management (MKM010) (15 credits)
  - Consumer and Buyer Behaviour (MKM020) (15 credits)
- Any two other modules (either further compulsory or optional modules) *chosen from a list of seven* (30 credits total):
  - Digital and Social Media Marketing (MKM030) (15 credits)
  - Marketing Research and Analytics (MKM040) (15 credits)
  - Brand Management (MKM050) (15 credits)
  - Corporate Responsibility and Sustainability (MKM100) (15 credits)
  - Marketing Communications (MKM110) (15 credits)
  - Relationship Marketing (MKM120) (15 credits)
  - International Marketing (MKM130) (15 credits)

### 1.5

The maximum number of modules you can register for at any one time is six 15-credit modules. When registering for the Dissertation Part 2 (45 credits), you may be registered for a maximum of three additional 15 credit modules, i.e., a maximum of 90 credits at any one time.

Over a 20-week study session, a 15-credit module will typically require seven to eight hours of study per week.

For the 45-credit Dissertation Part 2, individuals may differ as to how many hours per week they need to devote to study. 12 to 15 hours of work/effort per week will typically be required, although you may find you will require more time.

## Individual modules taken on a stand-alone basis

### 1.6

There is provision for individual modules to be studied and assessed on a stand-alone basis without being registered for a related qualification (subject to module availability), with the exception of the Dissertation Part 1 and Part 2. You may study for a maximum of three stand-alone individual modules (a maximum of 45 credits) without being registered for the MSc, PGDip or PGCert Marketing.

### 1.7

Credit for stand-alone individual modules (a maximum of 45 credits) will be considered provided that the application for a related qualification is made within three years of the completion of the relevant modules. Neither progression nor credit is automatic.

If you intend to later apply for a related qualification and transfer credit, it is strongly advised that you take the *Consumer and Buyer Behaviour* module and the *Strategic Marketing Management* module as two out of the maximum of three stand-alone individual modules you may register for. If these two modules do not form part of the maximum of three modules which may be credited

upon progression to a related qualification, you must take these two modules, before or along with any other modules, once you commence study on the related qualification (see regulation 2.4).

### 1.8

The pass mark for an individual module taken on a standalone basis is 50%.

### 1.9

The maximum number of attempts permitted for any stand-alone individual module is two.

## 2 Registration

The Entrance Requirements for the programme are listed on the [Requirements tab](#) of the website for full details.

### Effective date of registration

#### 2.1

Your effective date of registration will be either:

- 1 October, if you first register before the September registration deadline;
- 1 April, if you first register before the March registration deadline.

### Date of first assessments

#### 2.2

If your effective date of registration is:

- 1 October, you will take your first assessment(s) in March of the following year;
- 1 April, you will take your first assessment(s) in September of the same year.

### Period of registration

See the [Programme Specification](#) for the minimum periods of registration applicable to these qualifications. See the [General Regulations](#) for the maximum periods of registration applicable to these qualifications.

#### 2.3

The minimum and maximum periods of registration to complete the programme are counted from your effective date of registration.

If the maximum registration period for your qualification changes during your studies, you will retain the period of registration initially given to you on registration. Your period of registration may still change if you change qualification as set out in Programme Regulations.

#### 2.4

If you progress from a PGCert or PGDip, to the PGDip or MSc respectively, your maximum period of registration will continue to be counted from your effective date of registration for the PGCert or PGDip.

### 2.5

If you start by taking individual modules and then register for the PGCert/PGDip/MSc Marketing, we will give you a new maximum period of registration for the PGCert/PGDip/MSc.

### Order in which to take the modules

### 2.6

You must commence study of the *Consumer and Buyer Behaviour* module and the *Strategic Marketing Management* module before, or along with, any other modules. You must have attempted the *Consumer and Buyer Behaviour* module and the *Strategic Marketing Management* module before commencing study of the *Dissertation Part 1*. You must pass *Dissertation Part 1* before you can register for *Dissertation Part 2*. All other modules can be attempted in any order.

### Progression within the programme

### 2.7

If you are registered on the PGCert, you must pass the required four modules (see [qualification structure](#)) to become eligible for progression to the PGDip.

### 2.8

If you are registered on the PGDip, you must pass the required eight modules (see [qualification structure](#)) to become eligible for progression to the MSc.

Progression from PGCert to PGDip, or PGDip to MSc, will only be considered once your final result has been ratified by the exam board and released to you. This may affect your module selection and study session start date.

### Module availability

### 2.9

In exceptional circumstances, we may cancel all registrations for a module if an insufficient number of students have registered. This is because we may not be able to provide an appropriate learning experience and/or assessment opportunity to meet the learning outcomes of the module.

We will make every reasonable effort to inform you of any such changes as early as possible and to provide you with reasonable alternative arrangements.

