



Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2025/26

Date created: 18/11/2020

Last amended: 01/04/2025

Version no. 1

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.

a) [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:

MSc Marketing

The normal period of registration is 12 months

The maximum period of registration 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. Demonstrate a systematic understanding of knowledge and critical understanding of the principal ideas, concepts, models, principles and practices underpinning Marketing.
2. Demonstrate originality in the application of technical Marketing skills and contemporary theories to a wide range of operational environments and research problems.
3. Develop critiques of methodologies in collating, analysing, selecting and communicating data utilising media, formats and language appropriate for a variety of audiences.
4. Demonstrate self-direction and originality required to be a confident learner, with the ability to work both independently and collaboratively.
5. Critically evaluate and apply knowledge of ethics, responsibility and sustainability to corporate, regional, local, national and global Marketing.
6. Deal with complex issues - both systematically and creatively, make sound judgements to seek out solutions to unfamiliar problems.
7. Critically evaluate arguments and evidence considering context and having an awareness of alternative viewpoints.

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

Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2025/26

Date created: 18/11/2020

Last amended: 01/04/2025

Version no. 1

9. Programme Outcomes

Unless otherwise stated, programme outcomes apply to all awards specified in 1. Programme title(s). To ensure students meet the programme specific learning outcomes the following competences are mapped to the programme learning outcomes as described in 7.

a) Discipline specific knowledge and competencies

i) Knowledge

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Certificate and Diploma Students should demonstrate ability to critique and comprehend theories in Marketing Management, Consumers, Brands and Communications, Research Methods for Marketing and Marketing Strategy for Innovation. (i)	Certificate and Diploma Lectures, seminars, directed reading, guided independent study, assignment feedback: formative and summative.	Certificate and Diploma Case studies, debate, reflection (e.g. in MN7011), leading discussions, group meetings, rehearsals and revision of group assessment (e.g. MN7010 and MN7013).	Certificate and Diploma Essay, coursework assignments, report and presentation (formative and summative, for example in MN7011).
Masters In addition to the above students should demonstrate advanced knowledge of research methods used to independent research project. (iv)	Masters In addition to the above: completion of an independent research project culminating in a dissertation.	Masters The dissertation supervision process (1-to-1), independent research (e.g. MN7020).	Masters In addition to the above: research proposal (in MN7435); dissertation (in MN7020).

ii) Concepts

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
---------------------------	------------------	---------------------	-----------------

<p>Certificate and Diploma 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 behavior models as well as Marketing Strategy and Innovation. (i,vii)</p>	<p>Certificate and Diploma Lectures, seminars, directed reading, guided independent study private-study, assignment feedback: formative and summative.</p>	<p>Certificate and Diploma Case studies, debate, reflection (e.g. MN7011), leading discussions, group meetings, rehearsals and revision of group assessment (e.g. MN7010 and MN7013).</p>	<p>Certificate and Diploma Essay and coursework assignments (formative and summative).</p>
<p>Masters In addition to the above, graduates should be able to explain, apply and critique core concepts in research methodology underpinning research in Marketing discipline. (i,iii,vii)</p>	<p>Masters In addition to the above: completion of an independent research project culminating in a dissertation.</p>	<p>Masters The dissertation supervision process (1-to-1), independent research (e.g. MN7020).</p>	<p>Masters In addition to the above, the research proposal (in MN7435) and dissertation (MN7020).</p>

iii) Techniques

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Certificate and Diploma Students should be able to demonstrate to the selection of relevant material from academic readings and demonstrate the ability of academic writing and associated bibliographic techniques.(iii,vii)</p>	<p>Certificate and Diploma Lectures, seminars, directed reading, guided independent study, assignment feedback: formative and summative.</p>	<p>Certificate and Diploma Case studies, debate, reflection, quizzes, leading discussions</p>	<p>Certificate and Diploma Essay, coursework assignments and presentation (formative and summative).</p>
<p>Masters In addition to the above, graduates should be able to demonstrate mastery of a range of appropriate</p>	<p>Masters</p>	<p>Masters The dissertation supervision process</p>	<p>Masters</p>

