**Programme Specification**

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| **Please note:** This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she passes the programme.More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the programme handbook. The accuracy of the information contained in this specification is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education. |

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| **Degree and Programme Title: MSc Marketing** |

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| 1. **Awarding Institution/Body** | University of Kent |
| 1. **Teaching Institution** | University of Kent |
| 1. **School responsible for management of the programme** | Kent Business School |
| 1. **Teaching Site** | Canterbury |
| 1. **Mode of Delivery** | Full-time; Part-time |
| 1. **Programme accredited by** | Chartered Institute of Marketing (CIM) |
| 1. **Final Award** | MSc Marketing; PG Diploma, PG Certificate |
| 1. **Programme** | Masters in Marketing |
| 1. **UCAS Code (or other code)** | N/A |
| 1. **Credits/ECTS value** | 180/90ECTS |
| 1. **Study Level** | Postgraduate |
| 1. **Relevant QAA subject benchmarking group(s)** | Master’s degrees in Business and Management 2015 |
| 1. **Date of creation/revision** | 12 Feb 2012/revision Oct15 |
| 1. **Intended Start Date of Delivery of this Programme** | From September 2016 |

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| 1. **Educational Aims of the Programme**   The programme aims to: |
| 1. Provide a pre-experience Master’s programme, and to develop specialist skills and knowledge in marketing and management, for those wishing to pursue a career in marketing and/or management 2. Educate individuals as managers and marketing specialists and thus improve the quality of marketing and management as a profession, through a multi-disciplinary approach to understanding markets and consumers 3. Provide preparation for and/or development of a career in marketing and/or management by developing skills at a professional or equivalent level, or as preparation for research or further study in the area 4. Add value to first degrees by developing in individuals an integrated and critically aware understanding of marketing and management within a wide range of organisations, and assist them in taking effective roles within them 5. Develop students’ knowledge and understanding of a variety of organisations, and the external context in which they operate in 6. Develop the ability of individuals to critically apply marketing and management theories in a range of different contexts, through the development of cognitive, critical and intellectual skills, research skills and relevant personal and interpersonal skills 7. Enhance the development of lifelong learning skills to foster individuals’ abilities to be able to work with self-direction and originality and to contribute to business and society at large 8. Bring the scholarly and critical insights of the Social Sciences to bear on the subjects, activities and processes associated with marketing and management within organisations. 9. Provide teaching and learning opportunities that are informed by high quality research and scholarship, from within the Kent Business School and elsewhere. 10. Build on the close ties of the University with European institutions. 11. Support sustainable national and regional economic success and an understanding of international marketing and management practices. |

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| **16 Programme Outcomes**  The programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. The programme outcomes have references to the subject benchmarking statement for Master in Business and Management 2015 |

**A. Knowledge and Understanding of:**

1. The impact of contextual forces on organisations including: ethical, economic, environmental, social and technological change issues; international developments (***SB3.2, 3.4, 3.5***)

2. Markets and customers: the development and operation of markets for ideas, goods, services and experiences; expectations of customers and other stakeholders; marketing orientation (***SB3.9***)

3. The concepts, processes and institutions in the production and marketing of goods and/or services (***SB3.9***)

4. Theoretical and applied perspectives of marketing management (***SB3.7***)

5. The use of relevant traditional and non-traditional approaches (i.e., new media) to communicating with customers and other stakeholders, in a global environment, to fulfil organisational objectives (***SB3.7, 3.9***)

6. The use of relevant information technologies for application in marketing management within a global environment, to fulfil organisational objectives (***SB3.7, 3.9***)

7. The use of a range of marketing and business research methods/techniques (qualitative and quantitative), and an understanding of the situations in which they should be used, for providing marketers and managers with information to make more informed decisions (***SB3.9***)

8. The development of appropriate marketing strategies within a changing context to meet stakeholder interests (***SB3.9***)

9. The financing of the business enterprise or other forms of organisations; sources, uses and management of finance and financial reporting applications (***SB3.9***)

10. The management and development of people within organisations; organisational theory, behaviour; industrial/employee relations, HRM (***SB3.9***)

11. A range of contemporary and pervasive issues which may change over time. Illustrative examples include: innovation, creativity and enterprise, e-commerce, cause related marketing, sustainability, business ethics, values and norms, globalisation (***SB3.9***)

