



**UNIVERSITY
OF LONDON**

Programme Specification 2025–2026

Marketing

MSc
PGDip
PGCert

Important document – please read

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Important information regarding the Programme Specification

Last revised: 28 February 2025

The Programme Specification gives a broad outline of the structure and content of this programme, the entry level qualifications, as well as the learning outcomes students will achieve as they progress. Some of the information referred to in this programme specification is included in more detail on the University of London [website](#). Where this is the case, links to the relevant webpage are included.

Where links to external organisations are provided, the University of London is not responsible for their content and does not recommend nor necessarily agree with opinions expressed and services provided at those sites.

For queries about any of the programme information provided, whether here or on the website, registered students should use the *Ask a question* button in the [Student Portal](#); otherwise, the *Contact Us* link at the bottom of every webpage should be used.

Terminology

For the Marketing programme, students should note the following terminology:

Module: Individual units of the 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).

Study session: Each module is taught over one 20-week session. Final assessments take place over the subsequent two weeks.

Key revisions made

Programme specifications are revised annually. The relevant committee of Birkbeck, University of London, as part of its annual review of standards, confirms the programme structure, the educational aims and learning outcomes, and the learning, teaching and assessment strategy.

Where changes have been made which may affect continuing students, these are listed below. For all new students, the programme and general information provided in this document is correct and accurate and will be applicable for the current year.

Significant changes made to the programme specification 2025-2026

Internet access and computer specification section updated to reflect minimum computer requirements.

Programme title and qualifications

Postgraduate Degrees of the University of London may be classified. The award certificate will indicate the level of the academic performance achieved by classifying the award. The classification of the degree will be based on the ratified marks from the completed assessments.

The classification system for the programme's MSc, Postgraduate Diploma and Postgraduate Certificate is as follows:

Distinction; Merit; Pass.

Specific rules for the classification of awards are given in the [Programme Regulations](#), under Scheme of Award.

Programme title

Marketing

Qualifications

- Master of Science in Marketing
- Postgraduate Diploma in Marketing
- Postgraduate Certificate in Marketing

Qualification titles may be abbreviated as follows:

- Master of Science – MSc
- Postgraduate Diploma – PGDip
- Postgraduate Certificate – PGCert

Intermediate qualifications

The intermediate qualifications for this programme are the PGDip and PGCert, as listed above. Students may not request a lower intermediate qualification if studying on a higher qualification (except as an exit qualification) or accumulate these qualifications as they progress from lower to higher qualifications.

Exit qualifications

The exit qualifications for this programme are the PGCert and PGDip, as listed above. An exit qualification is an intermediate qualification for which the student may not have registered at the outset, but which may be awarded on completion of specific modules/courses (or credit accumulated) in a longer programme of study if the student leaves the programme.

Exit qualifications are granted at the discretion of the Board of Examiners. Once a student has been awarded an exit qualification, they will not normally be permitted to recommence their study on the same programme with the University of London.

Individual modules taken on a stand-alone basis

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 *Dissertation Part 2*. Students 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.

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.

Level of the programmes

The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (FHEQ) forms part of the UK Quality Code for Higher Education of the [Quality Assurance Agency for Higher Education](#) (QAA).

The qualifications are placed at the following Levels of the FHEQ:

- MSc Level 7
- PGDip Level 7
- PGCert Level 7

Individual modules are offered at Level 7.

Relevant QAA subject benchmarks group(s)

See the [QAA website](#) for information:

Not applicable

Awarding body

University of London

Registering body

University of London

www.london.ac.uk

Academic direction

Birkbeck, University of London

Accreditation by professional or statutory body

Chartered Institute of Marketing (CIM)

The MSc Marketing is accredited by the Chartered Institute of Marketing (CIM) as a Graduate Gateway programme. CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. This accreditation gives our MSc graduates exemptions from certain modules of the CIM professional qualifications. CIM qualifications are highly sought after by employers and their content is reflected in our own degree which ensures we are equipping students with the best opportunities for a successful marketing career.

Further information about accreditation bodies can be found in the VLE.

Language of study and assessment

English

Mode of study

Web-supported learning with an online tutor or supported learning from a recognised teaching centre, where this is available.

The [website](#) provides further information about the University's Recognised Teaching Centres.

