



Course Specification

MBA International Marketing

LONT040

(Part-Time Delivery: LONT004P)

Coventry University London

FINAL

January 2017

To Apply Progressively to Cohorts Entering from September 2017

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

PART A Course Specification (Published Document)
MBA International Marketing

1. Introduction

The MBA International Marketing course is for those who want to develop their business and management skills to boost their current career, perhaps make a career change, start their own business or lead their existing business into its next growth phase. The course will equip the graduates with the leading theories and concepts of strategy, leadership, finance, along with specialized knowledge in marketing management, retail and services marketing, buyer behaviour analysis and digital marketing. Students will be given opportunities to sharpen their knowledge and skills by applying their learning into a wide range of contexts through simulated learning, experiential activities and interdisciplinary business-related projects.

The MBA International Marketing course is designed to explore new trends in marketing within the context of a global business environment. The course offers contemporary knowledge and approaches in marketing including digital technologies and creativity & innovation management. All these new skills are highly valued and sought after by employers and will improve their employment opportunities. The MBA International Marketing is intended to prepare students for the challenges of managing core marketing elements, exposing them to the latest thinking in marketing across a selection of sectors within an international context. Students will use strategic principles of marketing, including finance, strategy, leadership, buyer behaviour as well as acquiring understanding into the context in which managers operate. The learning and assessment of the MBA International Marketing exhibits an action learning method and is centred upon teamwork, business simulations and real-world live projects, all of which are reinforced by analysis and synthesis.

Coventry University London situated in the heart of London, within 3 minutes walking distance to Liverpool Street station, one of the City of London's biggest hubs Liverpool Street is teeming with finance. As one of the UK's principal business districts, distinguished banks including RBS, Deutsche Bank and Halifax are headquartered in the area. Tower 42, the Gherkin and the Salesforce Tower are also in close proximity to Liverpool Street and are home to a number of multinational companies. By registering for an MBA International Marketing Programme you will be joining these leading managers in the employment marketplace. A further benefit to gaining an MBA in International Marketing is a transferable, internationally accepted management qualification with transferable skills supporting you to move from one job to another.

When students join the course the aim is first to present many of the fundamental business skills that is essential as a marketing professional working in the modern marketing environment, specifically, students study a variety of skills and competencies used by experts and professionals in the sector. For example, storytelling, profiling consumers, and creating the marketing context for the course. Students will be capable of relating these skills in their other studies and professional work place. The first term includes the fundamentals of marketing and strategy. These skills are unanimously related across the business sectors, but additional context is delivered by academics experience in the sector, providing real insight into how marketing and business strategy function in the sectors.

Term 2 expands on what students have learnt and delivers the prospect to start to relate different skills and knowledge in a more progressive sectoral situation. This is principally facilitated by the course offering challenges in digital marketing, where students explore how to organise a digital marketing messages and digital marketing strategy and planning. The creativity module also facilitates the development of the skills of creative communication, which are vital for branding.

The module takes students on a journey from understanding a brand, its consumer characteristics, to developing a new market offering.

The academic year concludes in Term 3 with numerous options to select from that will permit students to tailor their career and intellectual passion. Called the capstone modules, students can decide between doing either a group/individual consulting project, gaining work experience in an internship, make decisions and experience the consequences in the Business Simulation, debate a topic of interest in a dissertation or developing a business plan in the Entrepreneurship module. This will provide the opportunity for students to refine their skills and understanding in international marketing management and relate these to current marketing industry matters and the challenges of the ever changing marketing environment. Projects might range from researching effective use of digital platforms working with brands to improve marketing and branding strategies or other projects that engage with the marketing industry. These choices imply that graduating students leave Coventry University London with a portfolio of talents and accomplishments that are acknowledged by industry and support career ambitions.

Future Prospects

Graduates with MBA International Marketing from Coventry University London may have the opportunity to pursue work in a number of exciting careers. Successful completion of the course should prepare students for senior management roles and aims to accelerate graduates' promotion to rewarding positions such as Market researcher, Marketing executive and Digital Analyst.

The course is accredited by the Chartered Management Institute (CMI), to offer dual accreditation with your MBA to enrich your professional profile.

Benefits of this course

- An engaging, intellectual and challenging experience delivered by an institution with strong foundations in educating business leaders;
- Reaching your potential by helping you become more confident, capable with relevant and marketable skills;
- Career-oriented activities, including integrated simulations , live projects, Coventry University London talks, Google Online Marketing Challenge competition;
- Real-life business experience through internships, group and individual consulting opportunities;
- Business start-up advice and support during the course – provided by the Employability Team
- Sessions with marketing industry practitioners who share their inspirational stories;
- An opportunity to obtain a dual qualification - MBA International Marketing and Chartered Management Institute (CMI) Certificate Level 7 in Strategic Management and Leadership (optional, subject to registration);
- Visits to leading marketing related trade events such as TFM and opportunities to develop or expand own networks.

