



## Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2022/23

Date created: 22/02/2022

Last amended: [Click or tap to enter a date.](#) Version no. 1

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### 1. Programme title(s) and code(s)

MSc in Marketing

Postgraduate Diploma in Marketing\*

Postgraduate Certificate in Marketing\*

**Notes\*** An award marked with an asterisk is only available as an exit award and is not available for students to register onto.

#### [HECOS Code](#)

HECOS Code	%
100075	100%

### 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 for the M.Sc. in Marketing is 30 months

The maximum period of registration for the M.Sc. in Marketing is 48 months

### 5. Typical entry requirements

Entrance is open to those who hold a first or second-class honours degree or an equivalent professional qualification 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 TOEFL (paper) 575 with TWE 4.0, 90 (IBT), or the University of Leicester English Language Test or meet the University's English regulations by other means as stated in Senate Regulation 1.

### 6. Accreditation of Prior Learning

Applicants having previously studied and passed approved School of Business 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.

## **7. Programme aims**

The MSc in Marketing FL 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 international and sustainable contexts. This includes assessing 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 transferable skills relevant to the needs of a range of employers including written and oral communication skills, critical analysis, and 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 Dissertation.

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

- QAA Benchmarking Statement
- Framework for Higher Education Qualifications (FHEQ)
- UK Quality Code for Higher Education
- [University Education Strategy](#)
- [University Assessment Strategy](#)
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)
- United Nations Education for Sustainable Development Goals
- Student Destinations Data

## **9. Programme Outcomes**

Unless otherwise stated, programme outcomes apply to all awards specified in 1. Programme title(s).

a) **Discipline specific knowledge and competencies**

i) Knowledge

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
<p><b>Certificate</b></p> <p>Graduates should possess a sound knowledge of the key principles and practices in i) Marketing management and ii) Market Research. Graduates should demonstrate ability to critique and comprehend theories in (i) Consumers, Brands and Communications and (ii) Research Methods for Marketing and (iii) Marketing Strategy for Innovation.</p>	<p><b>Certificate</b></p> <p>Seminars, directed reading, guided independent study , assignment feedback: formative and summative</p>	<p><b>Certificate</b></p> <p>Essay assignments (formative and summative), written examinations</p>
<p><b>Diploma</b></p> <p>In addition to the above, graduates should possess a sound knowledge of the theories and their application in areas of (i) Consumers, Brands and Communications and (ii) Research Methods for Marketing and (iii) Marketing Strategy for Innovation.</p>	<p><b>Diploma</b></p> <p>As above</p>	<p><b>Diploma</b></p> <p>As above</p>
<p><b>Masters</b></p> <p>In addition to the above students should possess knowledge of quantitative and qualitative methods and methodologies used to research marketing management.</p>	<p><b>Masters</b></p> <p>In addition to the above: completion of an independent research project culminating in a extended project.</p>	<p><b>Masters</b></p> <p>In addition to the above: research proposal; Dissertation (e.g. in Principles of Marketing and Marketing Strategy and Innovation) and individual essays.</p>

ii) Concepts

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<p><b>Certificate</b></p> <p>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.</p> <p>In addition, graduates should also be able to demonstrate evidence of wider reading and critical appraisal of Marketing Theory.</p>	<p><b>Certificate</b></p> <p>Seminars, directed reading, guided independent study private-study, assignment feedback: formative and summative</p>	<p><b>Certificate</b></p> <p>Essay assignments (formative and summative), written examinations</p>
<p><b>Diploma</b></p> <p>In addition to the above, graduates should be able to explain and critique core concepts in Consumers, Brands and Communications as well as Marketing Strategy and Innovation.</p>	<p><b>Diploma</b></p> <p>As above</p>	<p><b>Diploma</b></p> <p>As above</p>
<p><b>Masters</b></p> <p>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; making informed comparisons 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>Masters</b></p> <p>In addition to the above: the Dissertation supervision process (1-to-1), independent research</p>	<p><b>Masters</b></p> <p>In addition to the above the research proposal and Dissertation</p>

iii) Techniques

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
<p><b>Certificate and Diploma</b></p> <p>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>Certificate and Diploma</b></p> <p>Assignment feedback: formative and summative; directed reading, guided independent study independent study, seminars</p>	<p><b>Certificate and Diploma</b></p> <p>Essay assignments (formative and summative), written examinations</p>
<p><b>Masters</b></p> <p>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>Masters</b></p> <p>In addition to the above: the Dissertation supervision process (1-to-1), independent research, and seminars designed to support the preparation of the research proposal</p>	<p><b>Masters</b></p> <p>In addition to the above the research proposal and Dissertation</p>