Maximum and minimum periods of registration

The minimum periods of registration from a student's effective date of registration, are:

	Minimum
MSc	One and a half years
PGDip	One year
PGCert	Six months
Individual modules (on a standalone basis)	Six months

See the [General Regulations](#) for the maximum periods of registration for these qualifications.

Students will retain the period of registration initially given to them on registration if the maximum registration period for their qualification changes during their studies.

Learning resources are made available after registration and on payment of the applicable fee.

Programme structures

The programme has two registration points in the year corresponding with start dates for modules. Students have an online induction session available through the Virtual Learning Environment (VLE) prior to the start of their study session, which will include orientation of their learning environment and guidance on the structure and learning expectations of the programme.

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

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

- Marketing Communications (15 credits)
- Relationship Marketing (15 credits)
- International Marketing (15 credits)
- Dissertation Part 1 (15 credits) (core)
- Dissertation Part 2 (45 credits) (core)

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

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

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

- Two compulsory modules (30 credits total):
 - Strategic Marketing Management (15 credits)
 - Consumer and Buyer Behaviour (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 (15 credits)
 - Marketing Research and Analytics (15 credits)
 - Brand Management (15 credits)
 - Corporate Responsibility and Sustainability (15 credits)
 - Marketing Communications (15 credits)
 - Relationship Marketing (15 credits)
 - International Marketing (15 credits)

Credit value of modules

Further information about the credit systems used by universities in the UK and Europe is provided by the [Quality Assurance Agency](#) and the [European Credit Transfer and Accumulation System](#).

Where credits are assigned to modules of a programme, credit indicates the amount of learning carried out in terms of the notional number of study hours needed, and the specified Frameworks for Higher Education Qualifications of UK Degree-awarding Bodies (FHEQ) credit level indicates the depth, complexity and intellectual demand of learning involved. The details below indicate the UK credits and the European Credit Transfer and Accumulation System (ECTS) values.

For the Marketing programmes, modules have the following credit values:

- Compulsory and optional modules are 15 UK (7.5 ECTS) credits each.
- Dissertation Part 1 is 15 UK (7.5 ECTS) credits (core; MSc only)
- Dissertation Part 2 is 45 UK (22.5 ECTS) credits (core; MSc only)

A student awarded the MSc will have accumulated 180 UK credits (90 ECTS credits).

A student awarded the PGDip Marketing will have accumulated 120 UK credits (60 ECTS credits).

A student awarded the PGCert Marketing will have accumulated 60 UK credits (30 ECTS credits).

One UK credit equates to a notional ten hours of study.

Each 15-credit module equates to 150 hours. Over the 20 teaching weeks of a study session, students will need to dedicate around seven to eight hours of study per module 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 they may find they will require more time.

Recognition of prior learning

Recognition of prior learning is a generic term for the process by which we recognise and, where appropriate, award credit for learning that has taken place at an institution other than the University of London. Where the prior learning covered a similar syllabus to a module/course on the University of London programme, credit will be awarded as if the student took the University of London module/course.

See the [General Regulations](#) (Section 3) and [Programme Regulations](#) for more rules relating to prior learning.

MSc students may be granted recognition of prior learning mapped against modules to a total of 60 UK credits. Applications for recognition of prior learning for the *Dissertation Part 1* or *Dissertation Part 2* will not be accepted.

PGDip students may be granted recognition of prior learning mapped against modules to a total of 60 UK credits.

PGCert students may be granted recognition of prior learning mapped against modules to a total of 30 UK credits.

Further information on recognition of prior learning is on the [website](#).

Entrance requirements

Applicants must submit an application in line with the procedures and deadlines set out on the [website](#).

Entrance requirements for postgraduate qualifications vary. All details of the programme specific requirements are given on the programme page, under [Entry requirements](#).

We consider qualifications from around the world. Details are available [here](#).

English language requirements

All applicants must satisfy the English language requirements for the programme. These are set out in detail on the programme page under [Entry requirements](#). All teaching is in English. Therefore, students will need to have the required level of written and spoken English to cope with their studies right from the start.

Where an applicant does not meet the prescribed English language proficiency requirements but believes that they can demonstrate the requisite proficiency for admission, the University may, at its discretion, consider the application.

Internet access and computer specification

Students will require regular access to a portable computer with an internet connection to use the University of London's online resources and systems.

