



Approved September 2016  
Effective from September 2016 for MA Marketing

## **PROGRAMME SPECIFICATION**

### **1. General information**

<b>Awarding body / institution</b>	<b>Leeds Trinity University</b>
<b>Teaching institution</b>	<b>Leeds Trinity University</b>
<b>'Parent' School (ICE / SAC / SSHS)</b>	<b>School of Social and Health Sciences</b>
<b>Professional accreditation body (if applicable)</b>	<b>n/a</b>
<b>Final award (eg. BA Hons)</b>	<b>MA</b>
<b>Title of programme(s)</b>	<b>Marketing</b>
<b>Subsidiary award(s) (if any)</b>	<b>(fallback awards) PgCert, PgDip</b>
<b>Honours type (Single / Joint / Combined)</b>	<b>n/a</b>
<b>Duration and mode(s) of study</b>	<b>1 year full-time/2 years part-time</b>
<b>Start date (this version) (month and year)</b>	<b>September 2017</b>
<b>Periodic review next due (acad. year)</b>	<b>2021/22</b>
<b>JACS subject code(s) (Level 3)</b>	
<b>UCAS course code &amp; code name</b>	
<b>SITS codes (Course / Pathway / Route)</b>	
<b>Delivery venue(s)</b>	<b>Leeds Trinity University</b>

### **2. Aims of the programme**

<b>Rationale and general aims</b>
<p>Marketers have had to contend with a steep learning curve when faced with the economic challenges of recent years. In-depth research and data analysis combined with strategic planning and well-defined management skills have never been more pivotal to the delivery of Business success. This programme will aim to explore the ways in which sophisticated marketing expertise can help organisations and brands to achieve growth through the creation of sustainable competitive advantage.</p> <p>The programme will also aim to provide graduates of other disciplines with specialist knowledge and a detailed understanding of core areas of Marketing such as digital channels, social media and the world-wide web. Modules will focus on key themes such as Customer relationship management, International Business and the <b>G</b>/local market and the impact of technology.</p> <p>Marketing as a discipline is focussed around complex social and economic activity and reflects a key area of employment. It is concerned with intervention and action to achieve stakeholder objectives. The study of the subject, particularly at postgraduate level, requires an integrative</p>

approach that blends customer behaviour with analytic approaches to solving complex problems and implementing appropriate solutions through and with people. The subject must be viewed and developed from an international perspective to ensure relevance in today's global economy. In this context, non-UK students will be particularly welcome for the experience, skills and context-related knowledge which they bring, enriching the overall international learning experience. Module content is carefully designed to include internationally relevant and applicable theory, drawing on a range of UK and international case studies and research from across the globe to provide international relevance and applicability.

The constantly growing importance and competitive nature of the service sector to economies across the world is creating new challenges for professional marketers and innovative marketing approaches are required to attract and retain profitable customers in today's global market place. Customer relationship management and customer service strategies are frequently the most effective ways to achieve a sustainable competitive advantage.

The evolving impact of the internet and technology in general is also a key factor, which continues to create both opportunities and challenges for marketing as a discipline and it is of vital importance to harness the benefits offered and to learn to manage the disadvantages brought about by the "connected society". Digital technology today also plays a significant role in the key area of marketing communications and the need to develop integrated marketing communications strategies inevitably involves the incorporation of social media and other internet-based channels.

It is expected that you will:

- Learn how to identify and capitalise on market opportunities that drive results and enhance profitability within your business.
- Acquire a solid understanding of key marketing trends such as "Sustainability", "Customer relationship management", "Ethics", "Big data" and the impact of "e Marketing" - studied in relation to each module as a key programme theme.
- Benefit from the experience of active, practitioner-based tutors; learn highly practical marketing skills through classroom activities and individual projects.
- Develop an awareness and understanding of local and global markets; study marketing best practices and share knowledge with classroom peers.

### 3. Student learning outcomes of the programme

**Learning outcomes in terms of:**

- **knowledge and understanding (K)**
- **intellectual / cognitive / 'thinking' skills (I)**
- **physical skills specific to the subject (P)**
- **employability skills (E)**

The 'K1', etc codes are used in section 7c) and module descriptors to refer to each of these learning outcomes.