## 3 Recognition of prior learning and credit transfer

The rules for recognition of prior learning are described in the [General Regulations](#) 2020-2021

### 3.1

If you are registered for the MSc, you may apply for recognition of prior learning mapped against modules to a total of 60 UK credits.

### 3.2

Applications for recognition of prior learning for the Dissertation Part 1 or Part 2 will not be accepted.

### 3.3

If you are registered for the PGDip, you may apply for recognition of prior learning mapped against modules to a total of 60 UK credits.

3.4

If you are registered for a PGCert, you may apply for recognition of prior learning mapped against modules to a total of 30 UK credits.

## 4 Assessment for the programme

### Summary table of assessment

4.1

Module	Mid-term assessment	Weighting	Final assessment	Weighting
<b>Compulsory modules</b>				
<b>Strategic Marketing Management</b>	Presentation submission (no more than 20 MS PowerPoint slides)	30%	3,000-word written report	70%
<b>Consumer and Buyer Behaviour</b>	Podcast upload (no more than 15-minutes in length)	30%	3,000-word written report	70%
<b>Digital and Social Media Marketing</b>	2,000-word written reflective essay	30%	2-hour unseen written examination	70%
<b>Marketing Research and Analytics</b>	Online unseen multiple choice test (lasting about 45 minutes)	30%	3,500-word written essay	70%
<b>Brand Management</b>	2,000-word written report	30%	2-hour unseen written examination	70%
<b>Optional modules</b>				
<b>Corporate Responsibility and Sustainability</b>	2,000-word written essay	30%	2-hour unseen written examination	70%
<b>Marketing Communications</b>	2,000-word written essay	30%	2-hour unseen written examination	70%
<b>Relationship Marketing</b>	2,000-word written report	30%	2-hour unseen written examination	70%
<b>International Marketing</b>	2,000-word reflective blog piece	30%	2-hour unseen written examination	70%
<b>Dissertation (core; MSc only)</b>				
<b>Dissertation Part 1</b>	3,000-word research proposal	100%	N/A	N/A
<b>Dissertation Part 2</b>	N/A	N/A	12,000-word final dissertation	100%



An examination is defined as an element of assessment that takes place in a controlled environment. You will be given details of how the courses on your programme are assessed, the specific environment or location that is permitted and the time allowed for the assessment.

All examinations are scheduled using an online delivery method. You must ensure that your device is kept up to date and complies with [University Computer Requirements](#).

Wherever they are held, all examinations take place on the same dates and at specific times in line with the published timetables.

See [General Regulations](#) Rules for taking written examinations.

Coursework is submitted in the VLE by prescribed deadlines.

### Passing a module

#### 4.2

The pass mark for each module is 50% (with the exception of Dissertation Part 1). Where there is more than one element of assessment for a module, you do not need to pass each element of assessment, although you do need to obtain an overall weighted mark of 50% in each module, unless a compensated fail can be applied (see regulation 4.5).

#### 4.3

To pass the Dissertation Part 1, you must pass the research proposal. You will not receive a mark for the research proposal. It is marked on a Pass/Fail basis. It will not contribute to the calculation of your final classification. You must pass Dissertation Part 1 before you can register for Dissertation Part 2.

#### 4.4

To pass the Dissertation Part 2, you must obtain a mark of least 50% for the final dissertation submission.

### Compensated fail for a module

#### 4.5

A compensated fail is awarded if you have exhausted both attempts at a module and have an overall weighted mark of between 45% and 49%.

#### 4.6

A compensated fail cannot be awarded for the Dissertation Part 1 or Part 2 (core modules).

#### 4.7

Up to 30 credits (two modules) can be awarded as compensated fails.

#### 4.8

A compensated fail cannot be awarded if you are registered on the Postgraduate Certificate in Marketing.

#### 4.9

Compensation may be applied by the Board of Examiners at the point of classification only.

#### 4.10

Where you obtain a mark in the compensatable range, you may choose to resit up until you become eligible for the final award, subject to the maximum number of attempts.

#### 4.11

If, at the first attempt, you achieve a compensatable fail mark for a module and, in your subsequent attempt to redeem the failure, achieve a further compensatable fail mark, the highest mark obtained will be used for the purposes of classification.

### Number of attempts permitted at an element of assessment

#### 4.12

The maximum number of attempts permitted for an element of assessment is two.

### Taking assessments

Refer to the rules on assessment and assessment offences in the [General Regulations](#).

#### 4.13

You must attempt all elements of assessment in order to have made a valid attempt at a module.

#### 4.14

Written examinations take place on two occasions each year in September and March.

### Resitting a failed module

If you resit an element of assessment for a module, you will have to pay a module continuation fee when you re-register for the module to resit the assessment. You do not have to take the assessment at the next available study session.

#### 4.15

You will fail the element if the mark for the element is below 50% and your overall weighted mark for the module is below 50%.

