

**1. Programme Title(s):**

M.Sc./Postgraduate Diploma\*/Postgraduate Certificate\* in Marketing

\*Approved as exit awards only

**2. Awarding body or institution:**

University of Leicester

**3. a) Mode of study**

Part-Time

**b) Type of study**

Distance Learning

**4. Registration periods:**

The normal period of registration is 30 months

The maximum period of registration is 48 months

**5. Typical entry requirements:**

Entrance is open to those who hold a first or second-class honours degree or 3 years or more suitable professional experience.

Applicants who do not meet the standard academic requirement but have at least 3 years of relevant work experience may be considered upon providing a 500-1000 words statement detailing their relevant work experience and suitability for the course and a copy of their CV.

When English is not the first language of the candidate, the successful applicant must have either IELTS 6.5 (7.0 in writing preferred), TOEFL (paper) 575 with TWE 4.0, 90 (IBT), or the University of Leicester English Language Test.

**6. Accreditation of Prior Learning:**

Applicants having previously studied and passed approved School of Management CPD modules may apply to have their prior learning accredited to seek exemption from up to 30 credits of the option modules on the programme.

Hong Kong Space applicants to the distance learning MSc in Marketing programme with the Postgraduate Diploma in Marketing may apply to have their prior learning accredited to seek exemption from the modules MN7285 'Branding & Communication' (15 credits) and MN7281 'Principles & Practices of Marketing' (15 credits) on the programme.

**7. Programme aims:**

The MSc in Marketing course is a specialist career entry programme which aims to:

1. Give course members a thorough grasp of the main principles and techniques of marketing management within an international context. This includes the development of an understanding of the advantages, limitations and typical applications of each major method or technique.

2. Expose course members to the current debates in the marketing literature and to make them aware that there is no "quick fix" to marketing problems but rather that there are a range of issues and perspectives.
3. Promote an appreciation of the role of information within a knowledge-based economy. This will include an identification of approaches to data generation, data manipulation, data assessment, analysis and dissemination in marketing research.
4. Encourage in course members the need for critical analysis and evaluation of marketing theories by covering the economic, political, ethical, social and technical environment within which marketing managers work.
5. Give course members an analytical appreciation of business-to-business, services and international context of marketing management.
6. Provide students with opportunities to develop a variety of transferrable skills relevant to the needs of a range of employers including written and oral communication skills, critical analysis, appraisal of evidence, time management and problem-solving.
7. Equip students with the necessary skills to undertake independent research work in the broad area of marketing management, as evidenced in the successful completion of a dissertation up to 15,000 words.

#### **For the PGCert**

Programme Aim 1, 2 and 3

#### **For the PGDip – in addition to those above**

Programme Aim 4, 5 and 6

#### **For the MSc – in addition to those above**

Programme Aim 7

#### **8. Reference points used to inform the programme specification:**

- University of Leicester Senate Regulations:  
<http://www2.le.ac.uk/offices/sas2/regulations/general-regulations-for-taught-programmes>
- University of Leicester Learning & Teaching Strategy :  
<http://www2.le.ac.uk/offices/sas2/quality/learnteach>
- QAA Benchmarking Statement for Business and Management:  
<http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmark-statement-General-business-and-management.pdf>
- QAA Framework for Higher Education Qualifications
- Annual Developmental Review
- University of Leicester Periodic Development Review Report (June 2009)
- External Examiners' reports
- Student Feedback (formally through questionnaires and Staff-Student Committees; informally, for example, through student contact with module tutors, personal tutors, and programme leaders)
- The requirements of the UK Race Relations Act 2000
- The requirements of the UK Special Education Needs and Disability Act 2001
- The University of Leicester's Widening Participation Strategy
- The University's Equal Opportunities Statement