Students must be able to download and install software to their Windows or MacOS device to include secure examination browsers for online assessment purposes (if offered on their programme of study). Depending on the security settings for each assessment, students may be required to have full administrator rights on their computer to install and run the software needed to take part in the assessment. Full administration rights are likely to apply to a computer that they own but not to one provided by their employer, for example.

The portable computer must have at least the following minimum specification:

- Windows 10 and 11 on 64-bit platforms
- MacOS Big Sur (version 11) and higher
- CPUs newer than 2011 (Intel Sandy Bridge (Core i3, i5 and i7 or newer))
- OpenGL 2.0 graphics driver
- Local storage for the recording of proctored examinations (75MB per hour)
- Web camera & microphone (internal or external)
- A broadband internet connection capable of streaming live video

Minimum device requirements are subject to change and older operating systems may become obsolete over time.

It should also have the following applications installed:

- a word processor that accepts Microsoft Word formats (.doc and .docx)
- a PDF reader (e.g., Adobe)

Certain modules have additional requirements, such as:

- video and audio recording capability, such as via web cam or another device
- microphone
- a presentation program that supports Microsoft PowerPoint

Where applicable, you will be provided with any additional requirements for your assessment platform in advance of your assessment.

Certain services **will** require a mobile device for Multi-Factor Authentication (MFA). This is a key security feature that adds an extra layer of protection for your account and data, requiring two or more steps to verify your identity when logging in. This may include accepting a sign-in notification on your smartphone or entering a unique code sent via SMS or phone call to your mobile device. It is your responsibility to ensure that your mobile device meets the specified requirements for MFA.

Please note: Full mobile access is not available for all programmes. Proctored assessments will not work on any smartphone, tablet, Chromebook, Linux Operating Systems or other mobile device of any kind.

Students with access requirements

The University of London welcomes applications from disabled students and/or those who have access requirements. The University will make every effort to provide reasonable adjustments to enable those with a disability, learning difficulty or access requirements to have the same opportunity as all other students to successfully complete their studies.

The University is committed to managing the application procedure and the programme itself to ensure that services are accessible for all students and that an inclusive environment is created. Students with a disability, or others who may need access arrangements to assist in taking examinations, should complete the relevant section of the application form, or contact the [Inclusive Practice Manager](#). A separate room or other arrangements may be considered.

Requests are considered by a University panel, whose purpose is to ensure that students with disabilities and/or specific access requirements are neither advantaged nor disadvantaged by such arrangements when compared with other students. These considerations remain separate from the academic selection processes.

For further information, see [Inclusive Practice Policy](#).

Sources of funding and scholarships

Information about potential sources of funding and scholarships is updated annually and where available, is included in the programme web pages.

For further information see the [website](#).

Educational aims and learning outcomes of the programmes

Programme aims

The MSc Marketing programme has been designed to be an innovative online programme which offers students support through virtual and local learning environments and the flexibility to study at any time and from anywhere around the globe. The overarching aim of this programme is to produce graduates that are skilled in strategic and tactical marketing decision-making, but also mindful of the effects of their decisions on the triple bottom line: financial, social and broader environmental outcomes.

The programme will equip students with a comprehensive understanding of the relevance and necessity of marketing, and with knowledge and ability for marketing decision-making in increasingly challenging market environments. The programme will link theory and practice, and will be of benefit to those individuals that have acquired an appreciation in marketing and wish to develop further expertise into the subject, those that have limited knowledge of the subject and seek to develop their understanding and appreciation of it, and those that seek to use the knowledge gained to embark on a Marketing or Marketing-related career. Students will be introduced to the foundations of marketing, its theoretical underpinnings, the marketing mix and current issues and future trends that challenge conventional marketing assumptions and approaches and pose challenges for contemporary marketing managers. Students will critically reflect upon emerging challenges in branding, relationship marketing, digital and social media marketing, and sustainability, to name but a few, and will find the programme of study up-to-date, intellectually inspiring and relevant. Critical thinking and problem-focused decision-making will be key components of the programme of study.

