

Marketing MSc Programme Specification

<https://www.bradford.ac.uk/courses/pg/marketing/>

Academic Year:	2024/25
Degree Awarding Body:	The University of Bradford
Target Degree Award:	Master of Science in Marketing [Framework for Higher Education Qualifications (FHEQ) Level 7]
Interim Awards:	Postgraduate Diploma; Postgraduate Certificate [FHEQ Level 7]
Programme Accreditation:	The Chartered Institute of Marketing (CIM); AMBA
Programme Admissions:	September and January
Expected Studies Duration:	12 months (Full-time September start) to 27 months (Part-time January start)
Subject Benchmark Statement:	Master's degree in Business and Management (QAA 2015)
Programme Origination:	May 2022

Please note: This programme specification has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but changes may occur given the interval between publishing and commencement of teaching. Any change which impacts the terms and conditions of an applicant's offer will be communicated to them. Upon commencement of the programme, students will receive further detail about their course and any minor changes will be discussed and/or communicated at this point.

Minor Modification Schedule

1. **May 2022:** Programme and awards renamed. Updated aims and Learning Outcomes. Replaced SIB7501-B with new module MAR7514-B. Replaced MAR7511-B with new module MAR7515-B. MAR7504-A new core module. MAR7509-A, HRM7503-A, SIB7504-A, AFE7504-A, OIM7503-A new optional modules.
2. **August 2022:** Specification reformatted for publication.
3. March 2023 – Optional Modules reviewed.
4. April 2024: Annual updates for 2024 academic year.

Introduction

Marketing is indispensable business function of any organisation to generate value for customers. The core objective of marketing is to attract and retain customers to generate cash flow, which serves as lifeline for any organisation's survival. Business survival has become more challenging than ever due to external environments such as Covid-19 pandemic. In a world of constantly changing consumer habits and technological advances the business that embrace contemporary marketing techniques have chance to be more successful.

The Master's in Marketing programme will enable you to discover the secrets behind creating successful branding and marketing strategy in a global environment, learn the tools and techniques used in conducting and analysing market research, and explore the marketing mix in an international context. You will benefit directly from expertise from

leading researchers, academics, and practitioners within the International Business Marketing and Strategy Research Centre many of whom are world-renowned in their fields.

The MSc Marketing programme offers graduates from non-marketing disciplines to fast track their marketing career by offering outstanding and comprehensive training in the marketing discipline. The programme cultivates the ethos of an engaging and inclusive learning community that is responsive to different learning styles and allows each student to develop to their full potential. The programme provides a well-rounded marketing education that fosters the critical and strategic skills to multiply graduate career prospects through combination of core and elective modules.

The programme is commensurate with the UK QAA Benchmark for a Type 2 (Career Entry) Master's Degree in Business and Management and is suitable for students from a wide range of backgrounds with first degrees in any subject from an approved university, or an acceptable professional qualification.

On graduation from this programme students will have developed a portfolio of work that demonstrates competence and employability and will thus be well-placed to access a range of career opportunities in marketing either nationally or internationally. Therefore, graduates from this programme will be able to contribute to business and society as a whole whilst applying the highest professional standards and will be capable of identifying their own professional development requirements. Equipped with the skills, knowledge and critical faculties required to operate and thrive in the contemporary business environment, these graduates will be ideally placed to pursue a career in business and commerce with a particular focus on marketing.

Programme Aims

The programme is intended to:

- A1. Develop marketing professionals with a sound theoretical understanding of organisational activities and the complexities that arise in the management of these as a consequence of the interrelationships that exist between them.
- A2. Develop students' competence in a range of analytical and personal skills necessary to enable them to make an effective and immediate contribution to the performance of an organisation in a range of functional areas.
- A3. Develop a critical awareness of the current issues affecting the discipline and the knowledge, skills, and expertise to assist organisations in achieving a sustainable business future.
- A4. Help those with knowledge and expertise in other disciplines to make the transition to the business and marketing world and assist them in developing their existing skills and knowledge within the business and marketing context.
- A5. Provide an opportunity for students to accrue the theoretical knowledge and applied skills enabling them to analyse and understand the impact of marketing on range of stakeholders.