#### 4.16

You must resit any failed elements of assessment for a module you have failed overall provided that you have not exceeded the maximum number of attempts at the element.

#### 4.17

If you pass the module overall with a mark of 50% or above, you will not be permitted to resit any failed elements of assessment.

#### 4.18

You may not resit an element of assessment that you have passed if you have failed the module overall. The mark for the passed element will be carried forward when you re-register for the module.

### Invalid attempts

#### 4.19

If you do not attempt all elements of assessment for a module in the session, whether that is an element of coursework or an examination, you will be deemed to have made an invalid attempt and you must re-register for that module in a later session.

#### 4.20

If you do not submit the coursework or do not sit the examination, this will not count as an attempt at the element and there will be no academic penalty.

### 4.21

When you re-register for a module due to a previous invalid attempt, you will be required to pay a module continuation fee.

### 4.22

When you re-register for a module due to a previous invalid attempt, any assessment elements for which you achieved a mark of 50% or above will be carried forward.

### 4.23

When you re-register for a module due to a previous invalid attempt, you will be required to resit any elements for which you achieved a mark of less than 50%, which will count as a second attempt at the element.

### 4.24

When you re-register for a module due to a previous invalid attempt, you may not resit an element of assessment that you have passed.

## Deadlines for items of assessment and submission guidance

### 4.25

All assessments must be submitted by the deadline dates given in the Virtual Learning Environment.

### 4.26

For coursework and dissertation items, you should not exceed the maximum word limits by more than 10%. If the word count is between 10% to 20% above the maximum word limit, five marks will be deducted. If the word count exceeds the maximum word limit by more than 20%, you will receive a mark of zero for your work.

The content within the main body of text comprises the overall word count, including in-text citations, references, quotes, heading and sub-headings. The cover page, reference list and any appendices do **not** count towards the overall word count.

## Swapping a module

### 4.27

If you fail an optional module at the second attempt, you will be permitted to swap to an alternative optional module, where this is possible. You will only be permitted to do so once.

### 4.28

MSc and PGDip students are required to complete all five compulsory modules, and PGCert students are required to complete two specific compulsory modules. Therefore, compulsory modules cannot be swapped.

### 4.29

Your mark for the new module will be used for the purposes of classification. You cannot swap a module which you have passed.

## 5 Scheme of award

If your last assessments take place in the October session, the date of award will be 1 May in the year of the last assessments that contribute to the award.

If your last assessments take place in the April session, the date of award will be 1 November in the year of the last assessments that contribute to the award.

### Mark scheme

#### 5.1

The following mark scheme is used for the MSc, PGDip and PGCert:

Mark range	Outcome
70% and over	Distinction
60% – 69%	Merit
50% – 59%	Pass
0% – 49%	Fail

#### 5.2

To calculate the final classification for the award, the marks for the modules are weighted equally according to credit value, with the exception of Dissertation Part 1, which is marked on a Pass/Fail basis. Dissertation Part 1 will not contribute to the calculation of your final classification.

#### 5.3

To be granted the award with Merit, your mean average mark for modules must be between 60% and 69%.

#### 5.4

To be granted the award with Distinction, your mean average mark for modules must be 70% or above.

### Weighting of the assessments

#### 5.5

The overall mark for modules is calculated by weighting the marks achieved for the mid-session assessment and the final assessment in a ratio of 30:70, with the exception of Dissertation Part 1 which is assessed by a research proposal only and Dissertation Part 2 which is assessed by a final dissertation only.

### Date of award

#### 5.6

The date of award will correspond to the year that the requirements for the award were satisfied.

## Award requirements

### 5.7

To be awarded the MSc Marketing, you must:

- achieve a mark of at least 50% in each of the modules (subject to rules for compensated fails) a mark of at least 50% in the Dissertation Part 2, and have passed Dissertation Part 1 (marked on a Pass/Fail basis).

### 5.8

To be awarded the PGDip Marketing, you must:

- achieve a mark of at least 50% in each of the modules (subject to rules for compensated fails).

### 5.9

To be awarded the PGCert Marketing, you must:

- achieve a mark of at least 50% in each of the modules.

## Exit qualifications

### 5.10

Students may not normally request a lower intermediate qualification if studying on a higher qualification (except as an exit qualification) or accumulate qualifications as they progress from lower to higher qualifications.

### 5.11

If you are unable to complete the MSc or PGDip, you may be considered for an exit qualification of PGDip or PGCert (respectively). In such circumstances, you will need to have achieved the credit required for a PGCert (60 credits) or PGDip (120 credits) and have successfully completed the required modules for the qualification concerned. Modules with marks in the compensatable range cannot be included in the PGCert exit qualification.

### 5.12

If you have not completed the required modules, but you have completed the required number of credits for a PGCert (60 credits) or PGDip (120 credits), the Board of Examiners may, at its discretion, consider you for an exit qualification.