On successful completion of the programme, students will have:

#### **Knowledge and understanding (K)**

- K1 Demonstrated knowledge and understanding of marketing external environment pervasive issues – these would include globalisation, e-commerce, corporate social responsibility, sustainability, diversity, innovation, creativity, enterprise development, knowledge management and risk management;
- K2 Demonstrated knowledge and understanding of internal resources, people management and development within organisations, as well as impact on marketing function;
- K3 Demonstrated knowledge and understanding of key functional specialisms such as market and marketing research, consumer behaviour, customer services, as well as interaction with other key business functions;

- K4 Demonstrated knowledge and understanding of the importance of customer expectations, services and relations, as well orientation to business;
- K5 Demonstrated knowledge and understanding of marketing strategies formulation within a changing environment and how to meet stakeholder interests;

**Intellectual / cognitive / 'thinking' skills (I)**

- I1 Collected, ordered, analysed and evaluated quantitative and qualitative information and data; collected relevant information across a range of areas pertaining to a current situation, analysed that information and synthesised it into an appropriate form in order to evaluate decision alternatives;
- I2 Used critical thinking, analysis and synthesis to identify assumptions, evaluate financial statements and economic events, question logic and reasoning and identify implicit values;
- I3 Made informed choices in areas of financial analyses, ethical behaviour, social responsibility and equal opportunities practice as they apply to business and people management;
- I4 Demonstrated effective cognitive, problem solving and decision making abilities using appropriate quantitative and qualitative skills;

**Employability skills (E)**

- E1 Self-management – the ability to plan and manage time; readiness to accept responsibility and improve their own performance based on feedback/reflective learning; the ability to take initiative and be proactive, flexible and resilient;
- E2 Teamworking – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions and negotiating; contributing to discussions; awareness of interdependence with others;
- E3 Business and sector awareness – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the external context and pressures on a organisation, including concepts such as value for money, profitability and sustainability;
- E4 Problem-solving – a capacity for critical reasoning, analysis and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse and evaluate information from different sources;
- E5 Communication – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;
- E6 Application of numeracy – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables and to manage a budget;
- E7 Communication and Information technology (CIT) – the ability to identify the appropriate IT package for a given task; familiarity with word-processing, spreadsheets and file management; the ability to use the internet and email effectively.
- E8 Entrepreneurship/enterprise – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;
- E9 Social, cultural & civic awareness – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

**3a External benchmarks**

**Statement of congruence with the relevant published subject benchmark statements**  
*(including appropriate references to the FHEQ and any PSRB, employer or legislative requirements)*

The aims, objectives and learning outcomes of the programme are consistent with the QAA benchmark statement for Business & Management PG degrees (Type 1 – specialist Master’s degrees).

In future, an accreditation from Chartered Institute of Marketing may be considered.

#### 4. Learning outcomes for subsidiary awards

##### a) Award of Postgraduate Diploma of Higher Education in Business (PgDip)

The PgDip in Business will be awarded in those circumstances where a student successfully completes 120 credits and leaves the programme. Students will have had specific opportunities to display transferable, employable skills relevant to a business/management career.

##### b) Award of Postgraduate Certificate of Higher Education in Business (PgCert)

The PgCert in Business will be awarded in those circumstances where a student successfully completes 60 credits and leaves the programme. Students will have had specific opportunities to display transferable, employable skills relevant to a business/management career.

#### 5. Content

##### Summary of content by theme

This MA Marketing programme is based on contemporary theory and case study material, which will be both challenging and innovative. The programme offers the essential knowledge and understanding, skills and experience required for you to operate effectively and successfully in a professional marketing environment. The key themes of the programme are embedded in all of the modules studied:

- Customer-centric marketing, focusing on the major role played by “customer relationship management” and the pivotal role played by customer service.
- The rapidly evolving role of digital marketing encompassing e-commerce and electronic communications as part of an integrated marketing communications strategy.
- The increasing significance of the global/local market place.

Core areas of the programme focus on contemporary marketing concepts and how these sit within the overall management framework, the external context and the development of transferable/employability skills – communication/presentation, teamwork, leadership, problem-solving, analysis and marketing decision-making.

The programme provides a broad, analytical and integrated study of Marketing. The core modules cover all the key functional areas including strategic marketing, customer and consumer behaviour, retailing and services marketing, content marketing and integrated marketing communications and leadership.

You will be required to do a 20-credit Business Research (research methods) and 40-credit Research Project/Dissertation modules, ideally in conjunction with an appropriate business organisation. This will result in you being able to generate marketing recommendations and conduct research in the same way that professional marketing researchers might operate. It is intended that this will significantly increase employability.

The Leadership and Professional Development module will help you with strategic career planning and help to develop marketing management and leadership capabilities, whilst the Strategic Marketing and Planning module will encourage you to adopt a critical approach to the marketing planning process.

Other core modules include *International Management and Marketing* and *Integrated Marketing Communications*, which are intended to provide you with an in-depth understanding of these

fundamentally important business areas; theory and practice are integrated through the extensive use of UK and international case study material and real business examples. The optional modules comprise *Starting and Growing Your Own Business*, *Human Resources Management*, *Services Marketing* and *Project Management* and allow you to individualise your programme of study and develop a degree of specialism that can be further extended, if desired, by the organisation-based research project/dissertation.

