# *MA Marketing Communications*



Programme Specification

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| **1. Programme title** | MA Marketing Communications |
| **2. Awarding institution** | Middlesex University |
| **3. Teaching institution** | Middlesex University |
| **4. Programme accredited by** | N/A |
| **5. Final qualification** | MA/PGDip/PGCert |
| **6. Academic year** | 2013/14 |
| **7. Language of study** | English |
| **8. Mode of study** | Full Time/Part Time/Distance Learning |

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| **9. Criteria for admission to the programme**  Applicants should normally have:   * A good Honours degree in a business or communication related field awarded by a UK university, or * An equivalent qualification accepted by the Academic Registry of the University, or * A professional qualification deemed to be of an equivalent standard. * Applicants with a degree in a different field may be considered providing that they can demonstrate extensive professional experience in the area of marketing or marketing communication.   Those without formal qualifications are welcome to apply, and may be required to submit a GMAT score of 550 (or above) and/or come in for an interview. Additionally, these applicants will need to provide evidence of a minimum of three years of middle to senior management experience in a relevant industry (e.g. marketing).  Successful applicants must have competence in English language. For international applicants whose first language is not English the requirement is that they have IELTS 6.5 (with minimum 6.0 in all four components) or TOEFL internet based 87 (with at least 21 in listening & writing, 22 in speaking and 23 in reading).  *N.B*: PG/Diploma and PG/Cert are exit awards. Therefore, the criteria for admission for PG/Diploma and PG/Cert are the same as for the MA degree. |

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| **10. Aims of the programme** |
| The MA Marketing Communications programme addresses integrated marketing communications strategies in the context of the rapidly changing global media environment. This programme is designed specifically for those students who have chosen to pursue a professional career in marketing and/or marketing communications or for students wishing to consolidate an existing career in a marketing communications related field. The programme aims to develop:   * A systematic understanding of and critical reflection of current theories, models, concepts and professional practice in marketing and marketing communications. * The ability to apply knowledge and understanding of marketing and marketing communications to complex strategic issues based on leading edge research and practice in the field. * An understanding and critical awareness of the internal and external context in which marketing and marketing communications are practiced in organisations, including the global media market. * An understanding of appropriate techniques sufficient to allow detailed investigation into relevant marketing communications issues, including the ability to acquire and analyse data and information; evaluate their relevance and validity; and to synthesise a range of information to solve business problems; and to complete research reports and projects. * Creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to develop and interpret knowledge in the field. * The knowledge, skills and aptitudes for a career in marketing communications.   *N.B. A PGCert and PGDip student achieves these aims to a limited extent in the context of the modules taken as part of their study.* |

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| **11. Programme outcomes** |  |
| **A. Knowledge and understanding**  On completion of this programme the successful student will have knowledge and understanding of :  1. The role of marketing and marketing communications in contemporary organisations  2. The leading models, concepts and theories of strategic marketing communications in contemporary organisations  3. The role and strategic use of marketing and marketing communications relevant research  4. The theories and concepts associated with integrated marketing communications, including specific emphasis on advertising, digital marketing, sales promotions and public relations  5. The ethical and legal issues facing marketing decision makers | **Teaching/learning methods**  Students gain knowledge and understanding through lectures and directed reading of textbooks and academic articles.  Further opportunities to develop this understanding are provided through seminar classes. Computer-assisted learning (CD-ROM) and/or Web based materials) is used to reinforce understanding of these fundamental concepts.  **Assessment Method**  Students’ knowledge and understanding is assessed by a combination of formative and summative assessed coursework.  Students will have to produce individual reports, group work reports, and presentations. |
| **B. Cognitive (thinking) skills**  On completion of this programme the successful student will be able to:  1. Analyse a marketing communications issue using suitable theoretical frameworks and practical data and devise alternative responses  2. Evaluate alternative marketing and marketing communication strategies for feasibility and gap-reducing properties  3. Correctly apply abstract marketing and marketing communication specific theories and relevant research to practical marketing situations  4. Identify and solve strategic marketing communication problems combining appropriate theory and practice  5. Decide research and knowledge  requirements for decision-making  purposes | **Teaching/learning methods**  Students learn cognitive skills through tasks undertaken within seminar classes and relevant exercises/ coursework. The principal learning method employed is the case study, which may be historical or “live” (including the acquisition and analysis of data).  **Assessment Method**  Students’ cognitive skills are assessed by coursework assignments and presentations. Case study based assessments provide the opportunity to demonstrate all of 1-5.  Students will have to produce individual reports, group work reports and analyse case studies. |
| **C. Practical skills**  On completion of the programme the successful student will be able to:  1. Critically evaluate the latest thinking in marketing communications theory  2. Undertake a thorough scan of the environment relevant to marketing and marketing communications strategy development for an organisation  3. Critically evaluate, interpret and integrate marketing research (both research data and theoretical frameworks) to guide decision making and communications strategy development  4. Develop strategic options and select between them  5. Develop a potentially effective marketing communications plan tailored to an organisation’s needs and constraints  6. Implement, manage and critically evaluate a marketing communications programme | **Teaching/learning methods**  Students learn practical skills through historical as well as ‘live’ case studies. Other forms of coursework assignments are also widely used for 1-6.  **Assessment Method**  Students’ practical skills are assessed by coursework and case study based projects are the main tools used for assessing 1-6.  Students will have to produce individual reports, and group work reports and presentations.  Students will also have to analyse case studies based on the relevant subject. |