### 5.13

The exit qualification of PGDip or PGCert will be with effect from the year in which you satisfied the requirements for that award. Your registration will cease once the exit qualification has been granted.

### 5.14

Under these regulations, you may only receive one award (MSc, PGDip or PGCert).

## Appendix A – Qualification structures

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### MSc Marketing

**Five compulsory modules (75 credits total):**

- Strategic Marketing Management (MKM010) (15 credits)
- Consumer and Buyer Behaviour (MKM020) (15 credits)
- Digital and Social Media Marketing (MKM030) (15 credits)
- Marketing Research and Analytics (MKM040) (15 credits)
- Brand Management (MKM050) (15 credits)

**Three optional modules *chosen from a list of four* (45 credits total):**

- Corporate Responsibility and Sustainability (MKM100) (15 credits)
- Marketing Communications (MKM110) (15 credits)
- Relationship Marketing (MKM120) (15 credits)
- International Marketing (MKM130) (15 credits)

**Dissertation:**

- Dissertation Part 1 (MKM400) (15 credits) (core)
- Dissertation Part 2 (MKM500) (45 credits) (core)

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### PGDip Marketing

**Five compulsory modules (75 credits total):**

- Strategic Marketing Management (MKM010) (15 credits)
- Consumer and Buyer Behaviour (MKM020) (15 credits)
- Digital and Social Media Marketing (MKM030) (15 credits)
- Marketing Research and Analytics (MKM040) (15 credits)
- Brand Management (MKM050) (15 credits)

**Three optional modules *chosen from a list of four* (45 credits total):**

- Corporate Responsibility and Sustainability (MKM100) (15 credits)
- Marketing Communications (MKM110) (15 credits)
- Relationship Marketing (MKM120) (15 credits)
- International Marketing (MKM130) (15 credits)

## PGCert Marketing

**Two compulsory modules (30 credits total):**

- Strategic Marketing Management (MKM010) (15 credits)
- Consumer and Buyer Behaviour (MKM020) (15 credits)

**Any two other modules (either further compulsory or optional modules) chosen from a list of seven (30 credits total):**

- Digital and Social Media Marketing (MKM030) (15 credits)
- Marketing Research and Analytics (MKM040) (15 credits)
- Brand Management (MKM050) (15 credits)
- Corporate Responsibility and Sustainability (MKM100) (15 credits)
- Marketing Communications (MKM110) (15 credits)
- Relationship Marketing (MKM120) (15 credits)
- International Marketing (MKM130) (15 credits)

## Appendix B – Module outlines

Topics covered in each module may be revised to ensure currency and relevance. Students will be advised of any changes in advance of their study.

### Compulsory Modules

#### Strategic Marketing Management (MKM010)

This module is designed to advance knowledge and enhance skills in two critical aspects of marketing: strategic marketing decision making and the development of marketing plans. Strategic aspects involve conducting a situation analysis, identifying market segments, making targeting decisions, developing a clear positioning, and deciding upon SMART (Specific, Measurable, Attainable, Relevant, Time bound) responsible marketing objectives. More tactical aspects include the development of an appropriate marketing mix. Although emphasis is placed on marketing strategy and management, links will be made with broader business functions including finance, production, R&D and HRM. Moreover, this module seeks to endorse marketing decisions that reinforce and align with the triple bottom line (financial, social and environmental) perspective.

This module provides students who lack an academic background in or practical experience of marketing with a nuanced understanding of the strategic aspects of marketing and the practice of marketing planning. The module takes a step-by-step approach, from analyzing the external and internal environment, to making strategic and tactical marketing decisions, through references to relevant marketing theory, and offers clear explanations and practical examples. Upon completion of this module, students will have a holistic perspective on the strategic importance of marketing (taking into account different stakeholders), marketing opportunities and challenges, and key aspects of strategic and tactical marketing decisions.

#### Assessment:

##### Individual Presentation (30% weighting)

The mid-term assessment for this module accounts for 30% of the final grade. Students will be tasked with analysing the business environment and identifying key opportunities and threats for a clearly identified company of their choice. Students will be expected to prepare and upload no more than twenty MS PowerPoint slides. This coursework is designed to evaluate students' grasp of the concepts covered, reinforce their learning, and also test skills in developing presentations.

##### Individual Report (70% weighting)

The final piece of assessment for this module is an individual 3000-word report, which accounts for 70% of the final grade. This will entail the development of a marketing plan, a critical task for any strategic marketing manager. This coursework is designed so that it checks student progress, extends and reinforces concepts covered, and also tests individual performance.

#### Consumer and Buyer Behaviour (MKM020)

Marketers are routinely faced with the challenge of understanding how consumers and other users buy and use products, and how they react to marketing tactics. A thorough understanding of consumers and buyers and how they make decisions is, therefore, an essential backdrop to managerial decision making and effective use of increasingly scarce resources.