iv) Critical analysis

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
<p><b>Certificate, Diploma, Masters</b></p> <p>Ability to identify and apply relevant concepts and techniques with independence and rigour</p>	<p><b>Certificate and Diploma</b></p> <p>Seminars, assignment feedback: formative and summative; directed reading, guided independent study private-study, seminars</p>	<p><b>Certificate and Diploma</b></p> <p>Essay assignments (formative and summative), written examinations</p>
	<p><b>Masters</b></p> <p>In addition to the above: the Dissertation supervision process (1-to-1), independent research</p>	<p><b>Masters</b></p> <p>In addition to the above the research proposal and Dissertation</p>

v) Presentation

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
<p><b>Certificate and Diploma</b></p> <p>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>Certificate and Diploma</b></p> <p>Assignment feedback: formative and summative; directed reading, guided independent study and seminars.</p>	<p><b>Certificate and Diploma</b></p> <p>Essay assignments (formative and summative), practical reports (e.g. Market Research), written examinations.</p>
<p><b>Masters</b></p> <p>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>Masters</b></p> <p>In addition to the above: the Dissertation supervision process (1-to-1), independent research</p>	<p><b>Masters</b></p> <p>In addition to the above the research proposal and Dissertation</p>

vi) Appraisal of evidence

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
<p><b>Certificate and Diploma</b></p> <p>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>Certificate and Diploma</b></p> <p>Seminars, assignment feedback: formative and summative; directed reading, guided independent study.</p>	<p><b>Certificate and Diploma</b></p> <p>Essay assignments (formative and summative), written examinations</p>
<p><b>Masters</b></p> <p>In addition to the above, demonstrate an independent level of inquiry at an advanced level</p>	<p><b>Masters</b></p> <p>In addition to the above: the Dissertation supervision process (1-to-1), independent research</p>	<p><b>Masters</b></p> <p>In addition to the above the research proposal and extended project.</p>

**b) Transferable skills**

i) Research skills

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
<p><b>Certificate and Diploma</b></p> <p>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>Certificate and Diploma</b></p> <p>Seminars, assignment feedback: formative and summative; directed reading, guided independent study.</p>	<p><b>Certificate and Diploma</b></p> <p>Essay assignments (formative and summative), practical reports.</p>
<p><b>Masters</b></p> <p>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.</p>	<p><b>Masters</b></p> <p>In addition to the above: the Dissertation supervision process (1-to-1) and independent research.</p>	<p><b>Masters</b></p> <p>In addition to the above the research proposal and extended project.</p>

ii) Communication skills

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
<p><b>Certificate and Diploma</b></p> <p>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>Certificate and Diploma</b></p> <p>Assignment feedback: formative and summative; guided independent study and seminars</p>	<p><b>Certificate and Diploma</b></p> <p>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>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<p><b>Masters</b></p> <p>In addition to the above, produce a Dissertation that is logically structured and written with clarity and precision.</p>	<p><b>Masters</b></p> <p>In addition to the above: the Dissertation supervision process (1-to-1) and independent research</p>	<p><b>Masters</b></p> <p>In addition to the above the research proposal and extended project.</p>

iii) Data presentation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<p><b>Certificate and Diploma</b></p> <p>Ability to synthesise secondary research data into coherent and sustained written arguments, ability to respond to case studies through professional report.</p>	<p><b>Certificate and Diploma</b></p> <p>Assignment feedback: formative and summative; guided independent study</p>	<p><b>Certificate and Diploma</b></p> <p>Essay assignments (formative and summative), practical report, written examinations.</p>
<p><b>Masters</b></p> <p>Clearly arrange primary research data into thematic analysis and/or statistical data.</p>	<p><b>Masters</b></p> <p>In addition to the above: the Dissertation supervision process (1-to-1), independent research, seminars designed to support the preparation of the research proposal.</p>	<p><b>Masters</b></p> <p>In addition to the above the research proposal and extended project.</p>

iv) Information technology

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<p><b>Certificate and Diploma</b></p> <p>Ability to retrieve and present information using appropriate information technology, for example bibliographic software and subject specific databases. Ability to employ commercial marketing databases (e.g. GMID &amp; Keynote) to obtain and evaluate marketing information.</p>	<p><b>Certificate and Diploma</b></p> <p>Introduction to Quantitative and Qualitative Methods, Blackboard Resources.</p>	<p>Essay assignments.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<p><b>Masters</b></p> <p>In addition to the above to use, if necessary, data analysis software that is relevant to their Dissertation (e.g. SPSS)</p>	<p><b>Masters</b></p> <p>In addition to the above: the Dissertation supervision process (1-to-1), independent research, and seminars designed to support the preparation of the research proposal.</p>	<p><b>Masters</b></p> <p>Essay assignments, and the extended project.</p>

v) Problem solving

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<p><b>Certificate, Diploma and Masters</b></p> <p>Ability to identify, investigate, analyse, formulate and advocate solutions to problems. 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 seminars 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 the extended project.</p>