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| 12. Programme structure (levels, modules, credits and progression requirements) |
| 12. 1 Overall structure of the programme |
| **MA Marketing Communications**   |  |  | | --- | --- | | **MKT4070 Integrated Brand Communications -Tools and Strategies [30 ]** | | | **MKT 4012 Advertising and Digital Marketing [30 ]** | | | **MKT4102 Practitioner Perspectives [15 ]** | **MKT4017 Marketing Communications Analytics [15** | | **MKT4051 Consumer Behaviour: Decision-Making Processes (15 )** | **Option Module (15)** | | **MKT4009/ Dissertation (60 )**  **Or**  **MKT 4029Professional Practice Project [60 ]** | |   **PG Diploma in Higher Education.**   |  |  | | --- | --- | | **MKT4070 Integrated Brand Communications -Tools and Strategies [30 ]** | | | **MKT 4012 Advertising and Digital Marketing [30 ]** | | | **MKT4102 Practitioner Perspectives [15 ]** | **MKT4017 Marketing Communications Analytics [15** | | **MKT4051 Consumer Behaviour: Decision-Making Processes (15 )** | **Option Module (15)** |   **PG Certificate in Higher Education.**   |  | | --- | | **MKT4070 Integrated Brand Communications -Tools and Strategies [30 ]** | | **MKT 4012 Advertising and Digital Marketing [30 ]** |  |  |  |  | | --- | --- | --- | | **12.2 Levels and modules**  Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below. | | | | Level 7 |  |  | | COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS | | students must take **all** of the following:  **MKT4070**  Integrated Brand Communications -Tools and Strategies  [30 credits]  **MKT 4012**  Advertising and Digital Marketing  [30 credits]  **MKT4102**  Practitioner Perspectives  [15 credits]  **MKT4017**  Marketing Communications Analytics  [15 credits]  **MKT4051**  Consumer Behaviour: Decision-Making Processes  [15 credits] | Students must choose **one** of the following **15 credit** modules:  **MKT4053**  Creative Communication Strategy [15 credits]  Or  **MKT4031**  Marketing Research Processes [15 credits]  In addition students must choose **one** of the following **60 credit** modules:  **MKT4009/** Dissertation (60 credits)  Or  **MKT 4029**Professional Practice Project  [60 credits] | Students must successfully complete MKT 4070 and MKT 4012 if they are to exit with a PG Certificate in Higher Education.  Students must successfully complete MKT4070, MKT4012, MKT4102, MKT4017 and MKT4051, and the equivalent of 15 credits from optional if they are to exit with a PG Diploma in Higher Education.  Students must pass 120 credits before they can progress onto their dissertation | |

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| **12.3 Non-compensatable modules** (note statement in 12.2 regarding FHEQ levels) | |
| **Module level** | **Module code** |
| None |  |

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| **13. Curriculum map** |
| See attached. |