This module is concerned with evidence from research and theory about issues relating to buyer behaviour, and its application to marketing management. The module engages students with theories and frameworks of buyer behavior, and their application in marketing practice.



A breadth of topics are discussed, ranging from buyer decision making theories and influences, to the effects of word of mouth and social media communications, branding and brand extensions, advertising, pricing and price promotions, and to different aspects of customer loyalty. The module is evidence-based and entails activities aimed at enhancing students' appreciation of how consumer and buyer behaviour theories can be applied in solving practical marketing problems and ultimately impact the well-being of consumers and societies at large.

This module aims to help students:

- develop a critical understanding of consumer and buyer behaviour concepts, theories, methods and research findings;
- gain an appreciation of the managerial relevance of key consumer and buyer behaviour concepts, models and frameworks and how these can be used within a broader framework of marketing strategy;
- learn to apply concepts and frameworks from consumer and buyer behaviour theories in solving responsibly practical marketing problems.

### **Assessment:**

#### **Individual Podcast (30% weighting)**

The mid-term assessment for this module accounts for 30% of the final grade. Each student will be required to prepare and upload a podcast of no more than 15 minutes discussing how an identified company of their choice has used their understanding of their target consumer or buyer in designing aspects of their marketing mix programme. The coursework is designed to evaluate students' grasp of the concepts covered, test presentational skills, reinforce learning and assess individual performance.

#### **Individual Coursework (70% of weighting)**

The final piece of assessment for this module, a 3000-word written report, accounts for 70% of the final grade. This assessment will require students to apply the theories and concepts learned during the module, undertake actual problem-solving buyer research and develop and offer managerial recommendations.

### **Digital and Social Media Marketing (MKM030)**

The raison d'être of marketing is to create value for customers. This fundamental principle applies to both traditional and digital marketing. However, digitalization presents a new array of opportunities and challenges for marketers, customers and society at large. Social media in particular have revolutionized how customers interact with one another and with firms. This module furthers understanding of marketing concepts and tools enabling students to develop digital marketing communication strategies.

This module aims to extend students' appreciation of digital aspects of marketing, by examining how digital and social media technologies have impacted marketing theory and practice. Specifically, the module aims to encourage students to:

- develop an informed personal opinion about the main issues in contemporary digital and social media marketing;
- acquire and critically assess the usefulness of the main digital and social media marketing theories and concepts;
- critically apply the knowledge acquired to address real life digital and social media marketing issues.

### **Assessment:**

#### **Coursework (30% weighting)**

One item of coursework, a written reflective essay of a maximum of 2,000 words, contributes to the final grade for this module. The coursework is designed to check student progress, extend and reinforce concepts covered and also test individual performance.

#### **Examination (70% weighting)**

The final piece of assessment will be an unseen written examination of 2-hour duration.

### **Marketing Research and Analytics (MKM040)**

Marketing research is one of the most important, interesting and fast-moving aspects of marketing. Working as a marketing researcher remains an intellectually stimulating, creative and rewarding career, and as such forms a central part of any marketing education. Globally marketing research is an industry that turns over more than US\$40 billion per year (Malhotra et al., 2017) and is at the forefront of innovation in many sectors of the economy. However, few industries have been presented with as many challenges and opportunities as those faced by marketing research due to the growing quantum of data generated by modern technology. For example, the growth of digital technologies, the shift to mobile computing and the emergence of 'big data' have raised fundamental questions over the relevance of traditional notions of marketing research. For that reason, this module presents a dynamic analysis of the fundamental methods, developments and debates in the wider field of marketing research and approaches to analytics.

This module aims to facilitate knowledge of marketing research as a practice and industry, and focuses particularly on methods used, as well as emerging developments and technologies (hence marketing research and analytics), and their critical assessment. The purpose is to provide an enhanced platform for understanding various perspectives on consumers and marketplaces. Underpinning these methods, the usage of qualitative and quantitative approaches and basic research principles of ontology and epistemology are discussed, the latter focusing mainly on how differing, practical marketing research objectives and questions are developed. In addition to methodological approaches, emphasis will be placed upon new trends and developments in marketing research such as the role of 'big data', digital technologies and ethics.

### **Assessment:**

#### **Online Multiple Choice Test (30% weighting)**

The first piece of assessment will be an unseen, online multiple-choice test lasting about 45 minutes, which contributes to 30% of the final assessment mark. This test will assess students' knowledge of relevant concepts and techniques.

#### **Coursework (70% weighting)**

The final piece of assessment will be a written report of a maximum of 3,500 words, designed to assess students' practical and critical skills in developing and completing a marketing research project.