vi) Working relationships

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<p><b>Certificate and Diploma</b></p> <p>Ability to work collaboratively as part of a team; ability to contribute and comment on ideas in learning groups.</p>	<p><b>Certificate and Diploma</b></p> <p>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>Certificate and Diploma</b></p> <p>Formative assessment based on informal qualitative feedback on content and performance from teacher and peers.</p>
<p><b>Masters</b></p> <p>Knowing how and when to draw on the knowledge and expertise of others.</p>	<p><b>Masters</b></p> <p>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 Module Leader and the Programme Leader).</p>	<p><b>Masters</b></p> <p>In addition to the above, the extended project</p>

vii) Managing learning

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<p><b>Certificate and Diploma</b></p> <p>Management of an extensive literature and familiarisation with subject-relevant debates and concepts. To manage guided independent study to ensure the completion of assessment tasks and successfully manage the related study work-load.</p>	<p><b>Certificate and Diploma</b></p> <p>Seminars in Principles of Marketing; seminars; guided independent study, self-reflection on assignment feedback; formative and summative.</p>	<p><b>Certificate and Diploma</b></p> <p>Essay Assignments; written examinations</p>
<p><b>Masters</b></p> <p>In addition to the above: Identify a credible research project; construct a feasible research timetable; carry out independent research.</p>	<p><b>Masters</b></p> <p>In addition to the above: the Dissertation supervision process (1-to-1).</p>	<p><b>Masters</b></p> <p>Research proposal and extended project</p>

viii) Career management

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<p><b>Certificate and Diploma</b></p> <p>Ability to take charge of progress and development; to reflect on strengths and limitations, interests, motivation and skills; recognition of achievements.</p>	<p><b>Certificate and Diploma</b></p> <p>Personal Tutor system; self-reflection on assignment feedback; guest lecture/s from alumni and marketing professionals, Continuing Professional Development opportunities</p>	<p><b>Certificate and Diploma</b></p> <p>Personal Development Planning</p>
<p><b>Masters</b></p> <p>In addition to the above: if appropriate, to research an area which may be relevant to the student's career preferences</p>	<p><b>Masters</b></p> <p>In addition to the above; the Dissertation supervision process</p>	<p><b>Masters</b></p> <p>The extended project</p>

10. Special features

11. Special features

## 12. Indicators of programme quality

The quality of all ULSB programmes is the responsibility of the School's Learning and Teaching Committee. The School use a variety of indicators to maintain oversight of programme quality including:

- External Examiner Reports
- Internally Administered Student Satisfaction Feedback
- Student Attainment Data
- Peer Enhancement of Learning and Teaching Process and Reporting
- Panel of Examiners

All programmes are reviewed formally through the University administered processes of:

- Periodic Development Review
- Programme Level Annual Development Review
- Curriculum Planning

## 13. Criteria for award and classification

This programme follows the standard scheme of taught postgraduate award and classification set out in [Senate Regulations](#) – see the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

## 14. Progression points

As defined in [Senate Regulations](#) - refer to the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

The following additional progression requirements for this programme have been approved:

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.

### *Progression point 2*

This progression point corresponds to the progression from the Postgraduate Diploma level modules to the extended 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 to Part 2 of the extended project.

The extended project comprises of two parts. Part 1 consists of the research methods training and culminates in the submission of the Dissertation proposal for the Research Ethics Approval. Part 2 entails the Dissertation itself and culminates in the submission of the extended project. Students are not allowed to progress to Part 2 of the Dissertation 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 at least eight months prior to the end of the registration period.

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course and a recommendation will be made to the Board of Examiners for an intermediate/exit award where appropriate.

**15. Rules relating to re-sits or re-submissions**

As defined in [Senate Regulations](#) - refer to the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

**16. External Examiners reports**

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports for this programme can be found at [exampapers@Leicester](mailto:exampapers@Leicester) [log-in required]

**17. Additional features** (e.g. timetable for admissions)

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### Appendix 1: Programme structure (programme regulations)

The University regularly reviews its programmes and modules to ensure that they reflect the current status of the discipline and offer the best learning experience to students. On occasion, it may be necessary to alter particular aspects of a course or module.

MSc Marketing

#### Credit breakdown

Status	Year long	Semester 1	Semester 2	Other delivery period
Core taught	n/a	60 credits	60 credits	n/a
Optional	n/a	n/a	n/a	n/a
Module including Extended project	n/a	n/a	n/a	60 credits

Level 7/Year 1

Choose an item.

Core modules

Core modules

Delivery period	Code	Title	Credits
Semester 1	MNXXXX	Principles of Marketing	30 credits
Semester 1	MNXXXX	Consumers, Brands and Communications	30 credits
Semester 2	MNXXXX	Research Methods for Marketing	30 credits
Semester 2	MNXXXX	Marketing Strategy and Innovation	30 credits

Delivery period	Code	Title	Credits
Term 3	MNXXXX	Dissertation (including extended project)	60 credits

**Notes**

All modules are core

**Appendix 2: Module specifications**

See taught postgraduate [module specification database](#) (Note - modules are organized by year of delivery).