MBA International Marketing graduates will be challenged, stretched and developed with new knowledge and skills, which will prepare them for a marketing career in the private, public and not-for-profit organisations or in starting their own business.

2 Available Award(s) and Modes of Study			
Title of Award	Mode of attendance	UCAS Code	FHEQ Level
Master of Business Administration (MBA): in International Marketing (LONT040) Fall-back Awards: Postgraduate Diploma in International Marketing Postgraduate Certificate in International Marketing	One academic year full-time; two years part-time.	N/A	M Level (Level 7)
3 Awarding Institution/Body	Coventry University		
4 Collaboration	None		
5 Teaching Institution and Location of delivery	Coventry University London		
6 Internal Approval/Review Dates	Date of approval: 01/2017 Date for next review: Academic year TBC		
7 Course Accredited by	Chartered Management Institute (CMI): This course has been mapped to the requirements of the Chartered Management Institute (CMI). Student who pass two specific modules on their way to achieving the full Coventry University London qualification can be awarded the CMI Certificate Level 7 Strategic Management and Leadership, subject to registering as a CMI member. To benefit from this, successful students will need to register with the CMI and pay their relevant membership fee.		
8 Accreditation Date and Duration	The Year of validation was 2012. The accreditation is subject to maintaining the CMI academic standards. All entry cohorts have the opportunity of accreditation (across all three terms)		
9 QAA Subject Benchmark Statement(s) and/or other external factors	Particular note has been taken of the QAA Benchmark Statements for Master' Degrees in Business and Management (June 2015) and, where appropriate, learning outcomes are cross-referenced to the report. However, the minimum requirement for students to possess at least two years' work experience will be waived where appropriate. Subject Benchmark statements can be found at: http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/masters-degree-subjects		

10 Date of Course Specification	November 2016
11 Course Director	Dr Joshie Juggessur
<p data-bbox="204 338 778 369">12 Outline and Educational Aims of the Course</p> <p data-bbox="204 412 1294 512">The MBA International Marketing course will provide students with a broad, analytical and integrated study of the marketing specialism within the broader field of business and management.</p> <p data-bbox="204 555 1386 763">The MBA in International Marketing has been designed to explore in detail the nature and implications of these changes and provide students with the skills and mind-sets they need to be a successful leader in a complex and dynamic global marketplace. In doing this, we focus upon not just issues of leadership and international business, but also upon the ways in which the current managerial paradigms might most effectively be re-thought and new patterns of thinking implemented.</p> <p data-bbox="204 804 1386 1189">The course comprises a mixture of core modules which focus on key aspects of business (M115LON Strategic Management and M004LON Managerial Finance) and specialist Marketing modules (M003LON Marketing in a Global Age, M019LON Retail and Services Marketing, M065LON Digital Marketing, M022LON Creativity and M020LON Buyer Behaviour Analysis) as well as a cumulative final project which is additionally supported through a module on Business Research Methods. The core modules are taught across courses, although small seminar classes are usually course-specific and utilise industry-specific case studies in learning and assessment where appropriate. In Term 3 students have the option to undertake M001LON Business Research Methods or M059LON Entrepreneurship - creating a business opportunity. These are linked to the final capstone project in term 3 - Dissertation and Entrepreneurship - Developing the Business Plan respectively.</p> <p data-bbox="204 1232 1386 1404">To challenge our students to learn: making decisions and taking ownership of their learning, the course will make use of an action learning approach which is focused on group work, business simulations and real-world activities such as live projects, all of which are underpinned by analysis and synthesis. All qualifying students will have the opportunity of an internship in Marketing in their final stage of studies.</p> <p data-bbox="204 1447 1386 1619">The course will develop students as individuals who are well-equipped to meet the leadership challenges of the future. They will, therefore, emerge from the course with well-developed powers of analysis, clear perspectives on strategy and strategic thinking, and highly effective communication and research skills, all of which are demanded by employers in the private, public, and third sectors.</p> <p data-bbox="204 1662 1386 1946">Students will learn to use key theories and principles of marketing management which will offer them the opportunity to assess frameworks for reviewing, analysing and critiquing current organisational practices as well as providing new insights and skills into suggesting more appropriate practices. The result of this method will be a critical appreciation of marketing frameworks, in order to construct strategic marketing competencies and to recognise contemporary marketing management and organisational issues in a context of change. The course provides students the chance to apply principles of reflective practice, critical thinking and developing reflexivity.</p> <p data-bbox="204 1989 627 2020">The course will enable students to:</p>	

