



**Date amended: April 2020**

**1. Programme title(s) and code(s):**

a) **MSc Marketing**

**Postgraduate Diploma\*/Postgraduate Certificate Marketing\***

\* These awards are only available as exit awards, and are not available for students to register onto.

b) **HECoS Code**

| HECoS CODE | %   |
|------------|-----|
| 100075     | 100 |

**2. Awarding body or institution:**

University of Leicester

**3. a) Mode of study:**

Full time

**b) Type of study:**

Blended

**4. Registration periods:**

The normal period of registration for the MSc Marketing is 12 months.

The maximum period of registration for the MSc Marketing is 24 months.

**5. Typical entry requirements:**

Candidates should normally have at least one of the following:

- a good second-class (or above) Undergraduate honours degree from a recognised HEI
- a postgraduate diploma from a recognised HEI
- a relevant graduate level professional qualification.

Where English is not the applicants first language, applicants must satisfy the University of Leicester, School of Business English language requirements which can be found here <https://le.ac.uk/study/research-degrees/entry-regs/eng-lang-regs/ielts-65>.

**6. Accreditation of Prior Learning:**

N/A

**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 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 an extended project within Advanced Issues in Marketing.

**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 Learning 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
- QAA characteristics statement – master's degrees

9. Programme Outcomes:

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

| Intended Learning Outcomes  | Teaching and Learning Methods   | How Demonstrated?  |
|---|---|--|
| <i>(a) Discipline specific knowledge and competencies</i>   |   |  |
| <b>Knowledge</b>  |   |  |
| <p><b>Certificate</b><br/>           Graduates should possess a sound knowledge of the key principles and practices in i) Marketing management and ii) Market Research.<br/>           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>Diploma</b><br/>           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>Masters</b><br/>           In addition to the above students should possess knowledge of quantitative and qualitative methods and methodologies used to research marketing management.</p> | <p><b>Certificate</b><br/>           Lectures, seminars, directed reading, guided independent study , assignment feedback: formative and summative.</p> <p><b>Diploma</b><br/>           As above</p> <p><b>Masters</b><br/>           In addition to the above: an extended project within Advanced Issues in Marketing module (MN7042).</p> | <p><b>Certificate</b><br/>           Essay assignments (formative and summative), written examinations.</p> <ul style="list-style-type: none"> <li>• MN7010, MN7011, MN7012, MN7013</li> </ul> <p><b>Diploma</b><br/>           As above</p> <p><b>Masters</b><br/>           In addition to the above: the extended project within Advanced Issues in Marketing module. Group work (e.g. in MN7010 and MN7013) and individual essays.</p> |

| Intended Learning Outcomes   | Teaching and Learning Methods  | How Demonstrated?   |
|--|--|---|
| <b>Concepts</b>  |  |   |
| <p><b>Certificate</b><br/>           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><br/>           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>Masters</b><br/>           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>Certificate</b><br/>           Lectures, seminars, directed reading, guided independent study private-study, assignment feedback: formative and summative</p> <p><b>Diploma</b><br/>           As above</p> <p><b>Masters</b><br/>           In addition to the above: extended project within Advanced Issues in Marketing which includes supervision process (1-to-1) and independent research</p> | <p><b>Certificate</b><br/>           Essay assignments (formative and summative), written examinations</p> <ul style="list-style-type: none"> <li>• MN7010, MN7011, MN7012, MN7013</li> </ul> <p><b>Diploma</b><br/>           As above</p> <p><b>Masters</b><br/>           In addition to the above the extended project within Advanced Issues in Marketing (MN7042)</p> |

| Intended Learning Outcomes  | Teaching and Learning Methods  | How Demonstrated?  |
|---|--|--|
| <b>Techniques</b>   |  |  |
| <p><b>Certificate and Diploma</b><br/>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><br/>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><br/>Assignment feedback: formative and summative; directed reading, guided independent study independent study, seminars</p> <p><b>Masters</b><br/>In addition to the above: the extended project within Advanced Issues in Marketing (MN7042) which includes supervision process , independent research, lectures and seminars designed to support the preparation of the extended project.</p> | <p><b>Certificate and Diploma</b><br/>Essay assignments (formative and summative), written examinations</p> <ul style="list-style-type: none"> <li>• MN7010, MN7011, MN7012, MN7013</li> </ul> <p><b>Masters</b><br/>In addition to the above the extended project within Advanced Issues in Marketing</p> |
| <b>Critical analysis</b>  |  |  |
| <p><b>Certificate, Diploma, Masters</b><br/>Ability to identify and apply relevant concepts and techniques with independence and rigour</p>   | <p><b>Certificate and Diploma</b><br/>Lectures, seminars, assignment feedback: formative and summative; directed reading, guided independent study private-study, seminars</p> <p><b>Masters</b><br/>In addition to the above: the extended project within Advanced Issues in Marketing which includes supervision process and , independent research</p>  | <p><b>Certificate and Diploma</b><br/>Essay assignments (formative and summative), written examinations</p> <p><b>Masters</b><br/>In addition to the above the r extended project within Advanced Issues in Marketing (MN7042)</p>   |