methodological tools used to investigate issues in marketing (ii, iii, vi).	In addition to the above: completion of an independent research project culminating in a dissertation.	(1-to-1), independent research (e.g. MN7020)	In addition to the above the research proposal (MN7435) and dissertation (MN7020)
-----------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------	----------------------------------------------	-----------------------------------------------------------------------------------

iv) Critical Analysis

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Certificate and Diploma Graduates should be able to identify and apply relevant concepts and techniques with independence and rigour. (ii,v,vi)	Certificate and Diploma Lectures, seminars, assignment feedback: formative and summative; directed reading, guided independent study private-study, seminars.	Certificate and Diploma Case studies, debate, reflection (e.g. MN7011), leading discussions, group meetings, rehearsals and revision of group assessment (e.g. MN7010 and MN7013).	Certificate and Diploma Essay and coursework assignments (formative and summative),
Masters As above	Masters In addition to the above: completion of an independent research project culminating in a dissertation.	Masters The dissertation supervision process (1-to-1), independent research (e.g. MN7020)	Masters In addition to the above the research proposal and dissertation.

v) Presentation

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Certificate, Diploma and Masters Students should be able to present and communicate professional and academic writing to a professional standard appropriate for a variety of audiences (iii).</p>	<p>Certificate, Diploma and Masters Assignment feedback: formative and summative; directed reading, guided independent study and seminars. In addition, completion of an independent research project culminating in a dissertation.</p>	<p>Certificate, Diploma and Masters reflection (in MN7011), leading discussions, group meetings, rehearsals and revision of group assessment (in MN7010 and MN7013). The dissertation supervision process (1-to-1), independent research (e.g., in MN7020).</p>	<p>Certificate, Diploma and Masters Essay assignments (formative and summative), practical reports (e.g. Market Research in MN7435) In addition to the above, the research proposal and dissertation (in MN7020).</p>

vi) Appraisal of evidence

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Certificate and Diploma Students should be able to assess and analyse a variety of complex marketing and consumer research ideas. (vi,vii)</p>	<p>Certificate and Diploma Lectures, seminars, assignment feedback: formative and summative; directed reading, guided independent study.</p>	<p>Certificate and Diploma Case studies (in MN7010), debate, reflection (e.g.MN7011), quizzes, leading discussions</p>	<p>Certificate and Diploma Essay and coursework assignments (formative and summative)</p>
<p>Masters In addition to the above, students should be able to demonstrate an independent level of inquiry at an advanced level (iv, vi, vii)</p>	<p>Masters In addition to the above: completion of an independent research project culminating in a dissertation.</p>	<p>Masters The dissertation supervision process (1-to-1), independent research (e.g., MN7020)</p>	<p>Masters In addition to the above, the research proposal and dissertation.</p>

b) Transferable Skills

i) Research Skills

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Certificate and Diploma Students should be able to locate, select and organise relevant evidence and to produce logically structured, focused and clearly written assignments (iii, vii).</p>	<p>Certificate and Diploma 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>Certificate and Diploma Case studies, debate, reflection (e.g. MN7011), leading discussions, group meetings, rehearsals and revision of group assessment (e.g. MN7010 and MN7013).</p>	<p>Certificate and Diploma Essay and coursework assignments (formative and summative), practical reports (e.g. in MN7435 and MN7013).</p>
<p>Masters In addition to the above, students should be able to plan research projects based on focused research questions, conduct significant background research and literature, collect and analyse data relevant to research questions, and report on findings demonstrating an ability to critique the data (ii,iii,iv,v).</p>	<p>Masters In addition to the above: completion of an independent research project culminating in a dissertation.</p>	<p>Masters The dissertation supervision process (1-to-1) and independent research (in MN7020).</p>	<p>Masters In addition to the above the research proposal and dissertation.</p>