## 9. Programme Outcomes:

Intended Learning Outcomes	Teaching and Learning Methods <sup>1</sup>	How Demonstrated?
<b>(a) Subject and Professional skills</b>		
<b>Knowledge</b>		
<p><b>Certificate</b>            Graduates should possess a sound knowledge of the key principles and practices in i) Marketing management and ii) Market Research.</p> <p>Graduates should demonstrate ability to critique and comprehend theories in (i) Consumer Behaviour and (ii) Marketing Theory.</p> <p><b>Diploma</b>            In addition to the above, graduates should possess a sound knowledge of the theories and their application in areas of (1) Branding and Communication (ii) Product Policy and Innovation and (iii) Research Methods.</p> <p>Graduates are expected to select two electives to broaden their horizon in the context of (i) Business-to-Business marketing, (ii) International Marketing, (iii) Services Marketing (iv) Consumption, Society and Culture and (v) Cultural Industry</p> <p><b>Masters</b>            In addition to the above students should possess advanced knowledge of quantitative and qualitative methods and methodologies used to research marketing management.</p>	<p><b>Certificate</b>            Lectures, seminars, directed reading, self-directed private-study, assignment feedback: formative and summative.</p> <p><b>Diploma</b>            As above</p> <p><b>Masters</b>            In addition to the above: completion of an independent research project culminating into a 15,000 words dissertation.</p>	<p><b>Certificate</b>            Essay assignments (formative and summative), written examinations.</p> <p><b>Diploma</b>            As above</p> <p><b>Masters</b>            In addition to the above: research proposal, dissertation.</p>

<sup>1</sup> In the distance learning mode of delivery extensive use will be made of the Blackboard virtual learning environment (comprising Learning Materials and Discussion Forums), Adobe Connect, Blackboard Chatrooms and Word Press and Google blogs. This online support will be supplemented by Residential Schools and faculty visits and local tutor and/or business club support.

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods<sup>1</sup></b>	<b>How Demonstrated?</b>
<b>Concepts</b>		

Intended Learning Outcomes	Teaching and Learning Methods <sup>1</sup>	How Demonstrated?
<p><b>Certificate</b>  Graduates should be able to comprehend and critique core marketing concepts such as: the marketing mix, segmentation, targeting and positioning; qualitative and quantitative market research and key Consumer Behaviour models and frameworks. In addition, graduates should also be able to demonstrate evidence of wider reading and critical appraisal of Marketing Theory.</p> <p><b>Diploma</b>  In addition to the above, graduates should be able to explain and critique core concepts in Branding and Communications as well as Product Policy and Innovation.</p> <p>Graduates should also apply themselves in specialised areas of marketing including Business-to-Business, Services and International Marketing, the Cultural Industry as well as Consumption, Society and Culture.</p> <p><b>Masters</b>  In addition to both of the above, graduates should be able to explain and critique core concepts in research methodology underpinning the social sciences. This includes differentiating between positivism and interpretivism; discussing the differences between probability and non-probability sampling; understanding the differences between parametric and non-parametric statistical tests and defending the choices, assumptions and difficulties involved in carrying out this type of research.</p>	<p><b>Certificate</b>  Lectures, seminars, directed reading, self-directed private-study, assignment feedback: formative and summative</p> <p><b>Diploma</b>  As above</p> <p><b>Masters</b>  In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p><b>Certificate</b>  Essay assignments (formative and summative), written examinations</p> <p><b>Diploma</b>  As above</p> <p><b>Masters</b>  In addition to the above the research proposal, dissertation</p>

