

Hertfordshire Business School

Title of Programme: MSc Marketing

Programme Code: BSMSCMK

Programme Specification

This programme specification is relevant to students entering:
01 September 2021

Associate Dean of School (Academic Quality Assurance):

Veronica Earle



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme

Date	Section	Amendment

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification MSc Marketing

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	De Havilland Campus
Programme accredited by	Not applicable
Final Award (Qualification)	MSc
All Final Award titles (Qualification and Subject)	Marketing
FHEQ level of award	7
Language of Delivery	English

A. Programme Rationale

This programme is a thorough introduction to Marketing at post graduate level, suitable for both students who have studied marketing as part of a first degree, or those who have limited experience of marketing at undergraduate level, for example, Business Studies students, but wish now to focus their studies further in order to specialise.

The programme has been designed to give students an in depth introduction as appropriate to commencing study at postgraduate level; it then offers comprehensive study of contemporary marketing. To achieve this, the programme is developed around theoretical concepts relating to Service –Dominant Logic with application and practice based approaches used throughout the course in order to give students relevant skills for the work environment.

The theoretical underpinning, the research methods programme and the dissertation will also allow students to consider an academic career. It therefore falls into the QAA Type 1 Specialist Masters degrees A (Career entry).

There are opportunities for students to gain Chartered Institute of Marketing (CIM) and Communication, Advertising and Marketing Foundation (CAM) accreditation, and this is explained further in the section 'Accreditation Opportunities', below.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- Provide a contemporary, critical and applied programme of study at postgraduate level within the field of marketing
- Provide students with a programme of study that both explores and applies knowledge and understanding of marketing
- Provide knowledge of the research practices, theoretical approaches and debates that are recognised as appropriate to the postgraduate study of marketing
- Develop a range of skills and attributes in students that aim to enhance their employability as potential marketing professionals

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding:	Teaching/learning methods & strategies	Assessment
<p>A1-essential components of modern marketing theory and associated current research</p> <p>A2 - of the role of consumers and the customer-focus of the marketing concept and philosophy & practice of market orientation</p> <p>A3 - of the impact of global contextual forces on marketing organisations and the options for developing appropriate marketing strategies within a changing context to meet stakeholder interests</p> <p>A4 - of the nature and importance of international and external, corporate and brand stakeholder communication</p> <p>A5 - of the nature and scope of marketing information and market intelligence, and of a range of methods for conducting qualitative and/or quantitative research in marketing.</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, small group tutorials, workshops and coursework. Each of these may include case studies, exercises and a range of participatory activities such as role play and simulation games.</p> <p>External visits, guest speakers and interaction with students from other programmes are developed as key activities to enhance learning.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>Knowledge and understanding are assessed through a range of assessment techniques. In semester A the emphasis is on testing the acquisition of core knowledge (tools, models etc) and the ability to apply core competencies (data analysis, critical awareness etc). Coursework is therefore predominantly problem or case study oriented.</p> <p>At stage 2 (second semester), the emphasis is on developing a broader knowledge of marketing; hence assignments will include not only subject specific material, but also the requirement to integrate the core competencies gained earlier and apply these to different situations. Assessments will vary from 'state of the art' research within a field, to practical application of the tools and techniques learnt to specific, complex problems.</p> <p>The dissertation at stage 3 (final Semester) will assess the ability of the student to identify research, analyse and draw conclusions from a detailed study, normally incorporating elements of primary research.</p>
Intellectual skills:	Teaching/learning methods & strategies	Assessment
<p>Demonstrate a range of cognitive and intellectual skills together with techniques specific to</p>	<p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above.</p>	<p>Intellectual skills are assessed through a range of individual and group coursework exercises throughout the programme.</p>