ii) Communication skills

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Certificate, Diploma and Masters Students should be able to write and present (both written and oral) with clarity and precision (iii). In addition to the above, produce a dissertation that is logically structured and written with clarity and precision (iii).</p>	<p>Certificate, Diploma and Masters Assignment feedback: formative and summative; guided independent study and seminars. In addition to the above: completion of an independent research project culminating in a dissertation.</p>	<p>Certificate, Diploma and Masters Case studies, debate, reflection (e.g. MN7011), leading discussions, group meetings, rehearsals and revision of group assessment (e.g. MN7010 and MN7013). The dissertation supervision process (1-to-1) and independent research (MN7020).</p>	<p>Certificate, Diploma and Masters 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 e.g., in MN7010 and MN7011). In addition to the above the research proposal (MN7435) and dissertation (MN7020).</p>

iii) Data Presentation

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Certificate, Diploma and Masters Students should be able to synthesise secondary research data into coherent and sustained written arguments through professional report (vi,vii). Clearly arrange primary research data into thematic analysis and/or statistical data (iii).</p>	<p>Certificate, Diploma and Masters Assignment feedback: formative and summative; guided independent study. In addition to the above: completion of an independent research project culminating in a dissertation. Lectures and seminars designed to support the preparation of the research proposal.</p>	<p>Certificate, Diploma and Masters Case studies, debate, reflection, quizzes, leading discussions The dissertation supervision process (1-to-1), independent research.</p>	<p>Certificate, Diploma and Masters Essay and coursework assignments (formative and summative), practical report (MN7013 and MN7435) In addition to the above the research proposal and dissertation (MN7020).</p>

iv) Information Technology

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Certificate and Diploma Students should be able to retrieve and present information using appropriate information technology, software and subject specific databases (iii).</p>	<p>Certificate and Diploma Lectures; seminar Introduction to SPSS, Tableau, Machine Learning, Blackboard Resources (e.g. in MN7435).</p>	<p>Certificate and Diploma Case studies (MN7010), reflection (MN7011), quizzes (MN7435)</p>	<p>Essay and coursework assignments.</p>
<p>Masters In addition to the above to use, if necessary, data analysis software that is relevant to their dissertation (e.g. SPSS, NVIVO) (iii).</p>	<p>Masters In addition to the above: completion of an independent research project culminating in a dissertation. Lectures and seminars designed to support the preparation of the research proposal.</p>	<p>Masters The dissertation supervision process (1-to-1), independent research.</p>	<p>Masters Essay and coursework assignments, and the Dissertation.</p>

v) Problem Solving

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Certificate, Diploma and Masters Students should be able to identify, investigate, analyse, formulate and advocate solutions to problems. Analysis should lead to the proposal of sustainable actions that help resolve problems (v,vi).</p>	<p>Certificate, Diploma and Masters Lectures, seminars, directed reading, guided independent study, assignment feedback: formative and summative.</p>	<p>Certificate, Diploma and Masters The dissertation supervision process (1-to-1), independent research.</p>	<p>Practical report (MN7013), Essay assignments (MN7011), independent research, particularly that leading to the dissertation (MN7435 and MN7020).</p>

vi) Working relationships

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Certificate, Diploma and Masters Student should be able to work collaboratively as part of a team; ability to contribute and comment on ideas in learning groups.</p> <p>Know how and when to draw on the knowledge and expertise of others (iv, vii).</p>	<p>Certificate, Diploma and Masters Participation in seminar activities such as moderating and participating in a focus group; group problem solving through marketing case studies as well as preparation of short presentations.</p> <p>In addition to the above: the establishment of a working relationship with the dissertation supervisor</p>	<p>Certificate, Diploma and Masters Case studies, debate, reflection (e.g. MN7011), leading discussions, group meetings, rehearsals and revision of group assessment (e.g. MN7010 and MN7013).</p> <p>The dissertation supervision process (1-to-1), independent research.</p>	<p>Certificate, Diploma and Masters Formative assessment based on informal qualitative feedback on content and performance from teacher and peers (e.g. in MN7010 and MN7013).</p> <p>In addition to the above, the dissertation</p>