Overall, students taking this MSc will gain:

- An in-depth theoretical background in strategic and tactical areas of marketing
- Critical thinking skills and the ability to identify and understand opportunities and risks associated with marketing decisions, as well as the impact of marketing decisions on the triple bottom line (financial, social and broader environmental outcomes)
- Up-to-date knowledge, based both on academic theory and practical applications
- A qualification to succeed in the field of marketing

Master of Science in Marketing Learning Outcomes

A: Knowledge, Understanding and Cognitive Skills

A student will be able to:

1. Demonstrate an all-round appreciation of how the Marketing function relates to other business functions.
2. Demonstrate a systematic understanding of how Marketing functions in a range of industries and different types of organisations.
3. Demonstrate advanced knowledge of the processes and requirements underpinning Marketing within organisations in general.
4. Demonstrate a strong grasp of how Marketers formulate and implement marketing strategies and programmes.
5. Demonstrate a critical understanding and insight into a range of complex marketing issues and challenges and make informed and appropriate marketing decisions.
6. Demonstrate a comprehensive appreciation of how marketing decisions affect and are affected by multiple stakeholders and how they impact the triple bottom line (financial, social and broader environmental outcomes).

B: Practical, Professional and Key Skills

A student will be able to:

1. Systematically apply all the necessary tools to formulate decisions in different areas of marketing, mindful of multiple stakeholders and the broad impact of these decisions.
2. Analyse and evaluate both internal and external factors affecting strategic and tactical marketing decisions.

3. Demonstrate advanced descriptive, predictive and prescriptive analytical skills used in marketing decision-making processes.
4. Plan and carry out independent and original research and present their findings and arguments in a coherent and professional manner.
5. Communicate ideas effectively and succinctly to a professional audience.

Postgraduate Diploma in Marketing Learning Outcomes

A: Knowledge, Understanding and Cognitive Skills

A student will be able to:

1. Demonstrate an all-round appreciation of how the Marketing function relates to other business functions.
2. Demonstrate a systematic understanding of how Marketing functions in a range of industries and different types of organisations.
3. Demonstrate advanced knowledge of the processes and requirements underpinning Marketing within organisations in general.
4. Demonstrate a strong grasp of how Marketers formulate and implement marketing strategies and programmes.
5. Demonstrate a critical understanding and insight into a range of complex marketing issues and challenges and make informed and appropriate marketing decisions.
6. Demonstrate a comprehensive appreciation of how marketing decisions affect and are affected by multiple stakeholders and how they impact the triple bottom line (financial, social and broader environmental outcomes).

B: Practical, Professional and Key Skills

A student will be able to:

1. Systematically apply all the necessary tools to formulate decisions in different areas of marketing, mindful of multiple stakeholders and the broad impact of these decisions.
2. Analyse and evaluate both internal and external factors affecting strategic and tactical marketing decisions.
3. Demonstrate advanced descriptive, predictive and prescriptive analytical skills used in marketing decision-making processes.
4. Communicate ideas effectively and succinctly to a professional audience.

Postgraduate Certificate in Marketing Learning Outcomes

A: Knowledge, Understanding and Cognitive Skills

A student will be able to:

1. Demonstrate an all-round appreciation of how the Marketing function relates to other business functions.
2. Demonstrate a systematic understanding of how marketing functions in a range of industries and different types of organisations.
3. Demonstrate advanced knowledge of the processes and requirements underpinning Marketing within organisations in general.

4. Demonstrate a strong grasp of how Marketers formulate and implement marketing strategies and programmes.
5. Demonstrate a critical understanding and insight into some complex marketing issues and challenges and make informed and appropriate marketing decisions.
6. Demonstrate a comprehensive appreciation of how marketing decisions affect and are affected by multiple stakeholders and how they impact the triple bottom line (financial, social and broader environmental outcomes).

B: Practical, Professional and Key Skills

A student will be able to:

1. Systematically apply all the necessary tools to formulate decisions in different areas of marketing, mindful of multiple stakeholders and the broad impact of these decisions.
2. Analyse and evaluate both internal and external factors affecting strategic and tactical marketing decisions.
3. Demonstrate advanced descriptive, predictive and prescriptive analytical skills used in marketing decision-making processes.
4. Communicate ideas effectively and succinctly to a professional audience.

Learning, teaching and assessment strategies

The core principles of the learning, teaching and assessment strategy for this programme are outlined below.