### **Brand Management (MKM050)**

Brands are among the most valuable assets of any organisation and its marketing leaders. However, product, pricing, distribution and communication decisions are too often made without taking into account their impact on brand equity. This module advances learners' understanding of how to practice marketing to build valuable brands for firms and their various stakeholders. It addresses the most important issues involved in building new brands and in maximizing the value of existing brands. Emphasis is placed on: the nature of brands and why they matter; establishing a clear and effective brand identity; planning and implementing brand marketing programmes that

build brand equity (externally and internally); evaluating different ways to monitor brand performance, and; understanding how to manage brands over time. Various industry contexts (FMCG, B2B, not for profit) and value propositions (products, services, experiences) are considered. The module draws on a variety of theoretical frameworks and tools, as well as practical examples, to advance insights that are both theoretically-informed and practice-relevant.

This module aims to provide a nuanced understanding of brand management. In particular, the module:

- advances understanding of the managerial significance of branding in a competitive marketplace and how branding is located within the broader marketing strategy framework;
- discusses core branding principles and theories, including branding strategy, brand identity building, brand management and brand evaluation;
- explains links between branding and the overall marketing mix, along with specific approaches for market analysis, agency relations and media planning;
- enhances skills in developing brand management strategies to meet marketing objectives; and
- promotes a critical perspective about the social issues raised by brands in contemporary times.

### **Assessment:**

#### **Coursework (30% weighting)**

One item of coursework, an individual branding report of up to 2,000 words, will contribute to the final assessment grade for this module:

#### **Examination (70% weighting)**

The final piece of assessment will be an unseen written examination of 2 hour-duration.

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## **Optional Modules**

### **Corporate Responsibility and Sustainability (MKM100)**

We live in a globalized society that is increasingly concerned with social and environmental sustainability. Global challenges such as climate change, the global financial crisis and high-profile corporate scandals have increased the pressure on businesses for more accountability and responsibility on social and environmental issues. As a result, businesses are increasingly required to understand such issues and integrate them into their everyday practice. Practitioners who have such knowledge are in high demand in the job market.

This module seeks to advance understanding of how businesses can benefit from taking a more holistic approach to the marketplace. In other words, it adopts a macro-marketing lens focusing on the interplay between marketing and society. This module encourages students to think critically about issues such as why markets change, contemporary consumer trends, as well as how businesses can benefit from embedding sustainability concepts into their everyday practice. By using more holistic marketing strategies, students are better able to assess risks, identify opportunities and create marketing plans that can benefit businesses, their stakeholders and society at large.

This module aims to further students' appreciation of the concept of sustainability and related concepts such as corporate responsibility/corporate citizenship, including how they can be operationalized and applied in today's business environment. The main aim of the module is to help students understand how businesses can benefit by adopting these concepts in their marketing

strategy. Ultimately, it aims to help students think critically about the opportunities and limitations of marketing in society.

The students will develop critical perspectives needed to debate the importance of sustainability in their organizations, build the business case for adopting sustainability strategies and help their organizations to better address social and environmental concerns. The module will be suitable for students without prior knowledge of marketing or management.

### **Assessment:**

#### **Coursework (30% weighting)**

An individual essay of up to 2,000 words.

#### **Examination (70% weighting)**

The final piece of assessment will be an unseen written examination of 2 hour-duration.

### **Marketing Communications (MKM110)**

It is critical that resources allocated to marketing communication tools are used effectively. In order to achieve this, a thorough understanding is required of the marketing communications strategic planning process. Relevant issues include the role of marketing communication tools in influencing brand choices, how they could be used effectively to deliver a promotional message and how to identify the media strategy that will not only maximise the target audience reached, but also increase the likelihood that consumers will process the message and act on it. This module is designed to provide students with a framework for understanding marketing communications at a strategic level within various contexts. The module exposes students to the concepts, issues, theory and practice of integrated marketing communications using an integrated and theoretical platform for the explication and analysis of marketing communications. The module discusses Marketing Communications as an evolving category of social communication within a convergent media landscape. A strategic managerial perspective is taken to generate insight into the development of Marketing Communications and the roles and processes so entailed. The consumer perspective is also considered in light of Marketing Communications' role as a vehicle for cultural meaning. Media consumption issues are also important to consider given the rapid growth in expenditure on digital (especially mobile) promotional communication. The module takes a multi-disciplinary approach drawing on socio-cultural, psychological and anthropological perspectives.

The aims of this module are to:

- approach Marketing Communications from a multi-disciplinary perspective drawing on socio-cultural, psychological and anthropological theories to impart an appreciation of Marketing Communications as a form of social communication;
- develop a critical engagement with Marketing Communications as a strategic managerial tool, the planning of which is being complicated by trends towards media convergence and audience fragmentation;
- present Marketing Communications as a contemporary practice and a feature of consumers' social landscape, i.e. which accommodates social, cultural, and ethical aspects.

### **Assessment:**

#### **Coursework (30% weighting)**

Students will write an essay of up to 2,000 words based on any advertisements or promotional campaigns of their choice. Students will be required to draw on communication theories and concepts learnt in the module to analyse the implicit and explicit elements of their chosen advertisements or promotional campaigns.