vii) Managing learning

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Certificate and Diploma Students should be able to manage guided independent study to ensure the completion of assessment tasks and successfully manage the related study work-load (iv).</p>	<p>Certificate and Diploma Lectures; seminars; guided independent study, self-reflection on assignment feedback; formative and summative.</p>	<p>Certificate and Diploma Case studies, debate, reflection, simulation, quizzes, leading discussions</p>	<p>Certificate and Diploma Essay and coursework Assignments.</p>
<p>Masters In addition to the above: students should be able to identify a credible research project; construct a feasible research timetable; carry out independent research (iv).</p>	<p>Masters In addition to the above: completion of an independent research project culminating in a dissertation.</p>	<p>Masters The dissertation supervision process (1-to-1).</p>	<p>Masters Research proposal and dissertation</p>

viii) Career Management

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
<p>Certificate and Diploma Students should be able to take charge of progress and development; to reflect on strengths and limitations, interests, motivation and skills; recognition of achievements (iv, vi).</p>	<p>Certificate and Diploma Personal Tutor system; self- reflection on assignment feedback; guest lecture/s from alumni and marketing professionals, Continuing Professional Development opportunities.</p>	<p>Certificate and Diploma Reflection, leading discussions.</p>	<p>Certificate and Diploma Personal Development Planning.</p>
<p>Masters In addition to the above: if appropriate, to research an area which may be relevant to the student's career preferences (iv,vi)</p>	<p>Masters In addition to the above; completion of an independent research project culminating in a dissertation.</p>	<p>Masters The dissertation supervision process.</p>	<p>Masters Dissertation</p>



Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2025/26

Date created: 18/11/2020

Last amended: 01/04/2025

Version no. 1

10. Progression points

This programme follows the standard Scheme of Progression set out in [Senate Regulations](#) – see the version of *Senate Regulation 6 governing postgraduate programmes* relevant to the 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.

a) Course transfers

N/A

b) Year in Industry

N/A

11. Criteria for award and classification

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

12. Special features

Research-inspired Education

Students on this programme will advance through the four quadrants of the University of Leicester Research-inspired Education Framework as follows:

RiE Quadrant	Narrative
<p>Research-briefed</p> <p>Bringing staff research content into the curriculum.</p>	<p>The Marketing programme provides a thorough grounding of the knowledge and skills required by marketing professionals. It provides students with the ability to think critically, problem solve and appraise potential solutions to real-world issues. It draws on global and international expectations ensuring that the knowledge and skills acquired by graduates align with the expectations of the profession.</p> <p>Research briefed – From the beginning of the course students will be exposed to both research processes and outputs from members of the university’s research groups related to Marketing, Consumers, Innovation and Strategy as well as external researchers and members of the marketing professional community.</p>
<p>Research-based</p> <p>Framed enquiry for exploring existing knowledge.</p>	<p>Research based – Students will have an experience of working individually or in small groups to analyse the given organisation by employing strategic marketing tools and frameworks. Based on the analysis and critical evaluation, students will also provide strategic marketing insights and proposed recommendations.</p>

<p>Research-oriented</p> <p>Students critique published research content and process.</p>	<p>Research oriented – students are required to critically evaluate academic literature, data including business and consultation reports from the professional bodies.</p>
<p>Research-apprenticed</p> <p>Experiencing the research process and methods; building new knowledge.</p>	<p>Research apprenticed – training and practice will be provided for all students on writing for a variety of audiences, collaborative working, oral presentation skills and academic literacy.</p> <p>Students will be required to present findings from research and problem-based activities in a variety of formats for a variety of academic and business focused audiences.</p>

As part of studying at a research-intensive university, students on this programme have the following extra or co-curricular opportunities available to them to gain exposure to research culture:

Research seminars and workshops are timetabled on a weekly basis across the College of Business and are accessible to all students within the College. These sessions focus not only on potential research outputs and working papers from academic staff within the College but also on the processes underpinning research and dissemination of work.

Most of modules within the programme, contents are largely drawn from publications and books associated with the research undertaken by academics associated with the University of Leicester.