Principle 1: Ensuring that students are prepared for study

Students will be provided with opportunities to sample the learning content of the programme. An online induction will ensure that they are prepared for study and are familiar with the learning environment and sources of support during their student journey.

Principle 2: An engaging and vibrant learning environment

All students will have access to an online learning environment with learning support and tools enabling them to monitor their progress, assessing fulfilment of learning outcomes and development of skills-based outcomes throughout the curriculum. The learning environment will provide a framework for the level of support selected by students, which involves local and online tuition services.

Principle 3: Learning content

The learning content will be designed to provide students with opportunities to engage, and encourage reflective and deep learning, with accessibility a key feature to enable students to study across a range of mobile and media channels.

Principle 4: Student support

All students will have access to the learning environment, learning content, tools and activities related to their chosen programme of study. Students will be able to select from two modes of study: web supported learning or institution supported learning.

Principle 5: Flexibility

To facilitate the requirements of a diverse global community of learners, a core feature of this programme is flexibility in the design of the curriculum, providing for pathways to sub-degree and full degree qualifications and facilitating student progress at a pace suitable to their circumstance.

Principle 6: Assessment

A core feature of this programme will be a varied range of learning activities embedded within the learning content for each module, designed to provide feedback to students on their progress towards learning outcomes. Summative assessment methods will be designed to promote understanding and retention of knowledge, offering encouragement through tutor feedback, with as wide a range of methods as possible to most effectively assess learning outcomes, within the context of the need for secure and reliable techniques appropriate to flexible learning.

Principle 7: Staff Development

The design, development and delivery of this programme will be supported with training for:

- Academic teams involved in the development of the materials and assessment;
- Module Leaders;
- Tutors and Administrators at teaching institutions.

Assessment methods

Each module is taught over a 20-week study session. Each module is summatively assessed by a mid-session assessment (30%) and a final assessment (70%), with the exception of *Dissertation Part 1* and *Dissertation Part 2*.

The mid-session assessment is typically a written essay or written report of 2,000 words, although alternative assessment methods are used for some modules, such as a reflective submission, podcast upload, submission of a Microsoft PowerPoint presentation, and an online multiple-choice test.

The final assessment is typically an unseen written examination of two hours in length, although some modules include a final assessment in the form of a 3,000 or 3,500-word written report or essay.

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

Written examinations take place in September and March in the two weeks subsequent to the 20-week study sessions, with resits at the next opportunity. All examinations take place on the same dates and at specific times in line with the published timetables.

Online examinations are proctored remotely except for students who study at a Recognised Teaching Centres for which examinations are normally held at established examination centres worldwide.

Please refer to the fees schedule for information about fees payable to examination centres (if applicable to the programme of study) and for the examination entry and submission.

The Dissertation is split into two parts, each running over one 20-week session. The *Dissertation Part 1* module is summatively assessed by a 3000-word research proposal submitted mid-session, which is marked on a Pass/Fail basis. The *Dissertation Part 2* is summatively assessed by a dissertation of 12,000 words submitted at the end of the session. Students must pass the *Dissertation Part 1* research proposal before they can register for *Dissertation Part 2*. A number of research capacity-building formative assessment elements are also built into the Dissertation modules in order to stimulate critical reflection.

The pass mark for each module and the *Dissertation Part 2* is 50%.

Where there is more than one element of assessment for a module, students do not need to pass each element of assessment, although they do need to obtain an overall weighted mark of 50% or above to pass the module (subject to the rules for compensated fails).

Coursework is submitted in the VLE by prescribed deadlines.

All assessments are submitted online via a University of London platform. Students must ensure that their device is kept up to date and complies with [University Computer Requirements](#).

Further information about assessment methods is provided in the [Programme Regulations](#).

Individual modules taken on a stand-alone basis

Students registered on a stand-alone individual module will be examined in the same way as students studying for a full qualification.