Programme Learning Outcomes

In order to be eligible for the FHEQ Level 7 Postgraduate Certificate award, students will be able to:

1. Explain the context in which organisations conduct their business and how the business environment influences marketing in a national and international context
2. Describe in detail the multi-dimensional concept of marketing and the functions of specialist areas (including consumer behaviour, services, and Branding).
3. Effectively communicate complex ideas clearly, both orally and in writing to a broad range of recipients

To be eligible for the FHEQ Level 7 Postgraduate Diploma award, students will additionally be able to:

4. Critically discuss the importance and organisational role of the marketing function, marketing environment and international markets and the way these affect marketing strategies and practices
5. Synthesise and critically appraise emerging information and knowledge using quantitative and qualitative techniques to generate creative solutions to a range of business problems
6. Develop solutions to complex business problems through the application of appropriate theoretical models, frameworks, and decision support techniques
7. Develop original solutions to complex problems, and to work cooperatively with others providing ethical leadership in effecting change
8. Develop the knowledge and skills required to practice as a professional manager through critical self-awareness and reflective practice skills

To be eligible for the FHEQ Level 7 Degree award of Master, students will be able to:

9. Design, conduct and manage research into a range of business and marketing issues/activities to inform the development of business strategies.

Assessment Strategy

The assessment strategy for this programme is based on principles of constructive alignment, diversity and inclusion. It employs a well-developed range of formative and summative assessments tasks which are designed to help students to develop and demonstrate knowledge and understanding as well as a skill set in accordance with the learning outcomes for the programme overall and for specific modules. Our overall strategy aims to develop ability to succeed in a global context, and to assist individuals to take effective roles within them in a balanced and diverse range of assessment tasks.

The formative assessment strategy includes monitoring student's learning throughout each semester, using a range of class and seminar activities, personal tutors, project supervision and a variety of coursework, including essays, reflective notes, literature reviews, oral or audio-visual presentations, and group and individual tasks for which formative feedback is given.

The programme is summatively assessed by a mixture of written examinations, assessed coursework, case studies, group projects and [multimedia] presentations. Assessment is integrated with learning and teaching to support and demonstrate achievement of the learning outcomes for individual modules and the programme as a whole.

Learning outcomes 1, 2 and 3 are focused on knowledge. They are assessed by a mixture of closed book examinations and individual pieces of coursework and group work, including [multimedia] presentations.

Learning outcomes 4, 5 and 6 are focused on subject specific skills aimed to equip students with the practical ability to directly contribute to a marketing and management role. They are assessed by a mixture of closed book examinations and individual pieces of coursework and group work, including [multimedia] presentations.

Learning Outcomes 7, 8 and 9 are focused on the transferable skills that are so important to employability, such as communication, practical creativity and self-awareness. They are assessed by a mixture of individual coursework, group coursework, individual and group presentations (including multi-media), examination and individual coursework.

The final Dissertation is a capstone module assessing all learning outcomes. The dissertation involves carrying out an extended piece of written work involving an original and in-depth investigation of a programme-specific issue.

Assessment Regulations

This Programme conforms to the standard University Postgraduate Assessment Regulations which are available online at www.bradford.ac.uk/regulations/

However, there is one waiver exception to these regulations: On completion of the taught element of the programme and at the Interim Exam Board, a student who has 50 credits or more requiring supplementary assessment will not be permitted to proceed to the dissertation stage of the programme. The decision to allow progression will only be reconsidered at the Supplementary Exam Board.

Learning and Teaching Strategy

This programme seeks to integrate applied and theoretical knowledge with assessment processes that test both knowledge of the discipline and understanding of its application and limitations. The learning and teaching strategy put significant emphasis on the development of analytical, practical, and interpersonal skills. Throughout the programme, students will be actively engaged in a diverse range of learning activities designed to develop your capacities for thoughtful analysis and reflective practice.

Teaching on the programme will take different formats and will be directed, supported and reinforced through a combination of formal lectures, staff/student led group tasks and discussions, simulations, personal research and guided self-study, tutorials, seminars and directed reading. Sessions may be delivered weekly or in blocks.