## 6. Structure

### MA Marketing (FT- 1 year; PT- 2 years)

This programme will have one intake in September and the modules will be delivered as follows:

#### Full-time

##### Term 1

MBA 7032	Strategic Marketing and Planning.....	20 credits
MBA 7132	Consumer Behaviour.....	20 credits

##### Term 2

MBA 7082	International Management and Marketing.....	20 credits
MBA 7152	Integrated Marketing Communications.....	20 credits
MBA 7002	Leadership and Professional Development.....	20 credits

##### Term 3

MBM 7552	Business Research.....	20 credits
MBM 7564	Research Project/Dissertation.....	40 credits
	1 x 20 credit optional module.....	20 credits

#### Options:

MBA 7062	Starting and Growing Your Own Business
MBA 7072	Human Resources Management
MBA 7092	Project Management
MBA 7172	Services Marketing

#### Part – time

##### Year 1

##### Term 1

MBA 7132	Consumer Behaviour.....	20 credits
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##### Term 2

MBA 7082	International Management and Marketing .....	20 credits
MBA 7152	Integrated Marketing Communications.....	20 credits

##### Term 3

	1 x 20 credit optional module.....	20 credits
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#### Options:

MBA 7062	Starting and Growing Your Own Business
MBA 7072	Human Resources Management
MBA 7092	Project Management
MBA 7172	Services Marketing

##### Year 2

##### Term1

MBA 7032	Strategic Marketing and Planning.....	20 credits
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##### Term 2

MBA 7002	Leadership and Professional Development.....	20 credits
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**Term 3**

MBM 7552 Business Research.....20 credits

MBM 7564 Research Project/Dissertation.....40 credits

**7. Learning, teaching and assessment****7a) Statement of the strategy for learning, teaching and assessment for the programme**

The entrants to the programme will come from a broad mix of disciplines and backgrounds, which will facilitate a multi-perspective, interactive, learning process. The programme will attempt to maximise available opportunities for participants to reflect on their knowledge, experience and practice, particularly through a process of peer interaction and team work. This will enable students with limited work experience to benefit from the experience of others and students who are returning to HE to take advantage of the academic skills of more recent graduates. It will also bring an international and cross-cultural dimension into the learning, through the integration of UK and international case studies in each module. This will lead participants to be more self-aware and to be able to modify and develop their own and others' marketing practices, as well as to work in diverse teams and in international business contexts.

To facilitate the progression of students into a marketing career there will be a focus on inviting qualified and active marketing and business practitioners as guest speakers, visiting lecturers and potential employers. You will also have an Academic Mentor to receive advice on your programme of study and how to make it relevant to your individual interests and career aspirations. Personal and career development will be facilitated through the Leadership and Professional Development module.

As you progress through the programme, you will be required to demonstrate appropriate levels of subject knowledge and understanding, subject specific skills, intellectual skills and the effective use of transferable/employability skills.

The learning and teaching process develops knowledge of a range of subject areas and the ability to handle a breadth of material. You are expected to develop mastery as a whole through an explicit process of integrating these subjects to give a holistic understanding of the broad field of Marketing and Management. Tutor-led sessions have a strong conceptual and theoretical emphasis and an appropriate pace, going further and faster than at undergraduate level. "Theory into practice" is developed by a variety of methods, including case-studies, visiting practitioners, the business simulation/game and the individual research project.

It is expected that several sessions will be delivered in collaboration with academic colleagues from other subject areas, e.g. Digital and Social Media (SAC), Consumer Behaviour (Psychology), thus securing a multidisciplinary input into the modules.

Assessment includes assessing the rigour of academic arguments as well as the application of theory. Assessment will also require you to demonstrate a practical and integrative approach to a problem area or issue. A range of assessment methods will be deployed to facilitate this and will include case-study/market-analysis, individual and team presentations, a research project proposal, project report and personal portfolio.

The Learning, Teaching and Assessment (LTA) Strategy for this programme was developed in line with key principles of the University's LTA Strategy (Applied, Collaborative and Engaged).