**Teaching/learning and assessment methods and strategies used to enable outcomes to be achieved and demonstrated**

* **Teaching/learning methods and strategies**
  + Readings, lectures, guest/expert speakers, tutor led workshops and seminars, case studies, discussions, individual and group project work, business and marketing reports, online learning materials presentations, computer workshops, marketing related videos/films
* **Assessment methods and strategies**
  + Online tests, seminar participation and contribution, presentations, coursework assignments, seen/unseen exams, project reports, marketing/management reports, business report

**Skills and Other Attributes**

**B. Intellectual Skills:**

1. Critical thinking and creativity; managing creative processes in self and others; organising thoughts; analysis, synthesis, critical appraisal. Includes the capability to identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately (***SB3.10***)

2. Ability to select, organise develop and synthesise complex material (***SB3.10***)

3. Analytic skills necessary for the analysis of problems and the identification of appropriate solutions. Application of a systematic approach to situation analysis (***SB3.10***)

4. Ability to plan, work and study independently and to use resources in a way that reflects best current practice and anticipated future practice (***SB3.10***)

5. Integrative capability to communicate and coordinate or eventually lead a team of multifunctional specialists (***SB3.10 5.1***)

**NB: Learning outcome B5 only applies to the Master’s qualification and is not required for PGDip or PGCert.**

**Teaching/learning and assessment methods and strategies used to enable outcomes to be achieved and demonstrated**

* **Teaching/learning methods and strategies**
  + Readings, lectures, guest/expert speakers, tutor led workshops and seminars, case studies, discussions, individual and group project work, business and marketing reports, online learning materials presentations, computer workshops, marketing related videos/films
* **Assessment methods and strategies**
  + Online tests, seminar participation and contribution, presentations, coursework assignments, seen/unseen exams, project reports, marketing/management reports, business report

**C. Subject-specific Skills:**

1. Problem solving and decision making; establishing criteria; using appropriate decision techniques including identifying, formulating and solving marketing and management problems; the ability to create, identify and evaluate options of relevant to marketers and policy makers; the ability to implement and review decisions (***SB3.10 5.1***)

2. Numeracy and quantitative skills including the use of models of business and marketing situations; qualitative research skills (***SB3.10***)

3. Ethical and value management: recognising ethical situations, applying ethical and organisational values to situations and choices that are of relevance to marketing and management (***SB3.10 5.1***)

4. Ability to conduct research into marketing and management issues (***SB3.10 5.1***)

5. Ability to identify, find, record, organise and manipulate knowledge relevant to the development and management and marketing or organisations (***SB5.1***)

**Teaching/learning and assessment methods and strategies used to enable outcomes to be achieved and demonstrated**

* **Teaching/learning methods and strategies**
  + Readings, lectures, guest/expert speakers, tutor led workshops and seminars, case studies, discussions, individual and group project work, business and marketing reports, online learning materials presentations, computer workshops, marketing related videos/films
* **Assessment methods and strategies**
  + Online tests, seminar participation and contribution, presentations, coursework assignments, seen/unseen exams, project reports, marketing/management reports, business report

**D. Transferable Skills:**

1. Information and knowledge; scanning and organising data; abstracting meaning from information and sharing knowledge (***SB3.10***)

2. Effective use of communication and information technology (***SB3.10***)

3. Two-way communication: listening, negotiating and persuading or influencing others; oral and written communication, using a range of media, including the preparation of business reports (***SB3.10***)

4. Personal effectiveness: self-awareness and self-management; time management; sensitivity to diversity in people and in different situations; the ability to continue learning (***SB3.10***)

5. Effective performance within a team environment and the ability to recognise and utilise others’ contributions in group processes (***SB3.10***)

**Teaching/learning and assessment methods and strategies used to enable outcomes to be achieved and demonstrated**

* **Teaching/learning methods and strategies**
  + Readings, lectures, guest/expert speakers, tutor led workshops and seminars, case studies, discussions, individual and group project work, business and marketing reports, online learning materials presentations, computer workshops, marketing related videos/films
* **Assessment methods and strategies**
  + Online tests, seminar participation and contribution, presentations, coursework assignments, seen/unseen exams, project reports, marketing/management reports, business report

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| For information on which modules provide which skills, see the module mapping |