### **Examination (70% weighting)**

The final piece of assessment will be an unseen written examination of 2 hour-duration.

### **Relationship Marketing (MKM120)**

Historically, companies have been almost exclusively focused on the marketing mix framework, especially for product-related exchanges. The idea of the customer being at the centre of the framework has only grudgingly been recognized as a key driver of profitability. The advent of relationship marketing induced a paradigm shift in marketing from attracting customers into transactions towards establishing and maintaining long-term, profitable relationships with them, and more recently, towards building valued experiences mindful of financial, social and environmental effects. Companies have realised that customers represent a lifetime income stream, thus, a key objective of marketing is to establish, develop and maintain profitable customer relationships.

This module is designed to deepen students' understanding of Relationship Marketing, as a significant feature of contemporary marketing practice. It examines the theories, principles and practices of Relationship Marketing. The Relationship Marketing module starts by discussing the fundamentals of Relationship Marketing, and then moves into the value discipline behind Relationship Marketing and some key tools and frameworks for building and managing customer relationships and experiences. The module will increase students' intellectual appreciation and critical engagement with the subject matter, through focusing on key issues such as client-agency relationships, collaboration and decision-making. This module aims to advance understanding of the role of Customer Relationship Management (CRM) and Customer Experience (CX) in an overall business strategy, as well as in the marketing mix. The module seeks to provide experience of CRM applications, processes and implementation of CRM and CX in realistic situations. The module will discuss the application of CRM and CX concepts to business activities, examine how CRM and CX strategies can be developed, consider how existing CRM and CX solutions within organizations can be improved, and promote a critical understanding of the application of CRM and CX in different types of organizations and markets.

#### **Assessment:**

#### **Coursework (30% weighting)**

An individual relationship marketing report of up to 2,000 words will contribute to the final assessment mark for this module. The coursework will be designed to evaluate students' progress, extend and reinforce concepts covered and also test individual performance.

#### **Examination (70% weighting)**

The final piece of assessment will be an unseen written examination of 2 hour-duration.

### **International Marketing (MKM130)**

The objective of this module is to inspire, among students, an appreciation of the dynamic and expanding vistas of market opportunities offered by our contemporary world, including the theoretical and practical challenges associated with managing international marketing activities. The specific issues addressed include analysing the international business environment, selecting and targeting international markets, modes of entering and serving international markets, the importance of culture and technological advances, products and services for international markets, international distribution, international promotion, and international pricing, emerging markets, regions and market groups, and international market evaluation, organization and control. A number of articles and case studies/examples will be used to reinforce the subject matter, and students will learn how an international marketing manager can implement responsibly an international marketing strategy.

This module aims to advance students' understanding of conceptual and practical aspects of international marketing and its management processes, whilst also strengthening pertinent skills

through the use of exercises and case studies. Students will be availed of opportunities to apply international marketing principles and practices, evaluate international marketing issues, and develop the confidence to design strategies and plans for targeting international markets mindful of the triple bottom line.

### **Assessment:**

#### **Coursework (30% weighting)**

This item of coursework, a reflective submission in the style of a blog (unpublished) of no more than 2000 words, contributes 30% to the final assessment grade for this module. This task requires student to write an engaging reflective commentary on how the future of international marketing might be influenced by one or more of the following global forces: i) cultural convergence / divergence; ii) technological advances; (iii) climate change; (iv) shifts in national / regional economic power. The idea behind this coursework is to assess students' grasp of the underlying issues raised by this international marketing module as well as test their cognitive and communication skills.

#### **Examination (70% weighting)**

The final piece of assessment will be an unseen written examination of 2 hour-duration.

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## **Dissertation Part 1 (MKM400) and Dissertation Part 2 (MKM500)**

### **Overview**

These modules are designed to enable candidates to carry out independent research on an identified marketing problem or question, under the guidance of an academic supervisor. This is an important capstone activity, as it provides candidates with the opportunity to apply conceptual and theoretical knowledge covered on the programme as a whole and to expand that knowledge through focusing on a specific topic. In particular, candidates will be able to apply the knowledge they have gained from the 'Marketing Research and Analytics' module in the research process.

The dissertation provides an alternative form of assessment to conventional, formal examinations and coursework. This module enables students to choose their own research topic, manage their pace of work and approach, benefit from their own particular strengths and interests and demonstrate originality and creativity.