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| **14. Information about assessment regulations** |
| Please refer to module guide and regulations handbook - - [www.mdx.ac.uk/regulations](http://www.mdx.ac.uk/regulations) |

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| **15. Placement opportunities, requirements and support (if applicable)** |
| There is no formal Placement integrated into this Programme. However, if you wish to be considered for placement or internship after completing the attendance of taught courses, you may contact the Business School Employability Adviser Amanda, located in room WG34 (Williams Building). Amanda Adnyana-Roberts can be contacted on: 0208 411 6187 or reached at [Amanda8@mdx.ac.uk](mailto:Amanda8@mdx.ac.uk) |

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| **16. Future careers (if applicable)** |
| Graduates will normally go into marketing careers or related areas on graduation. Indications are that this career market will continue to improve in the foreseeable future.  The University Employability Service offers postgraduate students support in planning their career. The Charted Institute of Marketing, Institute of Direct Marketing, Institute of Practitioners in Advertising and many other professional bodies offer career support to members and highlight job opportunities for all graduates. |

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| **17. Particular support for learning (if applicable)** |
| * Learner Development Unit - including both numeracy and literacy support * Learning Resources * Programme and Module Handbooks * Induction and orientation programme * Access to student achievement advisors * Student e-mail and Unihub * Placement support * Tutor support through published office hours * Disability support to ensure all students can actively participate in university life. For further information on the type of support available, please contact the Disability Learning Support. * All marketing modules benefit from support of dedicated myUniHub websites and an extensive collection of online and hard copy learning resources * Middlesex University Business School organises a regular programme of guest lectures by prominent speakers on key issues in business. |

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| **18. JACS code (or other relevant coding system)** | N500 |
| **19. Relevant QAA subject benchmark group(s)** | Masters in Business Management |

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| **20. Reference points**  The following reference points were used in designing the programme.   * QAA Subject Benchmark Masters in Business and Management (Type I (A)) * QAA Framework for Higher Education Qualifications (FHEQ) * QAA Codes of Practice * Middlesex University Learning, Teaching and Assessment and distance education Strategies * Middlesex University regulations * Middlesex University Business School Mission and Vision |

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| **21. Other information** |
| Indicators of quality:   * Student achievement * Buoyant enrolment * Student feedback evaluation forms * External examiners reports * Student employability   Methods for evaluating and improving the quality and standards of learning are:   * External Examiner reports * Quality Monitoring reports * Board of Study * Student focus groups * Module evaluation and report * Peer teaching observations * Programme validation and review panels * Quality Monitoring Reports   See Middlesex University’s Learning and Quality Enhancement Handbook for further information |

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

**Curriculum map for MA Marketing Communications**

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

**Programme learning outcomes**

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| **Knowledge and Understanding** | | **Practical skills** | |
| A1 | the role of marketingand marketing communications in contemporary organisations | C1 | critically evaluate the latest thinking in marketing communications theory |
| A2 | the leading models, concepts and theories of strategic marketing communications and digital marketing in contemporary organisations | C2 | undertake a thorough scan of the environment relevant to marketing communications strategy development of an organisation |
| A3 | the role and strategic use of marketing communications relevant research | C3 | critically evaluate, interpret and integrate marketing research (both research data and theoretical frameworks) to guide decision making and communications strategy development |
| A4 | the theories and concepts associated with integrated marketing communications, and advertising, digital marketing, sales promotions and public relations. | C4 | develop strategic marketing communications options and select between them |
| A5 | the ethical and legal issues facing marketing decision makers | C5 | develop a potentially effective marketing communications plan tailored to an organisation's needs and constraints |
|  |  | C6 | implement, manage and critically evaluate a marketing communications programme |
| **Cognitive skills** | |
| B1 | analyse a marketing communications issue using suitable theoretical frameworks and practical data and devise alternative responses |
| B2 | evaluate alternative marketing communications strategies for feasibility and gap-reducing properties |
| B3 | correctly apply abstract marketing and marketing communications specific theories and relevant research to practical marketing situations |
| B4 | identify and solve strategic marketing communications problems combining appropriate theory and practice |
| B5 | decide research and knowledge requirements for decision-making purposes |