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| **17 Programme Structures and Requirements, Levels, Modules, Credits and Awards**  This programme is studied over one year full-time or two years part-time, and requires 180 credits for completion. It is divided into 75 credits in term 1, 60 credits in term 2, and the remaining 45 credits (CB9068 Marketing Report) completed in term 3. The majority of the modules taken in term 1 are 100% coursework; the programme structure and module assessment pattern has been designed this way to provide a foundation for knowledge development in term 2 and term 3. The programme consists of 9 compulsory modules and a choice of 2 optional modules. Students must successfully complete each module in order to be awarded the specified number of credits for that module. One credit corresponds to approximately ten hours of 'learning time' (including all classes and all private study and research). Thus obtaining 180 credits in an academic year requires 1,800 hours of overall learning time. For further information on modules and credits refer to the Credit Framework at [http://www.kent.ac.uk/teaching/qa/credit-framework/creditinfo.html](http://www.kent.ac.uk/teaching/qa/codes/taught/annexe.html). Each module is designed to be at a specific level. For the descriptors of each of these levels, refer to Annex 2 of the Credit Framework at [http://www.kent.ac.uk/teaching/qa/credit-framework/creditinfoannex2.html](http://www.kent.ac.uk/ces/).  The programme is divided into two clear stages. In stage 1 (terms 1 and 2) students undertake all the taught modules. On completion of stage 1, a progression board will be held to determine whether or not candidates may proceed to stage 2 (term 3) which includes the Marketing Report. To be eligible for the award of a Master’s degree students must obtain 180 credits, at least 150 of which must be Level 7. Students who successfully complete stage 1 of the Masters in Marketing who do not complete, or who fail to achieve a pass in the Marketing Report, will be eligible for a Postgraduate Diploma, provided they obtain 120 credits in the taught element of the programme. A Postgraduate Certificate may be awarded on achievement of 60 credits in the taught element of the programme.  Compulsory modules are core to the programme and must be taken by all students studying the programme. Optional modules provide a choice of subject areas, from which students will select a stated number of modules. Where a student fails a module(s) due to illness or other mitigating circumstances, such failure may be condoned, subject to the requirements of the Credit Framework and provided that the student has achieved the **programme** learning outcomes. For further information refer to the Credit Framework at [http://www.kent.ac.uk/teaching/qa/credit-framework/creditinfo.html](http://www.qaa.ac.uk/InstitutionReports/types-of-review/IRENI/Pages/default.aspx). Where a student fails a module(s), but has marks for such modules within 10 percentage points of the pass mark, the Board of Examiners may nevertheless award the credits for the module(s), subject to the requirements of the Credit Framework and provided that the student has achieved the **programme** learning outcomes. For further information refer to the Credit Framework. |

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| **Code** | **Title** | **Level** | **Credits** | **Term(s)** |
| **Stage 1** | | | | |
| **Compulsory Modules** | | | | |
| CB937 | Financial and Management Accounting | 7 | 15/ECTS7.5 | 1 |
| CB935 | Organisational Behaviour and Human Resource Management | 7 | 15/ECTS7.5 | 1 |
| CB933 | Marketing | 7 | 15/ECTS7.5 | 1 |
| CB9065 | Buyer Decision Making | 7 | 15/ECTS7.5 | 1 |
| CB9066 | Applied Marketing Research | 7 | 15/ECTS7.5 | 1 |
| CB952 | Integrated Marketing Communications | 7 | 15/ECTS7.5 | 2 |
| CB953 | International Marketing Strategy | 7 | 15/ECTS7.5 | 2 |
| **Optional Modules** Students must select twofrom the following (Alternatively, any other module (with the appropriate credit volume) from the range of School modules may be selected, with the agreement of the programme leader): | | | | |
| CB9067 | Digital Marketing | 7 | 15/ECTS7.5 | 2 |
| CB9027 | New Product Development and Innovation Management | 7 | 15/ECTS7.5 | 2 |
| CB9064 | Marketing for Social Change | 7 | 15/ECTS7.5 | 2 |
| CB900 | Globalisation and Corporate Responsibility | 7 | 15/ECTS7.5 | 2 |
| CB9035 | Applied Business Modelling | 7 | 15/ECTS7.5 | 2 |
| **Stage 2** | | | | |
| **Compulsory Modules** | | | | |
| CB9068 | Marketing Report | 7 | 45/ECTS22.5 | 3 |

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| **18 Work-Based Learning**  Disability Statement: Where disabled students are due to undertake a work placement as part of this programme of study, a representative of the University will meet with the work placement provider in advance to ensure the provision of anticipatory and reasonable adjustments in line with legal requirements. |
| Where relevant to the programme of study, provide details of any work-based learning element, inclusive of employer details, delivery, assessment and support for students. |
| There is no formal work-based learning component to this programme |

