



## Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2024/25

Date created: 18/11/2020

Last amended: 23/07/2024

Version no. 2

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

MSc Marketing

Postgraduate Diploma\* Marketing

Postgraduate Certificate\* 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

Full-time

#### b) Type of study

Campus-based

### 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 applicant's first language, applicants must satisfy the University of Leicester, School of Business English language requirements which can be found at <https://le.ac.uk/study/international-students/english-language-requirements>

### 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 either an extended project within Advanced Issues in Marketing or a 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](#) [Login required]
- 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>Lectures, seminars, directed reading, guided independent study , assignment feedback: formative and summative.</p>	<p><b>Certificate</b></p> <p>Essay and coursework assignments (formative and summative)</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; (ii) Research Methods for Marketing; (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 dissertation.</p>	<p><b>Masters</b></p> <p>In addition to the above: research proposal; dissertation; Group work (e.g. in MN7010 and MN7013) 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>Lectures, seminars, directed reading, guided independent study private-study, assignment feedback: formative and summative.</p>	<p><b>Certificate</b></p> <p>Essay and coursework assignments (formative and summative),.</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

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<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 and coursework assignments (formative and summative),</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, lectures 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

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<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>Lectures, seminars, assignment feedback: formative and summative; directed reading, guided independent study private-study, seminars.</p>	<p><b>Certificate and Diploma</b></p> <p>Essay and coursework assignments (formative and summative),</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 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)</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>Lectures, seminars, assignment feedback: formative and summative; directed reading, guided independent study.</p>	<p><b>Certificate and Diploma</b></p> <p>Essay and coursework assignments (formative and summative)</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 dissertation.</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. Workshops in use of marketing resources and information consultations with Library staff.</p>	<p><b>Certificate and Diploma</b></p> <p>Essay and coursework 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 dissertation.</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 and coursework assignments. 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?
<b>Masters</b> In addition to the above, produce a dissertation that is logically structured and written with clarity and precision.	<b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1) and independent research.	<b>Masters</b> In addition to the above the research proposal and dissertation.

iii) Data presentation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<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.	<b>Certificate and Diploma</b> Assignment feedback: formative and summative; guided independent study .	<b>Certificate and Diploma</b> Essay and coursework assignments (formative and summative), practical report,
<b>Masters</b> Clearly arrange primary research data into thematic analysis and/or statistical data.	<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.	<b>Masters</b> In addition to the above the research proposal and dissertation.

iv) Information technology

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Certificate and Diploma</b> 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 & Keynote) to obtain and evaluate marketing information.	<b>Certificate and Diploma</b> Lectures; Introduction to SPSS (Marketing Research), Advanced Application of SPSS (Quantitative Marketing Intelligence), Blackboard Resources.	Essay and coursework assignments.



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, lectures and seminars designed to support the preparation of the research proposal.</p>	<p><b>Masters</b></p> <p>Essay and coursework assignments, and the Dissertation.</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 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 the dissertation.</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 dissertation</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>Lectures in Marketing management and practice; seminars; guided independent study, self-reflection on assignment feedback; formative and summative.</p>	<p><b>Certificate and Diploma</b></p> <p>Essay and coursework Assignments;</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 dissertation</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>Dissertation</p>

10. Special features

N/A

## 11. 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

## 12. 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.

## 13. 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.

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.

## 14. 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.

## 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

## Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2024/25

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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

Updates to the programme

Academic year	Module	Update
2024/25	MN7011 Consumers, Brands and Digital Communications Strategy	Module title changed from Consumers, Brands and Communications

### 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
Dissertation/project	n/a	n/a	n/a	60 credits

Choose an item. 180 credits in total

**Level 7/Year 1      2024/25**

Core modules

<b>Delivery period</b>	<b>Code</b>	<b>Title</b>	<b>Credits</b>
Semester 1	MN7010	Marketing management and practice	30 credits
Semester 1	MN7011	Consumers, Brands and Digital Communications Strategy	30 credits
Semester 2	MN7013	Marketing Strategy and Innovation	30 credits
Semester 2	MN7435	Market Intelligence, Data Analysis and Research Methods	30 credits
Term 3	MN7020	Dissertation	60 credits

**Notes**

All modules are core

**Appendix 2: Module specifications**

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