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| **Programme outcomes** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A1 | A2 | A3 | A4 | A5 | A6 | A7 | B1 | B2 | B3 | | B4 | | B5 | | B6 | | C1 | | C2 | | C3 | | C4 | | C5 | | C6 | | D1 | | D2 | | D3 | | D4 | | D5 | D6 | | D7 | |
| **Highest level achieved by all graduates** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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**MA Marketing Communications**

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| **Module Title** | **Module Code by Level** | **Programme outcomes** | | | | | | | | | | | | | | |
| A1 | A2 | A3 | A4 | A5 | B1 | B2 | B3 | B4 | B5 | C1 | C2 | C3 | C4 | C5 |
| Advertising and Digital Marketing | MKT 4012 | ✓ | ✓ | ✓ |  | ✓ | ✓ |  | ✓ | ✓ |  | ✓ | ✓ |  | ✓ | ✓ |
| Integrated Brand Communications - Tools and Strategies | MKT 4070 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |  | ✓ | ✓ | ✓ | ✓ | ✓ |
| Marketing Communications Analytics | MKT 4017 | ✓ |  | ✓ |  |  | ✓ |  | ✓ |  | ✓ |  |  | ✓ |  |  |
| Consumer Behaviour: Decision-Making Processes | MKT 4051 | ✓ | ✓ | ✓ |  | ✓ |  |  | ✓ |  |  | ✓ |  |  |  |  |
| Marketing  Research Processes | MKT 4031 |  |  | ✓ |  | ✓ | ✓ | ✓ |  |  | ✓ |  | ✓ | ✓ |  |  |
| Creative Communication Strategy [15 credits] | MKT  4053 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |  |  |  | ✓ |  |
| Practitioner Perspectives  [Compulsory 15 credits] | MKT 4102 | ✓ |  |  |  | ✓ | ✓ | ✓ | ✓ | ✓ |  | ✓ | ✓ |  |  | ✓ |
| Dissertation | MKT 4009 |  |  |  | ✓ |  |  |  |  |  | ✓ | ✓ |  |  |  |  |
| Professional Practice Project | MKT4028 |  |  |  | ✓ |  |  |  |  |  | ✓ | ✓ |  |  |  |  |

**PG Diploma Marketing Communications**

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| **Module Title** | **Module Code by Level** | **Programme outcomes** | | | | | | | | | | | | | | |
| A1 | A2 | A3 | A4 | A5 | B1 | B2 | B3 | B4 | B5 | C1 | C2 | C3 | C4 | C5 |
| Advertising and Digital Marketing | MKT 4012 | ✓ | ✓ | ✓ |  | ✓ | ✓ |  | ✓ | ✓ |  | ✓ | ✓ |  | ✓ | ✓ |
| Integrated Brand Communications - Tools and Strategies | MKT 4070 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |  | ✓ | ✓ | ✓ | ✓ | ✓ |
| Marketing Communications Analytics | MKT 4017 | ✓ |  | ✓ |  |  | ✓ |  | ✓ |  | ✓ |  |  | ✓ |  |  |
| Consumer Behaviour: Decision-Making Processes | MKT 4051 | ✓ | ✓ | ✓ |  | ✓ |  |  | ✓ |  |  | ✓ |  |  |  |  |
| Practitioner Perspectives  [Compulsory 15 credits] | MKT 4102 | ✓ |  |  |  | ✓ | ✓ | ✓ | ✓ | ✓ |  | ✓ | ✓ |  |  | ✓ |

**PG Cert Marketing Communications**

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| **Module Title** | **Module Code by Level** | **Programme outcomes** | | | | | | | | | | | | | | |
| A1 | A2 | A3 | A4 | A5 | B1 | B2 | B3 | B4 | B5 | C1 | C2 | C3 | C4 | C5 |
| Advertising and Digital Marketing | MKT 4012 | ✓ | ✓ | ✓ |  | ✓ | ✓ |  | ✓ | ✓ |  | ✓ | ✓ |  | ✓ | ✓ |
| Integrated Brand Communications - Tools and Strategies | MKT 4070 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |  | ✓ | ✓ | ✓ | ✓ | ✓ |