<p>business and management. These include:</p> <p>B1- the ability to critically analyse relevant academic marketing theories and apply models, tools and techniques to real business situations</p> <p>B2– the ability to create, identify and evaluate options and synthesise information; the ability to implement and review decisions.</p> <p>B3 – advanced skills of research, analysis and interpretation appropriate for identifying opportunities and challenges in marketing situations</p> <p>B4 – Reflexivity and the ability to evaluate personal skills and practice</p>	<p>Opportunities to apply these skills to realistic business situations are integral to the programme.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	<p>B3 is assessed through a range of assessments within specific modules and as a major feature of the Dissertation process.</p> <p>B4 is specifically supported by the module Professional Marketer and through activities such as simulation games.</p>
<p>Practical skills:</p>	<p>Teaching/learning methods & strategies</p>	<p>Assessment</p>
<p>C1- think critically and creatively and to argue coherently</p> <p>C2 – think independently and use initiative; the ability to problem solve, discriminate and use judgement</p> <p>C3 – organise, analyse and interpret data and share knowledge</p> <p>C4 – sustain independent work and learn through reflection on practice and experience</p>	<p>Practical skills are developed through a range of activities using a variety of teaching and learning methods. These include seminars, workshops, presentations, discussions and debates and tutorial activities. Work is carried out both individually and in groups. Students are often required to lead the learning by developing content for presentations or discussion.</p> <p>Discussion of issues between the cohort members is encouraged to ensure a broad range of backgrounds, opinions, skills and experiences are represented.</p> <p>Throughout the learner is expected to consolidate their development of practical skills by monitoring and reflecting on their own performance.</p>	<p>Practical skills are assessed through a range of assignments built into individual modules which have either oral or written presentations, or both as outcomes.</p> <p>In addition, the dissertation must show a full range of the practical skills, including a section where the student is required to undertake a self-reflection of the dissertation process.</p> <p>Students are required to develop a reflective journal and personal plan as an element of their overall assessment.</p>
<p>Transferable skills:</p>	<p>Teaching/learning methods & strategies</p>	<p>Assessment</p>
<p>D1-Communicate effectively (written and oral)</p> <p>D2 – Work effectively in teams</p> <p>D3 – Demonstrate personal effectiveness including self-</p>	<p>Transferable skills are developed through a range of opportunities to work on assignments requiring individual and group working as well as peer-to-peer discussion.</p>	<p>Transferable skills are embedded into modules. They are assessed through a range of assignments including coursework reports, oral presentations,</p>

awareness and self-management; time management; sensitivity to diversity in people and different situations; the ability to continue learning.

D4 – Demonstrate ethics and value management

All assignments have a submission date and there will be occasions when multiple assignments are due to be submitted in close proximity to each other, thereby encouraging time management skills.

The ethics of business and the ethics of study are presented to students. In particular, University regulations concerning plagiarism and collusion are repeated throughout the programme. The correct use of Harvard referencing in all submitted work is essential.

The use of formal presentations, including written, oral and audio-visual is included to ensure communication skills are consolidated. Teaching of and access to all the facilities of the Learning Resources Centre is included throughout.

Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.

projects and project management.

Students are given many opportunities for formative feedback to enable them to reflect on their skills.

D. Programme Structures, Features, Levels, Modules, and Credits

Entry is normally at Masters (7) level with related degree qualifications. In addition all students must produce evidence of their English Language proficiency: this must be at a minimum level of the IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above) or the Cambridge Certificate of Advanced English grade B or above in order to be eligible for the CIM Award in Marketing Principles.

Intake is in Semester A (September).

Accreditation opportunities

While studying on this programme, students have the opportunity to build on their learning to apply for accreditation that is strongly linked to the curriculum for two of our modules. As part of the module 'The Professional Marketer', the teaching team will support the students to sit their CIM 'Marketing Principles' Award. This is optional for the student, offered as an additional enhancement to their Master's degree qualification, and comes with an administration fee from the awarding body.

Similarly, as an additional option on the 'Modern Marketing Communications' module, students are offered the opportunity to apply for the CAM Digital Award in 'Digital Marketing Essentials'. This is also optional for the students and offered as an enhancement to their Master's degree qualification and carries an administrative fee from the awarding body.

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure
Mode of study Full-Time

Entry point Semester A

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
The Professional Marketer*	7BSP1255	15	English	0	100	0	A
Innovative Marketing Solutions	7BSP1260	30	English	0	100	0	AB
Insight, Analysis and Decision Making	7BSP1259	30	English	0	100	0	AB
Modern Marketing Communications**	7BSP1256	15	English	0	100	0	A
Strategic Brand Planning and Development	7BSP1258	15	English	0	100	0	B
Understanding Consumers and Markets	7BSP1257	15	English	0	100	0	B
Dissertation Preparation	7BSP1263	15	English	0	100	0	A (Block Taught)
Dissertation (Marketing)	7BSP1261	45	English	0	100	0	BC

*'The Professional Marketer' module includes the opportunity to apply for CIM 'Marketing Principles' Award

** 'Modern Marketing Communications' provides the opportunity for students to apply for the CAM Digital Award in 'Digital Marketing Essentials'

The award of an MSc in Marketing requires 180 credit points passed at level 7, including the Masters Dissertation or project.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of (normally):	Programme Learning Outcomes developed (see above)
Masters	Marketing	180 credit points including at least 150 at level 7	3 Semesters	All programme learning outcomes (see Table 2)
Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Postgraduate Certificate		60 credit points, including at least 45 at level 7	1-2 Semesters	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Postgraduate Diploma	Marketing	120 credit points, including at least 90 at level 7	2, 3 Semesters	A1, A2, A3, A4, A5, B1, B2, B4, C1, C2, C3, D1, D2, D3

Masters and Diploma awards can be made "with Distinction" or "with Commendation" where criteria as described in [UPR AS14](#), Section D and the students' handbook are met.

Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been specifically approved by the University:

Further points of clarification and interpretation relevant to this specific programme are given below:

E. Management of Programme & Support for student learning

Management

The programme is managed and administered through:

- The Dean
- The Head of Department
- A Programme Leader who is responsible for the day- to-day management of the programme
- An Admissions Tutor, with specific responsibility for open days and selection
- An International Admissions Tutor, with specific responsibility for selection of overseas students
- A designated Administrator to deal with day-to-day administration associated with the programme
- Module Leaders who are responsible for individual modules
- A Programme Committee, the membership of which includes student representatives and key members of the Business School staff

Support

Students are supported by:

- A Programme Leader
- The Hertfordshire Business School Information Point
- Centre for Academic Skills Excellence (CASE)
- Student representative on programme committees
- A designated administrative team
- A two week Induction at the beginning of the academic session
- Overseas Orientation
- StudyNet, a versatile on-line inter-active intranet and learning environment
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in Learning Resources Centres
- A substantial Student centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and nursery
- Medical centre
- English support classes
- Embedded Business Communications support in a specific module (The Professional Marketer)
- A Mathematics Drop-in Centre
- A school based Disabled Student Co-ordinator
- An Equal Opportunities Officer
- The Students' Union
- Guided student centred learning through the use of StudyNet
- A Careers Service for all current students and graduates

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact:
Diane Morrad, Programme Leader (D.M.Morrad@herts.ac.uk)

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to AQO@herts.ac.uk

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Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																
		Knowledge & Understanding					Intellectual Skills				Practical Skills				Transferable Skills			
Module Title	Module Code	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4
The Professional Marketer	7BSP1255	x	x	x	x		x	x		x	x	x			x		x	
Innovative Marketing Solutions	7BSP1260	x	x	x			x	x		x	x	x	x		x	x		x
Insight, Analysis and Marketing Decision Making	7BSP1259		x	x		x		x	x		x	x	x		x			x
Modern Marketing Communications	7BSP1256	x	x		x		x	x			x	x			x			x
Strategic Brand Planning and Development	7BSP1258	x	x	x	x		x	x	x		x	x			x	x		x
Understanding Consumers and Markets	7BSP1267	x	x	x			x	x			x	x			x			x
Dissertation Preparation	7BSP1263	x				x	x		x	x	x	x	x		x		x	x
Dissertation (Marketing)	7BSP1261	x				x	x	x	x	x	x	x	x	x	x		x	x

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

- A1. of essential components of modern marketing theory and associated current research
- A2. of the role of consumers and the customer-focus of the marketing concept and philosophy & practice of market orientation
- A3. of the impact of global contextual forces on marketing organisations and the options for developing appropriate marketing strategies within a changing context to meet stakeholder interests
- A4. of the nature and importance of international and external, corporate and brand stakeholder communication
- A5. of the nature and scope of marketing information and market intelligence, and of a range of methods for conducting qualitative and/or quantitative research in marketing

Intellectual Skills

- B1. the ability to critically analyse relevant academic marketing theories and apply models, tools and techniques to real business situations
- B2. the ability to create, identify and evaluate options and synthesise information; the ability to implement and review decisions
- B3. advanced skills of research, analysis and interpretation appropriate for identifying opportunities and challenges in marketing situations
- B4. Reflexivity and the ability to evaluate personal skills and practice

Practical Skills

- C1. think critically and creatively and to argue coherently
- C2. think independently and use initiative; the ability to problem solve, discriminate and use judgement
- C3. organise, analyse and interpret data and share knowledge
- C4. sustain independent work and learn through reflection on practice and experience

Transferable Skills

- D1. Communicate effectively (written and oral)
- D2. Work effectively in teams
- D3. Demonstrate personal effectiveness including self-awareness and self-management; time management; sensitivity to diversity in people and different situations; the ability to continue learning
- D4. Demonstrate ethics and value management

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		Assurance of Learning Goals and Criteria																	
		1. Professionalism, Employability and Enterprise			2. Learning and Research Skills			3. Intellectual Depth, Breadth and Adaptability			4. Respect for Others			5. Social Responsibility			6. Global Awareness		
Module Title	Module code	1.1	1.2	1.3	2.1	2.2	2.3	3.1	3.2	3.3	4.1	4.2	4.3	5.1	5.2	5.3	6.1	6.2	6.3
The Professional Marketer	7BSP1255				x						x	x	x			x			
Modern Marketing Communications	7BSP1256			x													x		x
Understanding Consumers and Markets	7BSP1257																	x	
Insight, Analysis and Marketing Decision Making	7BSP1259	x													x				
Innovative Marketing Solutions	7BSP1260		x							x				x					
Dissertation	7BSP1261					x	x	x	x										

Section 2

Programme management

Relevant QAA subject benchmarking statements	Specialist Masters awards in Business and Management (2007)
Type of programme	Taught Postgraduate
Date of validation/last periodic review	March 15
Date of production/ last revision of PS	March 21
Relevant to level/cohort	Level 7 entering September 2021
Administrative School	Hertfordshire Business School

Table 3 Course structure

Course details		
Course code	Course description	HECOS
BSMSCMK	MSc Marketing	100075