Small Group sessions will use case studies and simulations with formative feedback given in class. Students will be guided to suitable primary and secondary data sources and be required to conduct research and presentation exercises. These activities will all be further supported by the use of a virtual learning environment.

In addition to learning within modules, personal academic tutors will support individual academic development, by helping in analysing learning needs, developing appropriate learning strategies that enable students to reflect on their own progress. Building many and varied opportunities to engage with and learn from each other into the programme is integral to fostering an inclusive learning environment.

Further, there are many opportunities to take part in exciting extra-curricular activities. The Faculty's Career Booster professional development programme offers opportunities to advance intellectual and employability skills (e.g. critical thinking, communication, team work, problem solving). <https://www.bradford.ac.uk/mlss/careerbooster/>

The School of Management is dynamic with a diverse and active Faculty and wider University. It arranges numerous events and opportunities each semester beyond the taught modules to engage with not only academic but also policy and practitioner events and issues. These include invited speakers, seminars, workshops, activities and conferences, both off and on-campus. Please note that such off-campus learning activities may involve an extra cost to the student.

University wide there is support available for students for academic skills, information literacy and programming language learning.

Academic Student Journey

Full-time Delivery

Students entering the full-time programme in September or January will study the course content in a different order to each other as detailed here:

Mode of Study 1: Full-time, September entry

Study Period	Learning and Teaching	Assessment
Autumn Semester (1)	Induction and Semester 1 Modules	Coursework submission (December)
Spring Semester (2)	Semester 2 Modules. Supervisor allocated and start work on the Dissertation	Coursework submission and exam period (April/May)
Summer (3)	International Master's Summer School (accredited or attendance options). Continue work on the Dissertation	Submit Dissertation (September)

Mode of Study 2: Full time, January entry

Study Period	Learning and Teaching	Assessment
Spring Semester (2)	Induction and Semester 2 Modules	Coursework submission (April)
Summer (3)	International Master's Summer School (accredited or attendance options). Supervisor allocated and start work on the Dissertation	-
Autumn Semester (1)	Semester 1 Modules	Coursework submission and exam period (December/January)
Spring Semester (2)	Continue work on the Dissertation	Submit Dissertation (March)

Part-time Delivery

The model part-time student journey is based on the equivalent of 1 day's attendance per week over 2 years, with the following planned sequence (depending on timetabling and subject to the University's programme approval, monitoring, and review procedures):

Mode of Study 3: Part time, September entry

Study Period	Learning and Teaching
Year 1, Semester 1	Two Core Modules
Year 1, Semester 2	One Core Module + One Option Module
Year 2, Semester 1	Two Core Modules
Year 2, Semester 2	One Core Module + One Option Module
Year 2, full year	Dissertation

Curriculum

The Master's degree in Marketing is built on a foundation of general and specialist marketing modules, all offered at FHEQ Level 7 standard.

In **Semester 1**, students will take the compulsory taught (core) modules and select 1 option module worth 10 credits:

Semester 1 Modules

Title	Code	Credits	Type
International Marketing	MAR7504-A	10	Core
Marketing Planning and Strategy	MAR7501-B	20	Core
Strategic Brand Management	MAR7514-B	20	Core
Developing Skills for Business Leadership	HRM7503-A	10	Option
Digital Marketing Metrics	MAR7509-A	10	Option

In **Semester 2**, students will take the compulsory taught (core) modules and select 1 option module worth 10 credits. Students who select an alternative accredited option can choose to additionally take part in the International Summer School without assessment.

Semester 2 Modules

Title	Code	Credits	Type
Consumer Behaviour and Insights in the Digital Age	MAR7510-B	20	Core
Digital Business and Marketing Strategy Simulation	MAR7512-A	10	Core
Service Marketing	MAR7515-B	20	Core
Corporate Social Responsibility	SIB7505-A	10	Option
Cross Cultural Management	SIB7504-A	10	Option
Entrepreneurship and Innovation	EAE7501-A	10	Option
International Master's Summer School	SIB7506-A	10	Option
International Master's Summer School (attendance only)	SIB7507-Z	0	Option

Following the successful completion of the taught component students will be registered on the **Dissertation** module.