| Intended Learning Outcomes  | Teaching and Learning Methods   | How Demonstrated?  |
|---|---|--|
| <b>Presentation</b>   |   |  |
| <p><b>Certificate and Diploma</b><br/>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><br/>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, extended project)</p> | <p><b>Certificate and Diploma</b><br/>Assignment feedback: formative and summative; directed reading, guided independent study and seminars.</p> <p><b>Masters</b><br/>In addition to the above: the extended project within Advanced Issues in Marketing which includes a supervision process and independent research</p>               | <p><b>Certificate and Diploma</b><br/>Essay assignments (formative and summative), practical reports (e.g. Market Research), written examinations.</p> <ul style="list-style-type: none"> <li>• MN7010, MN7011, MN7012, MN7013</li> </ul> <p><b>Masters</b><br/>In addition to the above the extended project within Advanced Issues in Marketing (MN7042)</p> |
| <b>Appraisal of evidence</b>  |   |  |
| <p><b>Certificate and Diploma</b><br/>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><br/>In addition to the above, demonstrate an independent level of inquiry at an advanced level</p>   | <p><b>Certificate and Diploma</b><br/>Lectures, seminars, assignment feedback: formative and summative; directed reading, guided independent study.</p> <p><b>Masters</b><br/>In addition to the above: the extended project within Advanced Issues in Marketing (MN7042) which includes supervision process and independent research</p> | <p><b>Certificate and Diploma</b><br/>Essay assignments (formative and summative), written examinations</p> <ul style="list-style-type: none"> <li>• MN7010, MN7011, MN7012, MN7013</li> </ul> <p><b>Masters</b><br/>In addition to the above the extended project within Advanced Issues in Marketing (MN7042)</p>  |

| Intended Learning Outcomes  | Teaching and Learning Methods  | How Demonstrated?  |
|---|--|--|
| <i>(b) Transferable skills</i>  |  |  |
| <b>Research skills</b>  |  |  |
| <p><b>Certificate and Diploma</b><br/>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><br/>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>Certificate and Diploma</b><br/>Seminars, assignment feedback: formative and summative; directed reading, guided independent study. Workshops in use of marketing resources and information consultations with Library staff.</p> <p><b>Masters</b><br/>In addition to the above: the extended project within Advanced Issues in Marketing (MN7042) which includes supervision process and independent research.</p> | <p><b>Certificate and Diploma</b><br/>Essay assignments (formative and summative), practical reports.</p> <ul style="list-style-type: none"> <li>• MN7010, MN7011, MN7012, MN7013</li> </ul> <p><b>Masters</b><br/>In addition to the above the extended project within Advanced Issues in Marketing module (MN7042)</p>   |
| <b>Communication skills</b>   |  |  |
| <p><b>Certificate and Diploma</b><br/>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><br/>In addition to the above, produce an extended project within Advanced Issues in Marketing that is logically structured and written with clarity and precision.</p>  | <p><b>Certificate and Diploma</b><br/>Assignment feedback: formative and summative; guided independent study and seminars</p> <p><b>Masters</b><br/>In addition to the above: the extended project within Advanced Issues in Marketing which includes supervision process and independent research</p>   | <p><b>Certificate and Diploma</b><br/>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><br/>In addition to the above the extended project within Advanced Issues in Marketing module.</p> |

| Intended Learning Outcomes  | Teaching and Learning Methods  | How Demonstrated?  |
|---|--|--|
| <b>Data presentation</b>  |  |  |
| <p><b>Certificate and Diploma</b><br/>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><br/>Clearly arrange primary research data into thematic analysis and/or statistical data.</p>  | <p><b>Certificate and Diploma</b><br/>Assignment feedback: formative and summative; guided independent study</p> <p><b>Masters</b><br/>In addition to the above: the extended project within Advanced Issues in Marketing which includes supervision process independent research, lectures and seminars designed to support the preparation of the project. .</p>   | <p><b>Certificate and Diploma</b><br/>Essay assignments (formative and summative), practical report, written examinations.</p> <ul style="list-style-type: none"> <li>• MN7010, MN7011, MN7012, MN7013</li> </ul> <p><b>Masters</b><br/>In addition to the above the extended project within Advanced Issues in Marketing module</p> |
| <b>Information technology</b>   |  |  |
| <p><b>Certificate and Diploma</b><br/>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>Masters</b><br/>In addition to the above to use, if necessary, data analysis software that is relevant to their extended project within Advanced Issues in Marketing module (e.g. SPSS)</p> | <p><b>Certificate and Diploma</b><br/>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><br/>In addition to the above: the extended project within Advanced Issues in Marketing which includes supervision process (1-to-1), independent research, lectures and seminars designed to support the preparation of the project</p> | <p>Essay assignments, reports and the extended project within Advanced Issues in Marketing module</p>  |