Reflecting its earlier-noted capstone status and credit loading, the dissertation modules are undertaken over two sessions. The first session (Part 1) entails identifying and deciding on a research topic, preparing a research proposal with the constituent tasks of defining the research problem and central question, acknowledging pertinent extant literature, pinpointing the research gap, presenting initial thoughts on research approach and methods, undertaking critical literature review, designing the research and completing the requisite ethical approval processes. The second session (Part 2) will encompass the more implementational aspects of collecting and analysing data, presenting, interpreting and discussing findings, developing recommendations and finalising and submitting the dissertation. The main aim of these modules is to expand opportunities for learning-by-doing. Specifically, the modules aim to:

- strengthen students' practical understanding of the whole research process, from developing a research question, through research design, to data collection and analysis and writing up research;
- enable candidates to apply the conceptual, theoretical and methodological knowledge they have gained throughout the programme to an original research topic;
- enable students to apply the conceptual, theoretical and methodological knowledge they have gained throughout the programme in developing a persuasive research proposal;

- provide direct experience of carrying out research, including negotiating access to organisations and individuals, where relevant, and/or sources of secondary data;
- enable candidates to critically reflect on the ethics and purposes of empirical research.

The broader aim is to prepare candidates for comparable work in employment, whether in an academic environment (e.g., teaching or further research), consultancy practice, or other roles that require research capabilities.

### Learning and teaching strategy and methods

The two modules employ a series of methods. The main aim is to encourage independent research, but students will be guided and availed of multiple sources of support:

1. Mini-lectures on selected issues: Each stage of the research process is accompanied by short, advisory lectures, highlighting the main things to consider, the main debates and the main sources of further reading/consultation
2. Written material on each topic: Each mini-lecture is also accompanied by specially selected reading material. The main text for the course (Thomas, 2017, How to do your research project, 3rd edition), along with specific, additional chapters and articles.
3. Further reference material and links to external resources: A series of links are provided to relevant external resources, such as the UK Data Service.
4. Moderated peer-group exercises: One intended outcome of the module is to encourage discussion among candidates about their developing research projects, so peer-group exercises are facilitated at different stages, e.g., around developing research questions, or how to find relevant data.
5. Formative feedback: A number of research capacity-building formative assessment elements are built into the modules in order to stimulate critical reflection.
6. Example dissertations: Exemplar dissertations are provided as a way for candidates to examine possible approaches and critically reflect on different methodological choices.

### Assessment

#### Dissertation Part 1

Students submit a 3,000-word research proposal, which is marked on a Pass/Fail basis. It must be passed to register for the Dissertation Part 2.

#### Dissertation Part 2

Students submit a final dissertation of 12,000 words accounting for 100% of the grade for this module.

## Appendix C – Assessment Criteria

The following table gives a general overview of what is expected for each mark band:

Mark band	Assessment criteria
80%-100% High Distinction	Marks in this range indicate an exceptionally high level of scholarship and outstanding performance in terms of all of the dimensions outlined. While work at this level exhibits scrupulous completion of the requirements of the assignment, it will also exhibit a high degree of initiative, high quality of analysis, academic sophistication, comprehension and critical assessment, making a novel contribution to marketing studies.
70%-79% Distinction	Marks in this range indicate high levels of scholarship, and high performance in terms of all of the dimensions outlined. Comprehensively argued writing of interest and originality which is also well organized and presented exhibiting a sound, critical and analytical grasp of the relevant literature(s) and drawing on an extensive range of relevant academic sources. The work will display an excellent understanding of underlying theory as well as employing appropriate analytical techniques, resulting in an argument of interest and significance.
60%-69% Merit	Work that demonstrates a good command of the subject and relevant literature(s) as well as a sound grasp of critical issues, with evidence of independent thought and a high standard of argument as well as good presentation. Work towards the bottom of this range may have occasional weaknesses and flaws but will nevertheless show a generally high level of competence. Work towards the top of this range will be highly competent on all dimensions.
50%-59% Pass	Marks in this range indicate general capability, but with moderate levels of weaknesses on one or more dimensions indicated above. Work in this range may contain inaccuracies, the arguments may lack clarity or rigour, or there may be a lack of critical understanding. It will however be coherently structured and presented, showing a sound command of the subject, some awareness of critical debate, and the ability to construct a generally coherent argument.
40%-49% Fail	Marks in this range do not quite meet the minimum standards for a pass, with considerable levels of weaknesses on one or more dimensions. Work in this range may suffer from flawed arguments, weak structure and presentation, an inadequate command of course materials, or a serious failure to reflect on those materials. It will however demonstrate a basic understanding of marketing studies and show evidence of reasonable attention to the course materials.
30%-39% Low Fail	Marks in this range display major levels of weaknesses on two or more dimensions. The work may be reliant on a minimal range of reading and reflection with poor attention to detail. Work in this range may be characterised by assertions lacking supporting evidence or argument, or by seriously flawed understanding of key concepts.
0%-29% Very Low Fail	Marks in this range indicate general incompetence, with highly serious levels of weaknesses on two or more dimensions. Work in this range will either fail to present any real argument or opinion, or fail to engage at all with the topic in question. Work may quote heavily from a small number of sources, but fail to integrate them and provide little or no narrative to explain their relevance.