Teaching on this programme will be research-informed (it draws consciously on systematic inquiry into the teaching and learning process itself) in the following way:

The School supports all staff involved in teaching to gain an accredited Higher Education teaching qualification, in which they demonstrate their use of teaching theory to support their own practice and reflect on their current teaching and continuing professional development.

All module leaders and teaching team are not only members of their subject specific research group but also the College's Academy of Education. The College Academy of Education runs regular sessions including external speakers and workshops for recognition of external awards for teaching excellence. The Academy also facilitates a journal paper book group which provides an informal environment to discuss contemporary pedagogic issues related to Business education.

The academy underpins a teaching and learning research culture which provides staff with a clear platform to share and evaluate current and potential practice-based activities within the pedagogic sphere.

13. Indications of programme quality

The quality of all ULSB programmes is the responsibility of the School's Education 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
- Annual Programme Review
- Curriculum Planning

14. External Examiner(s) 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 [log-in required].

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

n/a

Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2025/26

Date created: 18/11/2020

Last amended: 01/04/2025

Version no. 1

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

Level 7/Year 1 Delivery Year 2025/26 Intake Month September Mode of Study Full Time Structure

Credit breakdown

Status	Teaching Period 1	Teaching Period 2	Teaching Period 3 & 4
Core	60 credits	60 credits	60 credits
Optional	n/a	n/a	n/a

180 credits in total

Core modules

Delivery Period	Code	Title	Credits
Teaching Period 1 (October – January) Sem 1	MK7010	Marketing management and practice	30 credits
Teaching Period 1 (October – January) Sem 1	MK7011	Consumers, Brands and Digital Communications Strategy	30 credits

Delivery Period	Code	Title	Credits
Teaching Period 2 (January – April) Sem 2	MK7013	Marketing Strategy and Innovation	30 credits
Teaching Period 2 (January – April) Sem 2	MK7435	Market Intelligence, Data Analysis and Research Methods	30 credits
Teaching Period 3 & 4 (May – September) Sem 2*	MK7020	Dissertation	60 credits

Notes

All modules are core

*Denotes module with delivery spanning 2 academic years

Level 7/Year 1 Delivery Year 2025/26 Intake Month January Mode of Study Full Time Structure

Credit breakdown

Status	Teaching Period 2	Teaching Period 3	Teaching Period 4* and Teaching Period 1
Core	60 credits	60 credits	60 credits
Optional	n/a	n/a	n/a

180 credits in total

Core modules

Delivery period	Code	Title	Credits
Teaching Period 2 (January – April) Sem 2	MK7435	Market Intelligence, Data Analysis and Research Methods	30 credits

Teaching Period 2 (January – April) Sem 2	MK7013	Marketing Strategy and Innovation	30 credits
Teaching Period 3 (May – July) T3	MK7010	Marketing Management and Practice	30 credits
Teaching Period 3 (May – July) T3	MK7011	Consumers, Brands and Digital Communications Strategy	30 credits
Teaching Period 4* and Teaching Period 1 (July – January) T3*	MK7020	Dissertation	60 credits

Notes

All modules are core

*Denotes module with delivery spanning 2 academic years

Level 7/Year 1 Delivery Year 2025/26 Intake Month April Mode of Study Full Time Structure

Credit breakdown

Status	Teaching Period 3	Teaching Period 4*	Teaching Period 1 & 2 (Year Long)
Core	60 credits	60 credits	60 credits
Optional	n/a	n/a	n/a

80 credits in total

Core modules

Delivery period	Code	Title	Credits
Teaching Period 3 (April – July) T3	MK7010	Marketing Management and Practice	30 credits
Teaching Period 3 (April – July) T3	MK7011	Consumers, Brands and Digital Communications Strategy	30 credits
Teaching Period 4 (July – September) T3*	MK7013	Marketing Strategy and Innovation	30 credits
Teaching Period 4 (July – September) T3*	MK7435	Market Intelligence, Data Analysis and Research Methods	30 credits
Teaching Period 1 & 2 (October to April) Year Long	MK7020	Dissertation	60 credits

Notes

All modules are core

*Denotes module with delivery spanning 2 academic years

Appendix 2: Module specifications

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