Intended Learning Outcomes	Teaching and Learning Methods <sup>1</sup>	How Demonstrated?
<b>Techniques</b>		
<p><b>Certificate and Diploma</b> Be able to demonstrate knowledge of key theories and concepts; be able to select relevant material from academic readings and demonstrate familiarity with the conventions of academic writing and associated bibliographic techniques.</p> <p><b>Masters</b> In addition to the above, graduates should be able to demonstrate mastery of a range of methodological tools used to investigate topics in marketing management (including, interviews, questionnaires, focus groups, ethnographic research). Graduates should be able to differentiate the conditions when either qualitative or quantitative data analysis should be used and/or be able to identify the conditions under which it is appropriate to combine different techniques</p>	<p><b>Certificate and Diploma</b> Assignment feedback: formative and summative; directed reading, self-directed private-study, seminars</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research, lectures and seminars designed to support the preparation of the research proposal</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), written examinations</p> <p><b>Masters</b> In addition to the above the research proposal, dissertation</p>
<b>Critical analysis</b>		
<p><b>Certificate, Diploma, Masters</b> Ability to identify and apply relevant concepts and techniques with independence and rigour.</p>	<p><b>Certificate and Diploma</b> Lectures, seminars, assignment feedback: formative and summative; directed reading, self-directed private-study, seminars</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), written examinations</p> <p><b>Masters</b> In addition to the above the research proposal, dissertation.</p>

Intended Learning Outcomes	Teaching and Learning Methods <sup>1</sup>	How Demonstrated?
<b>Presentation</b>		
<p><b>Certificate and Diploma</b> To differentiate between relevant and non-relevant material; professional and academic writing, to write up and deliver written work to a professional standard.</p> <p><b>Masters</b> In addition to the above, to arrange research material in a manner appropriate to the medium that is to be assessed (i.e. professional report, research proposal or dissertation)</p>	<p><b>Certificate and Diploma</b> Assignment feedback: formative and summative; directed reading, self-directed private-study, seminars.</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), practical reports (e.g. Market Research), written examinations.</p> <p><b>Masters</b> In addition to the above the research proposal, dissertation.</p>
<b>Appraisal of evidence</b>		
<p><b>Certificate and Diploma</b> Ability to assess the relevance and quality of a range of primary sources and secondary literature. Ability to analyse a variety of complex marketing and consumer research ideas.</p> <p><b>Masters</b> In addition to the above, demonstrate an independent level of inquiry at an advanced level</p>	<p><b>Certificate and Diploma</b> Lectures, seminars, assignment feedback: formative and summative; directed reading, self-directed private-study.</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), written examinations</p> <p><b>Masters</b> In addition to the above the research proposal, dissertation</p>

Intended Learning Outcomes	Teaching and Learning Methods <sup>1</sup>	How Demonstrated?
<b>(b) Transferable skills</b>		
<b>Research skills</b>		
<p><b>Certificate and Diploma</b> Ability to locate, select and organise relevant evidence for essays; demonstrate an ability to produce logically structured, focused and clearly written essays and market research reports.</p> <p><b>Masters</b> In addition to the above, plan research projects based on focused research questions, conduct significant background research and literature surveys, collect and analyse data which is relevant to research questions, report on findings demonstrating an ability to critique the data from competing viewpoints, construct an informed critical argument at an advanced level.</p>	<p><b>Certificate and Diploma</b> Seminars, assignment feedback: formative and summative; directed reading, self-directed private-study.</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), practical reports.</p> <p><b>Masters</b> In addition to the above the research proposal, dissertation</p>
<b>Communication skills</b>		
<p><b>Certificate and Diploma</b> Critically discuss relevant information in an essay format in response to written questions and case studies; write with clarity and precision; prepare short oral presentations in seminar groups and participating and moderating focus groups.</p> <p><b>Masters</b> In addition to the above, produce a dissertation that is logically structured and written with clarity and precision.</p>	<p><b>Certificate and Diploma</b> Assignment feedback: formative and summative; self-directed private study; seminars</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research</p>	<p><b>Certificate and Diploma</b> Written skills to be assessed using essay assignments and examinations. Oral skills to be assessed using formative assessment based on informal qualitative feedback on content and performance from lecturer and peers in small group seminars.</p> <p><b>Masters</b> In addition to the above the research proposal, dissertation.</p>