## 7b) Module details

Module number and name	Learning and Teaching Methods	Assessment				Teaching Staff (module co-ordinator as first name and in bold)
		Form	Magnitude	Weighting	Timing	
MBA 7002 Leadership and Professional Development	Lectures/workshops	Individual presentation	15 minutes + 15 minutes discussion	100%	End of Term 2	<b>Dr Emma Roberts</b>
MBA 7032 Strategic Marketing and Planning	Lectures/seminars/workshops	Individual presentation Marketing plan	15 minutes 3,000 words	25% 75%	Mid-Term 1 End of Term 1	<b>Nick Beaton</b>
MBA 7082 International Management and Marketing	Lectures and seminars/workshops	Marketing plan	4,000 words	100%	End of Term 2	<b>Mark Sebright</b>
MBA 7132 Consumer Behaviour	Lectures and tutorials/workshops	Essay	4,000 words	100%	End of Term 1	<b>Nick Beaton</b>
MBA 7152 Integrated Marketing Communications	Lectures and seminars/tutorials	Presentation (Marketing Communications Plan & Rationale)	20 minutes + Q&A (eq. 4,000 words)	100%	End of Term 2	<b>Nick Beaton</b>
MBM 7552 Business Research	Lectures and workshops	Poster presentation Research proposal	10 minutes 3,000 words	10% 90%	End of scheduled teaching End of Term 3	<b>Prof Denis Kobzev/ tbc</b>
MBM 7564 Research Project/Dissertation	One-to-one supervision	Research project/Dissertation	8,000 words	100%	End of Summer	<b>Prof Denis Kobzev/ tbc</b>
MBA 7062 Starting and Growing Your Own Business	Lectures and workshops	Presentation Business plan	15 minutes 3,000 words	25% 75%	Mid-Term 3 End of Term 3	<b>Hurol Ozcan</b>
MBA 7072 Human Resources Management	Lectures/seminars/workshops	Case study	4,000 words	100%	End of Term 3	<b>Dr Emma Roberts</b>
MBA 7172 Services Marketing	Lectures and seminars/tutorials	Case study report	4,000 words	100%	End of Term 3	<b>Mark Sebright</b>
MBA 7092 Project Management	Lectures/workshops/tutorials and project group guided study	Group presentation Project plan	15 minutes 3,000 words	25% 75%	Mid-Term 3 End of Term 3	<b>Prof Denis Kobzev</b>





## 8. Entry requirements

### Postgraduate programmes

Applicants should normally have achieved the following prior to registration for the programme:

- Honours degree in their first subject (or equivalent).

For students whose first language is not English a pass in an approved test in English is needed, e.g. the International English Language Testing Service (IELTS) – 6.0 (no component should be lower than 5.5) or equivalent test.

International students will have additional access to English language sessions – focusing on academic writing/skills and information retrieval sessions (which will also be covered during mandatory Induction week).

Applications are welcome from those with few or no formal qualifications. Any previous relevant work experience and learning will be assessed and, where appropriate, accredited as part of the application process in line with the University's Recognition of Prior Experiential Learning (RPEL) and other appropriate procedures.

## 9. Progression, classification and award requirements

Details of requirements for student progression between levels and receipt of the award(s)

(A certain level of attainment which must be achieved in a specific module; any modules exempted from condonement, any deviation from the standard institutional stipulations for award classification, eg. exclusion of Level 4 module marks from Foundation Degree classification)

Standard University Postgraduate Taught Course Academic Regulations apply.

## 10. Prerequisites

Details of modules which must be passed before enrolment on a module at a higher level

*Include the rationale which justifies imposition of the prerequisite(s) and the mark/grade required.*

MBM 7552 *Business Research* is prerequisite for MBM 7564 *Research Project/Dissertation*.  
MBA 7032 *Strategic Marketing and Planning* or an introductory Marketing module is prerequisite for MBA 7172 *Services Marketing*.

## 11. External examining arrangements

External examining arrangements

(eg. joint with another programme – extended duties for someone already in post – or separate, single/multiple examiners; if multiple examiners, which subjects / types of module are to be allocated to each; any PSRB requirements)

New BMM postgraduate external examiner will be dedicated to the programme.

## 12. Additional information

Details regarding arrangements in respect of any special features of the programme/scheme, (eg. a non-standard delivery pattern, study abroad, a field course, specific work placement, opportunities for onward progression from foundation degrees, constraints on out-of-programme optional module choices)

The MA Marketing programme is designed for postgraduate students of other disciplines, who may or may not have professional work experience, but who will have decided that they want to work in the area of Marketing and recognise that in-depth research, planning, implementation and control are fundamental prerequisites for Business success.

This programme advocates the mixed experience cohort, where peer learning is multidimensional and postgraduates are encouraged to share their academic skills with those who are returning to HE, while students with professional (and international) experience bring the breadth of their practical knowledge to the class. A mixed-cohort approach was tested with Leeds Trinity University's former MA Business Management and a very positive team dynamic was observed. It is additionally important to mention that many graduates acquire significant professional experience through work placement, organisation-based projects and internships, which are integrated in or linked to their programme of studies and through part-time work.

### **13. Additional support needs**

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme

(Key aspects of the Equality Impact Assessment for the Department – see Internal Audit Form NP2G for further details)

Students with disabilities or other support needs are welcome. Arrangements will be made, via the normal University support network, to accommodate students with additional support needs wherever possible.