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| **19 Support for Students and their Learning** |
| * School and University induction programme * Programme/module handbooks * Disability and Dyslexia Support Services (DDSS) [www.kent.ac.uk/ddss/](http://www.kent.ac.uk/international/) * Student Learning Advisory Service [http://www.kent.ac.uk/uelt/about/slas.html](http://www.kent.ac.uk/counselling/menu/Medical-Centre.html) * Counselling Service [www.kent.ac.uk/counselling/](http://www.kent.ac.uk/teaching/qa/credit-framework/creditinfo.html) * Kent Union [www.kentunion.co.uk/](http://www.kent.ac.uk/teaching/qa/credit-framework/creditinfoannex2.html) * Graduate Student Association (GSA) [www.kent.ac.uk/graduateschool/community/woolf.html](http://www.kent.ac.uk/teaching/qa/codes/index.html) * Graduate School (Provision of (i) skills training (workshops and online courses) (ii) institutional level induction and (iii) student-led initiatives such as social events, conferences and workshops) [www.kent.ac.uk/graduateschool/index.html](http://www.kent.ac.uk/teaching/qa/codes/taught/annexf.html) * Information Services (computing and library services) [www.kent.ac.uk/is/](http://www.kent.ac.uk/uelt/about/slas.html) * Postgraduate student representation at School, Faculty and Institutional levels * Centre for English and World Languages [www.kent.ac.uk/cewl/index.html](http://www.kent.ac.uk/counselling/) * Careers and Employability Services [www.kent.ac.uk/ces/](http://www.kent.ac.uk/teaching/qa/credit-framework/creditinfo.html) * International Office [www.kent.ac.uk/international/](http://www.kent.ac.uk/graduateschool/index.html) * Medical Centre [www.kent.ac.uk/counselling/menu/Medical-Centre.html](http://www.kent.ac.uk/teaching/qa/codes/taught/annexk.html) * Library services, see [http://www.kent.ac.uk/library/](http://www.kentunion.co.uk/) * PASS system, see [https://www.kent.ac.uk/uelt/quality/code2001/annexg.html](http://www.kent.ac.uk/graduateschool/community/woolf.html) * Academic Advisor system |

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| **20 Entry Profile**  The minimum age to study a degree programme at the university is normally at least 17 years old by 20 September in the year the course begins. There is no upper age limit. |
| 20.1 **Entry Route**  For fuller information, please refer to the University prospectus |
| **Minimum requirements**  Students who wish to apply for a higher degree should have a good honours degree from the UK (minimum 2:2) or equivalent internationally recognised qualifications.  Applicants without an honours degree may also be considered on the basis of work experience, professional qualifications and the relevance of the programme to their current professional role.  **International applicants**  International applicants must also demonstrate proficiency in English and we ask for the following:   * IELTS 6.5, with not less than 6.0 in each section. * Applicants who do not meet the required IELTS score can apply to undertake a pre-sessional programme (19, 12 or 6 week) in order to reach the required 6.5 IELTS score or equivalent. * Cambridge English: Advanced & Proficiency 176 (with a minimum of 169 in each component * Pearson Academic 62 (including 60 in each subset) |
| 20.2 **What does this programme have to offer?** |
| * An excellent education in core and advanced principles of marketing and management within organisations * The development of a skill set with currency in the workplace * A structured and systematic approach to developing the knowledge and skills required to successfully pursue a career in marketing and management * The opportunity to learn from, and develop networks with fellow students and staff from industry, within an international perspective * An application of marketing and management principles within a range of organisations and contemporary contexts * The opportunity to work on an independent and autonomous applied project which uses the skills developed on the programme |
| 20.3 **Personal Profile** |
| * Enthusiasm and willingness to apply oneself to marketing and management issues and challenges, and to develop knowledge and understanding across all aspects of marketing and management * Good English communication skills * Good ICT skills and a willingness to develop them further * A commitment to independent as well as supported learning * An interest in the application of academic knowledge to marketing and management issues in an international context. |