Dissertation Stage Module 1

Title	Code	Credits	Study Availability
Dissertation	MAL7501-E	60	September cohort submit September 2025 January cohort submit March 2026

Please note: The curriculum may change, subject to the University's programme approval, monitoring and review procedures.

Awards Attainable

Students will be eligible to exit with the award of **Postgraduate Certificate** if they have successfully completed 60 credits and achieved the award learning outcomes.

Students will be eligible to exit with the award of **Postgraduate Diploma** if they have successfully completed at least 120 credits and achieved the award learning outcomes.

Students will be eligible for the award of **Degree of Master of Science** if they have successfully completed at least 180 credits and achieved the award learning outcomes.

Study Abroad

This programme is not designed to include a study abroad component. However, students are welcome to explore available opportunities for a Study Abroad Semester that may be viable for them via our International Opportunities team. This option can be available **ONLY** if the modules offered by the host institution allow the student to meet the learning outcomes of the Bradford Programme during Semester 1 **OR** Semester 2.

Any student wishing to study abroad for a semester should first contact the International Opportunities Team to explore the opportunities and funding in place and, secondly, the Faculty Exchange Coordinator to check if the available options and relevant modules are in line with the University requirements. Following these checks, the International Opportunities Team and the Faculty Exchange Coordinator will liaise with the relevant Programme Leader to validate the modules and the semester exchange.

The semester exchange requires students to study only modules suitable to the Bradford programme when abroad. Therefore, all modules selected for the exchange will have to be mapped to the Bradford programme learning outcomes and be approved by the Programme Leader and the Director of Studies in Bradford in advance of the exchange. During the exchange, if the student needs to change the modules, this can only be done after approval of the Programme Leader and Director of Programmes.

If the student fails a module abroad, the student must inform immediately the International Opportunities Team and the Faculty Exchange Coordinator and explore the possibility of re-taking any exams at the host institution.

During the exchange, students will have support from the relevant University services. All credit successfully obtained whilst on study abroad semester will count towards the student's final degree. Our International Opportunities team can advise students about the available funding to support their study or work experience abroad.

The list of exchange partners and network of Universities available for Study Abroad Semester, as well as further information about international opportunities can be found online at www.bradford.ac.uk/exchanges/current-students.

Please note: Some institutions are only available to undergraduate or postgraduate students. Any potential exchange is dependent on student eligibility, student finance, and the appropriate modules required to fulfil the requirements of the programme being available at either institution.

Admission Requirements

We take into consideration a number of factors when assessing your application. It's not just about your grades; we take the time to understand your personal circumstances and make decisions based on your potential to thrive at university and beyond.

As the programme is delivered entirely in English, applicants must be able to demonstrate proficiency in the English language thus, UK educated students must have a GCSE grade 4 (C) or above. Non-native speakers must have a 6.5 score on IELTS test of English or 94 in the internet-based TOEFL - exceptionally, holders of a UK degree awarded within 2 years prior to entry to the Bradford programme may be exempt from these English test requirements.

Applicants to MSc Marketing usually have a Bachelor's degree with honours, classification at least second class, in any discipline, from an accredited higher education institution.

This is generally equivalent to an international degree grade percentile average (GPA) of 2.5 out of 4.0 or 6.5 out of 10, or overall average of 70 from 100%. Equivalent professional qualifications will also be eligible if supported with appropriate practical experience.

Please note: The information above relates to the contemporary application cycle when this document was published and so may not reflect the current admission requirements. The tariff that applies now, along with details of international qualifications that we can accept, is published on the course website: <https://www.bradford.ac.uk/courses/pg/marketing/>

Recognition of Prior Learning

Applications are welcome from students with non-standard qualifications or mature students (those over 25 years of age on entry) with significant relevant experience.

The University welcomes applications from all potential students and most important in the decision to offer a place is our assessment of a candidate's potential to benefit from their studies and of their ability to succeed on this particular programme. Consideration of applications will be based on a combination of formal academic qualifications and other relevant experience.

If applicants have prior certificated learning or professional experience which may be equivalent to parts of this programme, the University has procedures to evaluate and recognise this learning in order to provide applicants with exemptions from specified modules or parts of the programme. For more details about our Recognition of Prior Learning procedures visit the website: www.brad.ac.uk/teaching-quality/prior-learning