| Intended Learning Outcomes  | Teaching and Learning Methods   | How Demonstrated?   |
|---|---|---|
| <b>Problem solving</b>  |   |   |
| <p><b>Certificate, Diploma and Masters</b><br/>           Ability to identify, investigate, analyse, formulate and advocate solutions to problems.<br/>           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 the extended project within Advanced Issues in Marketing supervision.<br/>           Marketing case studies</p>  | <p>Practical report, Essay assignments, independent research, particularly that leading to the extended project within Advanced Issues in Marketing module.</p> <ul style="list-style-type: none"> <li>• MN7010, MN7011, MN7012, MN7013</li> </ul>  |
| <b>Working relationships</b>  |   |   |
| <p><b>Certificate and Diploma</b><br/>           Ability to work collaboratively as part of a team; ability to contribute and comment on ideas in learning groups.</p> <p><b>Masters</b><br/>           Knowing how and when to draw on the knowledge and expertise of others.</p>  | <p><b>Certificate and Diploma</b><br/>           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><br/>           In addition to the above: the establishment of a working relationship with the supervisor of the extended project within Advanced Issues in Marketing (or the resolution of any problems through consultation with the Module Leader and the Programme Leader).</p> | <p><b>Certificate and Diploma</b><br/>           Formative assessment based on informal qualitative feedback on content and performance from teacher and peers.</p> <p><b>Masters</b><br/>           In addition to the above, the extended project within Advanced Issues in Marketing module.</p> |

| Intended Learning Outcomes  | Teaching and Learning Methods  | How Demonstrated?   |
|---|--|---|
| <b>Managing learning</b>  |  |   |
| <p><b>Certificate and Diploma</b><br/>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>Masters</b><br/>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><br/>Lectures in Principles of Marketing (based on Foundations of Knowledge); seminars; guided independent study, self-reflection on assignment feedback; formative and summative.</p> <p><b>Masters</b><br/>In addition to the above: the extended project within Advanced Issues in Marketing supervision process .</p> | <p><b>Certificate and Diploma</b><br/>Essay Assignments; written examinations</p> <ul style="list-style-type: none"> <li>• MN7010, MN7011, MN7012, MN7013</li> </ul> <p><b>Masters</b><br/>Extended project within Advanced Issues in Marketing module (MN7042)</p> |
| <b>Career management</b>  |  |   |
| <p><b>Certificate and Diploma</b><br/>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><br/>In addition to the above: if appropriate, to research an area which may be relevant to the student's career preferences</p>   | <p><b>Certificate and Diploma</b><br/>Personal Tutor system; self-reflection on assignment feedback; guest lecture/s from alumni and marketing professionals, Continuing Professional Development opportunities</p> <p><b>Masters</b><br/>In addition to the above; the extended project within Advanced Issues in Marketing supervision process</p>       | <p><b>Certificate and Diploma</b><br/>Personal Development Planning</p> <p><b>Masters</b><br/>Extended project within Advanced Issues in Marketing module (MN7042)</p>  |

## 10. Special features

This programme is delivered through a blended learning mode of delivery which can be accessed either on campus or online. All taught content and autonomous independent learning activities can be accessed through on-line learning platforms, whilst seminar discussions and dialogic activity will be delivered either on-line through interactive synchronous learning opportunities or in person on campus. Students are able to switch between on-campus learning or on-line learning on a semester-by-semester basis.

## 11. Indicators of programme quality

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- Academic quality will be maintained by adhering to the School of Business' practice and University of Leicester's regulations. Programmes are carefully planned and reviewed internally on a yearly basis through the ADR mechanism. External examiners of programme content and marking will provide external validation and comparison to programmes offered by competitors. Coordination and alignment between the programme teaching team and professional services ensures a consistent and high-quality academic experience for the students.

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

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

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

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

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 award where appropriate.

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

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

#### **15. 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]

#### **16. Additional features (e.g. timetable for admissions)**

n/a

## Appendix 1: Programme structure (programme regulations)

| Module Code         | Module title                                    | Credits |
|---------------------|---|---------|
| <b>Semester One</b> |   |         |
| MN7010              | Principles of Marketing                         | 30      |
| MN7011              | Consumers, Brands and Communications            | 30      |
| <b>Semester Two</b> |   |         |
| MN7012              | Research Methods for Marketing                  | 30      |
| MN7013              | Marketing Strategy and Innovation               | 30      |
| <b>Term Three</b>   |   |         |
| MN7042              | Advanced Issues in Marketing (Extended Project) | 60      |

## Appendix 2: Module specifications

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