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| 21 **Methods for Evaluating and Enhancing the Quality and Standards of Teaching and Learning** |
| 21.1 **Mechanisms for review and evaluation of teaching, learning, assessment, the curriculum and outcome standards** |
| * Quality Assurance Framework [http://www.kent.ac.uk/teaching/qa/codes/index.html](http://www.kent.ac.uk/ddss/) Periodic Programme Review [http://www.kent.ac.uk/teaching/qa/codes/taught/annexf.html](http://www.kent.ac.uk/is/) * External Examiners system [http://www.kent.ac.uk/teaching/qa/codes/taught/annexk.html](http://www.kent.ac.uk/cewl/index.html) * Annual programme and module monitoring reports [http://www.kent.ac.uk/teaching/qa/codes/taught/annexe.html](http://www.kent.ac.uk/library/) * QAA Higher Education Review <http://www.qaa.ac.uk/InstitutionReports/types-of-review/higher-education-review/Pages/default.aspx> * Student module evaluations * Annual staff appraisal * Peer observation * Will be seeking accreditation by the Chartered Institute of Marketing (CIM) |
| 21.2 **Committees with responsibility for monitoring and evaluating quality and standards** |
| * MSc Marketing Board of Examiners * MSc Marketing Board of Studies * Kent Business School Graduate Studies Committee * Faculty Graduate Studies Committee * Faculty Board * Graduate School Board * Staff Student Consultative Committee * Kent Business School Advisory Board |
| 21.3 **Mechanisms for gaining student feedback on the quality of teaching and their learning experience** |
| * Postgraduate Taught Experience Survey (PTES) * Student module evaluations * Postgraduate Student Representation System (School, Faculty and Institutional level) * Peer reviews * Student membership of MSc Marketing Board of Studies * Student membership of Staff Student Consultative Committee |
| 21.4 **Staff Development priorities include:** |
| * Annual Appraisals * Institutional Level Staff Development Programme * Study Leave * Academic Practice Provision (PGCHE, ATAP and other development opportunities) * PGCHE requirements * ILT membership * Professional body membership and requirements * Programme team meetings * Research seminars * Conferences * Encouraging staff to engage proactively with professional marketing and management organisations * Encouraging staff to engage proactively with organisations in the private, public and voluntary sectors * Encouraging staff to develop awareness of non-UK perspectives on marketing and management * Dissemination of good practice arising from peer teaching observations and departmental staff development |

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| 22 **Indicators of Quality and Standards** |
| * Annual External Examiner reports * Results of periodic programme review (date of last PPR: April 2011) * Annual programme and module monitoring reports * Graduate Destinations Survey * Postgraduate Taught Experience Survey (PTES) results * Professional accreditation (will be seeking accreditation by the Chartered Institute of Marketing (CIM)) * Higher Education Review 2015 |
| 22.1 The following reference points were used in creating these specifications: |
| * QAA UK Quality Code for Higher Education * QAA Benchmarking statement/s for Business and Management 2015 * Requirements of the Chartered Institute of Marketing (CIM) * School and Faculty plan * University Plan/Learning and Teaching Strategy * Staff research activities * Prospectuses of equivalent degrees at institutions within the University’s peer group * The University of Kent’s mission statement and the University of Kent’s Plan * Kent Business School’s mission statement and Kent Business School’s Plan |

Last updated October 2015

**Programme Title: MSc in Marketing – Compulsory module mapping**

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|  | CB937 (Financial and Management Accounting) | CB935 (OB & HRM) | CB9066 (Applied Marketing Research) | CB9065 (Buyer Decision Making) | CB933 (Marketing) | CB952 (Marketing Communications) | CB953 (Marketing in an International Perspective) | CB9068 (Marketing Report) |
| **Knowledge and Understanding:** | | | | | | | | |
| A1 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| A2 |  |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| A3 | 🗸 |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| A4 |  |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| A5 |  |  | 🗸 | 🗸 | 🗸 | 🗸 |  | 🗸 |
| A6 |  |  | 🗸 | 🗸 |  | 🗸 | 🗸 | 🗸 |
| A7 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| A8 | 🗸 |  |  | 🗸 | 🗸 |  | 🗸 | 🗸 |
| A9 | 🗸 |  |  |  |  |  |  | 🗸 |
| A10 |  | 🗸 |  |  |  |  |  | 🗸 |
| A11 | 🗸 | 🗸 |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| **Intellectual Skills:** | | | | | | | | |
| B1 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| B2 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| B3 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| B4 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| B5 |  |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |  |
| **Subject Specific Skills:** | | | | | | | | |
| C1 | 🗸 |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| C2 | 🗸 |  | 🗸 |  | 🗸 | 🗸 | 🗸 | 🗸 |
| C3 |  |  | 🗸 | 🗸 |  | 🗸 |  | 🗸 |
| C4 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| C5 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| **Transferable Skills:** | | | | | | | | |
| D1 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| D2 | 🗸 |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| D3 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| D4 |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |
| D5 |  | 🗸 | 🗸 | 🗸 | 🗸 | 🗸 |  |  |