

## Course Information Form

This Course Information Form provides the definitive record of the designated course

### Section A: General Course Information

<b>Course Title</b>	MSc Marketing
<b>Final Award</b>	MSc
<b>Route Code</b>	MSMARAAF
<b>Intermediate Qualification(s)</b>	Postgraduate Diploma Marketing
<b>FHEQ Level</b>	7

<b>Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement</b>	Not Applicable
<b>HECoS code(s)</b>	100075
<b>UCAS Course Code</b>	Not Applicable

## Course Aims

We understand that today's marketers need confidence in data, analytics, digital and consumer behaviours, so this forms the bedrock of the first year. The course also builds learners confidence in the Basic principle of marketing in year one, developing themes such as brand engagement and digital in year 2. Answering questions such as "How you inspire the digital consumer?"

The course offers learners the opportunity to develop strength in marketing locally and internationally, operationally, tactically and strategically. Understanding the role of marketing in the global context is essential.

More nuanced aspects of marketing are covered in year three, such as Purpose and Ethics, as marketers potentially have a greater input after Cop26. We define marketer's roles as change makers. At the same time, developing a real life brief with an external client, makes this to be a truly professional experience for students.

There is focus on strategic areas of branding and communication, intercultural competencies, digital media and social networking, all framed by the opportunity to complete a final capstone unit where you can opt for a traditional research dissertation or an experiential learning option (Professional Practice or Live Project).

Learners develop the skills required to adopt appropriate strategic responses to different market environments. Also students will understand the impact of contextual forces on international marketing and branding, including understanding yourself, culture, and international and environmental change issues.

Students will also study the management and development of people in organisations within a cross-cultural context, the use of relevant communications within the global economy. Appreciating how cultural differences affect both buying behaviour and marketing approaches. As well as specific knowledge relating to international business, you will develop enhanced personal and interpersonal skills. These include critical thinking, team working, problem solving, numeracy and quantitative skills, self-management and negotiation skills.

At the end of this course, students will have the confidence to use analytical skills to solve marketing management problems. Learners will also enhance their abilities to liaise

Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below

<b>Outcome</b>	<b>Award</b>
Demonstrate a deep critical understanding and broad knowledge of	
1	

**Course Learning  
Outcomes**

Your course will be delivered in a blocks format; this means you will undertake one unit at a time for 6 weeks and that will be a block of delivery. At the end of four blocks you will progress to the Master's capstone stage where you will need to complete a final capstone unit where you can choose one of the three options

- Business Dissertation, Business Live Project, and Professional Practice.

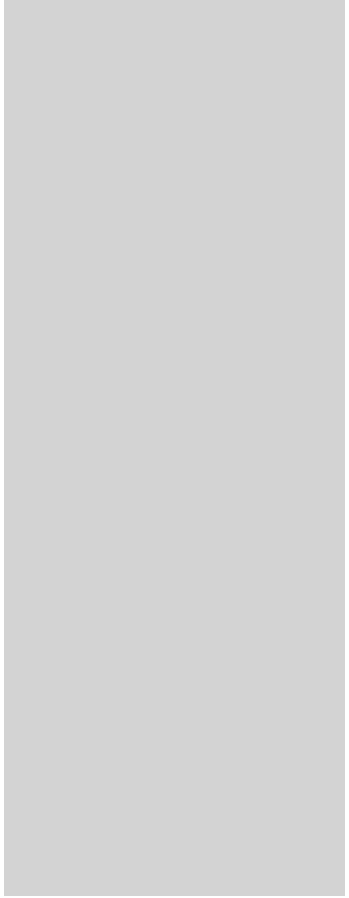
Regardless of which master's capstone experience you opt for, you will have to produce an individual, independent piece of work (dissertation/business report). You will have to identify the research question or problem under investigation, review relevant literature, develop a sound methodology in order to explore the problem, proceed with the analysis, discuss your findings and make recommendations. It is the capstone of this course and builds on the knowledge and skills acquired in all taught Units. All capstone options are evaluated as equivalent based on the unit learning outcomes.

In order to undertake any of the capstone elements of this course you must have successfully completed 90 taught credits with the exception of the Professional Practice Unit for which you need to have completed all taught elements. Each Unit will include significant direct contact time but it will also require and provide time for individual reading and preparation for assessment. That will take place in weeks 3 and 6 of each block. By the end of this course you will appreciate the importance of marketing from branding in a national and global context, through to how digital marketing is framed.

If you have opted to enrol for the 15 month course, you will take a break of one block at the end of the four taught blocks. You will then progress to the master's capstone unit in block 6. The time to complete the master's capstone unit is not affected by taking a break at the end of the four taught blocks.

### **Assessment**

The intensive character of this Course's delivery as it is outlined in its Teaching and Learning philosophy is consistent with the needs of today'



<b>Admissions Criteria</b>	<b>Approved Variations and Additions to Standard Admission</b> None
<b>Assessment Regulations</b>	<a href="https://www.beds.ac.uk/about-us/our-university/academic-information">https://www.beds.ac.uk/about-us/our-university/academic-information</a> <b>Note: Be aware that our regulations change every year</b> <b>Approved Variations and Additions to Standard Assessment Regulations</b> None









MAR039-6	7	1 BLOC K	Core	VR-I	3	IT-PT	6			
MAR043-6	7	1 BLOC K	Core	CW-RW	3	VR-I	6			

**CW-RW**