Student support and guidance

Key features of the support for students include:

- [Student Portal](#): for accessing student induction, study skills support, careers and employability resources, student wellbeing advice;
- University of London Careers Service – offers tailored careers and employability support to students whatever their course, wherever they are studying, and whether they are starting, developing, or changing their career. Support includes webinars led by careers consultants, employer and alumni panel events and a range of online careers resources;
- Student induction resources;
- The Virtual Learning Environment (VLE): This gives access to materials (including lessons, activities and assignments) for each module studied. It also includes a range of additional study resources such as self-assessment and student planner tools; comprehensive learning materials; e-resources; employability skills module; student forums and progress monitoring tools;
- Local institution tutor (for institution supported learners);
- Online student relationship manager and online tutor (for web supported learners);
- [The Online Library](#): This provides a range of full-text, multidisciplinary databases where journal articles, book reviews and reports can be found;
- University of London library: Registered students may use the resources located within the Senate House library;

- A University of London email account and web area for personal information management.

Quality evaluation and enhancement

The University of London delivers the majority of its online and distance learning programmes through a collaboration between the University of London Worldwide and federation members of the University of London. However, some of the flexible and distance learning programmes draw solely on academic input from the University of London and are delivered without academic lead by federation members. The policies, partnerships (where applicable) and quality assurance mechanisms applicable for the programmes are defined in the following key documents: The [Quality Assurance Schedules, Guidelines for Examinations, General Regulations](#) and, for each programme, programme specific regulations.

Awards standards

All University of London awards must comply with the Office for Students' (OfS) [Conditions of Registration](#) relating to quality and standards, which includes condition B5 ([sector-recognised standards](#)). This is to ensure appropriate standards for each qualification. In addition, every online and distance learning programme that is developed by a federation member of the University of London (or a consortium with representation by more than one federation member) will be developed to the same standard as would be applied within the institution concerned. Proportionate and robust approval procedures, including external scrutiny and student engagement, are in place for all programmes. Learning materials are written and all assessments are set and marked by academic staff who are required to apply the University's academic standards.

Review and evaluation mechanisms

Some of the key mechanisms in place to assure the standards of all University of London awards and the quality of the student experience include:

- Annual programme reports: produced for all programmes in order to review and enhance the provision and to plan ahead;
- Independent external examiners: submit reports every year to confirm that a programme has been assessed properly and meets the appropriate academic standards;
- Annual student performance, progression and completion statistics;
- Periodic programme reviews: carried out every 4-6 years to review how a programme has developed over time and to make sure that it remains current and continues to provide a good student experience.

Enhancements are made as necessary to ensure that systems remain effective and rigorous.

Student feedback and engagement

The principal channel for collecting feedback from students is the Student Experience Survey. Carried out every year, this collects feedback from the student body on a range of topics relating to the student lifecycle. The results are analysed externally and then considered in a number of different ways, including by the programme team, principal committees and the senior leadership team. Details of any resulting actions taken are published on the Virtual Learning Environment and the Student Portal.

Additionally, on completion of their programme of study students will be invited to take a survey that seeks to measure what they have gained from their studies.

There are also opportunities for students to get involved in governance. An undergraduate and postgraduate student member is appointed by the University to the majority of committees through an annual appointment round. Some programmes also recruit student members at the programme level. Students are frequently invited to take part in quality review processes such as Periodic Programme Reviews, Programme approval, Thematic Reviews, MOOC review panels and ad hoc focus groups. Opportunities such as these are advertised through social media and on the website. More information can be found on the [website](#).

Students can also apply to join the Student Voice Group, which meets four times a year to consider initiatives for enhancing student experience. Notes from these meetings are published on the Student Portal.

After graduation

Further study

Successful completion of the programme can allow students to progress to a higher-level qualification in both the subject area and potentially many other subject areas.

Graduate employment routes

Graduates can pursue careers in advertising, media, digital marketing, event marketing, public relations, product, brand and marketing management, market research, consulting and management. Possible professions include marketing executive, public relations officer, public affairs consultant, media buyer, media planner, marketing consultant, digital marketing manager, marketing researcher and advertising director. This degree can be useful in a variety of marketing roles within local and national government, in for-profit and not-for-profit organisations, and in large, SMEs, start-ups and family businesses.

The Alumni Community

Upon finishing a course of study, graduates automatically become part of the University of London alumni community, a diverse global network of more than one million graduates in over 180 countries, providing lifelong links to the University and to each other.

Alumni are encouraged to keep in touch after they graduate and to become active members of the alumni community; in return they receive a number of benefits and services, including an extensive programme of events and engagement opportunities.

More information is available on the alumni [webpage](#).

Follow the alumni community on social media: [Facebook](#), [Instagram](#), [LinkedIn](#)