- Develop relevant marketing knowledge, both professional and academic, coherent with postgraduate standards/benchmarks
- Develop critical thinking skills together with professional and organisation theory and where applicable, challenge existing marketing perspectives and practices
- Develop, and where applicable, relate, new knowledge and understanding to add value by improving existing marketing perspectives and practices
- Develop understanding of the organisation's strategic marketing focus, environment and the impact of various factors contributing to the interrelationships between resources, customers, clients, in various contexts
- Engage in individual research and exhibit the aptitude of understanding and applying marketing theory.
- Improve interpersonal and team working skills
- Learn from the experience of other members on the course

The curriculum has been developed by taking into account a number of factors:

- The QAA (June, 2015) Benchmarks for general masters degrees
- Understanding of the strengths and weaknesses of international students
- The demand from students who want the personal development and business elements of an MBA with a strong connection to their professional specialist background

13 Course Learning Outcomes

A student who successfully completes the course will have achieved the following Course Learning Outcomes.

- LO1: The impact of contextual forces on organisations including legal systems; ethical, economic, environmental, social and technological change issues; international developments and corporate governance, with a particular focus on marketing;
- LO2: International markets and customers; the development and operation of international markets for resources, goods and services; expectations of customers and equivalent stakeholders, service and orientation;
- LO3: Marketing and communication, including different approaches for segmentation, targeting, positioning, generating sales, and the need for innovation in product and service design;
- LO4: Marketing innovation - creativity, entrepreneurial and entrepreneurial behaviour and enterprise development;
- LO5: The development of appropriate marketing policies and strategies within a changing business environment to meet stakeholder interests.

The intended learning outcomes of the MBA International Marketing course have been specifically designed to ensure the Master's Degrees in Business and Management (June 2015) subject benchmark statements of the Framework for Higher Education Qualifications in England, Wales and Northern Ireland have been addressed.

In the design process close attention has also been paid to the Framework for Higher Education Qualifications in England, Wales and Northern Ireland's Descriptor for a higher education qualification at Level 7: Master's Degree (2008).

The detailed requirements of the benchmark statements and the level descriptor have been included in both course learning outcomes and module learning outcomes and a mapping exercise has been undertaken to ensure the course learning outcomes have been cumulatively met through the module learning outcomes.

Coventry University London has built relationships with relevant professional bodies, such as CMI, to accredit the MBA International Marketing course. It has also engaged extensively via the external consultation of subject matter experts with employers across a range of private and public sectors to ensure the course and module learning outcomes satisfy their needs in the development of career ready graduates which is a key element of the Coventry University London's vision.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

The course has been devised as a one-year full-time course and it may also be taken part-time over two years. It is constructed on the basis of a modular framework of 180 credits. The course is comprised mainly of core modules that are common to all MBA courses, with a number of mandatory modules for each pathway course.

Where students have options that are open to several courses, they are required to choose assignment topics relevant to their chosen degree.

The course offers a wide range of capstone project options in Term 3, to give students the opportunity of preparing for their individual career path after graduation:

- M027LON Internship
- M028LON Global Business Simulation
- M029LON Group Consulting Project
- M030LON Dissertation
- M034LON Individual Consulting Project
- M060LON Entrepreneurship – Developing a Business Plan
- M063LON International Marketing Simulation

Cascade of Awards:



A student who obtains 180 credits at M level/Level 7 including the term 3 capstone project will be awarded a Masters of Business Administration, International Marketing.

A student who has achieved 120 credits overall at M level/Level 7 will be eligible for the award of a Postgraduate Diploma in International Marketing.

A student who obtains 60 credits overall including at least one course-specific mandatory module at M level will be eligible for the award of a Postgraduate Certificate in International Business Studies.

Professional award

Chartered Management Institute: Students who pass modules M115LON and M003LON can be awarded the CMI Certificate Level 7 Strategic Management and Leadership, subject to registering as a CMI member. CMI membership fees apply.