Intended Learning Outcomes	Teaching and Learning Methods <sup>1</sup>	How Demonstrated?
<b>Data presentation</b>		
<p><b>Certificate and Diploma</b> Ability to synthesise secondary research data into coherent and sustained written arguments, ability to respond to case studies through professional report.</p> <p><b>Masters</b> Clearly arrange primary research data into thematic analysis and/or statistical data.</p>	<p><b>Certificate and Diploma</b> Assignment feedback: formative and summative; self-directed private study</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research, lectures and seminars designed to support the preparation of the research proposal.</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), practical report, written examinations.</p> <p><b>Masters</b> In addition to the above the research proposal and dissertation.</p>
<b>Information technology</b>		
<p><b>Certificate and Diploma</b> Ability to retrieve and present information using appropriate information technology, for example bibliographic software and subject specific databases.</p> <p>Ability to employ commercial marketing databases (GMID &amp; Keynote ) to obtain and evaluate marketing information.</p> <p><b>Masters</b> In addition to the above to use, if necessary, data analysis software that is relevant to their dissertation (e.g. SPSS)</p>	<p><b>Certificate and Diploma</b> Lectures in the induction module (Foundations of Knowledge); Introduction to SPSS (Marketing Research), Advanced Application of SPSS (Quantitative Marketing Intelligence), Blackboard Resources.</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research, lectures and seminars designed to support the preparation of the research proposal.</p>	<p>Essay assignments, and the dissertation.</p>
<b>Problem solving</b>		
<p><b>Certificate, Diploma and Masters</b> Ability to identify, investigate, analyse, formulate and advocate solutions to problems.</p> <p>Ability to identify problems and opportunities faced by organisations using case studies. Analysis should lead to the proposal of sustainable actions that help resolve problems and to capitalise on latent opportunities.</p>	<p>Research methods classes and independent research, particularly that supported by dissertation supervision.</p> <p>Marketing case studies</p>	<p>Practical report, Essay assignments, independent research, particularly that leading to dissertation.</p>

Intended Learning Outcomes	Teaching and Learning Methods <sup>1</sup>	How Demonstrated?
<b>Working relationships</b>		
<p><b>Certificate and Diploma</b> Ability to work collaboratively as part of a team; ability to contribute and comment on ideas in learning groups.</p> <p><b>Masters</b> Knowing how and when to draw on the knowledge and expertise of others;</p>	<p><b>Certificate and Diploma</b> Participation in seminar activities such as moderating and participating in a focus groups; group problem solving through marketing case studies as well as preparation of short presentations.</p> <p><b>Masters</b> In addition to the above: the establishment of a working relationship with the dissertation supervisor (or the resolution of any problems through consultation with the Personal Tutor and the Programme Leader)</p>	<p><b>Certificate and Diploma</b> Formative assessment based on informal qualitative feedback on content and performance from teacher and peers.</p> <p><b>Masters</b> In addition to the above; the dissertation</p>
<b>Managing learning</b>		
<p><b>Certificate and Diploma</b> Management of an extensive literature and familiarisation with subject-relevant debates and concepts. To manage self-directed study, to ensure the completion of assessment tasks and successfully manage the related study work-load.</p> <p><b>Masters</b> In addition to the above: Identify a credible research project; construct a feasible research timetable; carry out independent research</p>	<p><b>Certificate and Diploma</b> Lectures in the Induction module (Foundations of Knowledge); seminars; self-directed private-study; self-reflection on assignment feedback; formative and summative.</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1).</p>	<p><b>Certificate and Diploma</b> Essay Assignments; written examinations</p> <p><b>Masters</b> Research Proposal; Dissertation</p>

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods<sup>1</sup></b>	<b>How Demonstrated?</b>
<b>Career management</b>		
<p><b>Certificate and Diploma</b> Ability to take charge of progress and development; to reflect on strengths and limitations interests, motivation and skills; recognition of achievements.</p> <p><b>Masters</b> In addition to the above: if appropriate, to research an area which may be relevant to the student' career preferences</p>	<p><b>Certificate and Diploma</b> Personal Tutor System Self-reflection on assignment feedback Guest Lecture and Talk from alumni and marketing professionals.</p> <p><b>Masters</b> In addition to the above; the dissertation supervision process</p>	<p><b>Certificate and Diploma</b> Personal Development Planning</p> <p><b>Masters</b> Dissertation</p>

#### **10. Special features:**

N/A

#### **11. Indications of programme quality:**

External Examiners reports

#### **12. Scheme of Assessment**

Senate Regulation 6: Regulations governing taught postgraduate programmes of study applies:

<http://www2.le.ac.uk/offices/sas2/regulations/documents/senatereg6-pgt.pdf>

#### **13. Progression points**

##### **Distance learning students**

Distance learning students are required to demonstrate satisfactory progress on their programme of study by a series of progression points as follows:

##### *Progression point 1*

This progression point corresponds to the progression from the Postgraduate Certificate level modules to the Postgraduate Diploma level modules. A student's progress will be reviewed at the completion of the four Postgraduate Certificate level modules. Students are given an opportunity to resubmit in the session following receipt of module results. For those who do not resubmit, a period of academic suspense may be recommended based on the progression rules below. The Postgraduate Certificate level modules are identified in Appendix 1.

##### *Progression point 2*

This progression point corresponds to the progression from the Postgraduate Diploma level modules to the dissertation project. A student's progress will be reviewed at the completion of the taught component of the programme.

##### *Progression point 3*

This progression point corresponds to the progression from Part 1 of the dissertation project to Part 2 of the dissertation project.

The dissertation project comprises of two parts. Part 1 consists of the research methods training and culminates in the submission of the dissertation project proposal for the Research Ethics Approval. Part 2 entails the dissertation project itself and culminates in the submission of the dissertation.

The students are not allowed to progress to Part 2 of the dissertation project until they have received a written permission from the School to do so. The permission is given on obtaining the Research Ethics Approval.

The student must commence the dissertation project at least eight months prior to the end of the registration period.

#### **14. Rules relating to re-sits or re-submissions:**

See 12 above.

The programme conforms to the scheme set out in the Senate regulations governing taught postgraduate programmes

Candidates may be required to re-submit a failing research proposal. A passing research proposal, either at first or second submission may be required to progress to the dissertation.

#### **15. Additional information**

Full time and part time students are expected to attend all scheduled classes, along with the external speaker series and the careers and study skills strands of provision. They are also expected to fully participate in their study groups. Full time students should spend at least 500 hours during their total programme of study in these forms of interaction. Participation in these activities will be robustly monitored and a failure to achieve this extent of interaction on the part of a candidate will have significant impact upon Boards of Examiners decisions on the outcome of their studies.

#### **16. External Examiners:**

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports can be found [here](#).

## Appendix 1: Programme structure (programme regulations)

### Curriculum:

(i) All candidates will take the following core modules:

Module Code	Module Title	Core/Option	Credit Rating
MN7569	Foundations of Knowledge and Professional Skills	C	0*
MN7546	Principles and Practices of Marketing	C	15
MN7570	Marketing Theory	C	15
MN7548	Consumer Behaviour	C	15
MN7549	Marketing Research	C	15
MN7550	Product Policy and Innovation	C	15
MN7585	Branding and Communications	C	15

#### Options

Two options to be chosen (see ii below)

#### Research and Dissertation

MN7507	Dissertation	C**	60
MN7508	Research Methodology	C***	0

\* This non-credit bearing module will comprise formative assessment.

\*\* Compulsory only for candidates for the degree of Master of Science.

\*\*\* This non-credit bearing research skills course supports the dissertation. Progression to the dissertation is dependent upon satisfactory completion of a research proposal.

(ii) Candidates will also take two modules from the following list of options:

Module Code	Module Title	Core/Option	Credit Rating
MN7517	Business-to-Business Marketing and Supply Chain Management	O	15
MN7525	Marketing of Services	O	15
MN7529	International Marketing	O	15
MN7572	Branding and Communications	O	15

Note: Not all these options may be available in any one year.

## Appendix 2: Module Specifications

See module specification database <http://www.le.ac.uk/sas/courses/documentation>