Level	Module Code	Title	Credits	Status	Course Learning Outcomes	Pre/Co-requisite
7	M115LON	Strategic Management	15	M	LO1, LO2, LO3, LO4, LO5	None
7	M003LON	Marketing in a Global Age	15	M	LO1, LO2, LO3, LO4, LO5	None
7	M004LON	Managerial Finance	15	M	LO1, LO4, LO5	None
7	M005LON	Leading in a Changing World	15	M	LO1, LO2, LO4, LO5	None
7	M019LON	Retail and Services Marketing	15	M	LO2, LO3, LO4, LO5	None
7	M065LON	Digital Marketing	15	M	LO2, LO3, LO4, LO5	None
7	M020LON	Buyer Behaviour Analysis: the Psychology of Buying	15	M	LO1, LO2, LO3, LO4, LO5	None
7	M001LON	Research Methods	15	M	LO1, LO3, LO5	None
7	M059LON	Entrepreneurship: Creating a Business Idea	15	M	LO2, LO3, LO4, LO5	None
7	M022LON	Creativity	15	M	LO1, LO2, LO4, LO5	None
7	M027LON	Internship	45	O	LO1, LO2, LO3, LO4	None
7	M063LON	International Marketing Simulation	45	O	LO1, LO2, LO3, LO4	None
7	M029LON	Group Consulting Project	45	O	LO1, LO2, LO3, LO4	None
7	M030LON	Dissertation	45	O	LO1, LO2, LO3, LO4	None
7	M034LON	Individual Consulting Project	45	O	LO1, LO2, LO3, LO4	None
7	M060LON	Entrepreneurship – Developing a Business Plan	45	O	LO1, LO2, LO3, LO4	None
7	M028LON	Global Business Simulation	45	O	LO1, LO2, LO3, LO4	None

15 Criteria for Admission and Selection Procedure

The course is subject to Coventry University London's admission procedures and access policies.

To be accepted for the course students must normally possess:

- (a) a good honours undergraduate degree OR
- (b) extensive, relevant and appropriate work experience in private, public or third sectors (a minimum of two years would be desirable) OR
- (c) Relevant equivalent professional qualifications.

It is recognised that some applicants may possess more than one of the above.

Careful monitoring of applications to ensure that applicants are suited to the course takes place.

Where necessary, applicants are interviewed (remotely if applicable), especially those who do not appear to meet standard admissions criteria. Where deemed appropriate, a written exercise is administered to establish suitability.

An adequate proficiency in English must be demonstrated, and will be assessed during the induction phase of the course. The requirement is a minimum IELTS score of 6.5 with no component below 6.0 (or an equivalent English language test).

Accreditation for prior learning is in accordance with Coventry University London Academic Regulations for taught postgraduate courses.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the [General Regulations](#) and [Academic Regulations](#) for Courses at Coventry University London.

17 Indicators of Quality Enhancement

The University has well established mechanisms for the review and evaluation of teaching, learning, assessment, and the curriculum and outcome standards.

The University's quality procedures were confirmed by a QAA HE Audit in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University that it meets UK expectations for:

- The setting and maintenance of the academic standards of awards meet UK expectations.
- The quality of student learning opportunities meets UK expectations.
- The quality of the information about learning opportunities meets UK expectations.
- The enhancement of student learning opportunities meets UK expectations.

The arrangements for quality assuring courses and monitoring academic standards at Coventry University London reflect those in place Coventry University, suitably modified to take account of the size of Coventry University London and the business-facing nature of the academic content. Established arrangements at Coventry University London include:

- Academic Board at Coventry University London
- Assessment Boards
- Student feedback mechanisms upon enrolment and graduation/exit, and for courses and modules
- Assessment processes, including benchmarking, anonymous marking of work (wherever practicable), pre-marking benchmarking, moderation or double marking for the Project modules and the appointment of External Examiners
- Processes for the internal approval of modules and courses prior to submission to Coventry University boards
- Arrangements for accreditation of courses by a suitable professional body
- Processes for monitoring teaching quality including open access to teaching material, as well as managerial and peer observation
- Provision of a pre-sessional induction course.

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including...

Course pages on Moodle which contain:

- Course Handbook
- Discussion Forum
- Guest lecture schedule
- Discussion forum
- Links to sources of further support and guidance
- Information on careers and professional bodies

Module pages on Moodle which contain:

- Teaching and learning materials
- Assessment briefs and rubrics
- Guest lecture schedule
- Discussion forum
- Links to sources of further support and guidance

The Coventry University London's Website and Student Portal contain references and signposts to:

- Student welfare support
- Study Support information
- IT and Library provision on and off the University
- Medical and dental centres
- Travel guides
- Personal safety advice
- Financial guidance
- Accommodation options
- Student Central facilities

Module Information Directory (<https://webapp.coventry.ac.uk/MidWebNext/Main.aspx>)