

# Programme Specification



## MSc Corporate and Marketing Communications

1. Programme title	<b>MSc Corporate and Marketing Communications</b>
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	CIM (Pending)
5. Final qualification	MSc (180 credits) PG Diploma (120 credits) PG Certificate (60 credits)
6. Year of validation/ Year of amendment	
7. Language of study	English
8. Mode of study	Full time/Part time

## 9. Criteria for admission to the programme

Applicants should normally have:

- A second class honours undergraduate degree or above in any discipline awarded by a UK University or a recognised overseas institution, or
- An equivalent qualification accepted by the Academic Registry of the University, or
- A professional qualification deemed to be of an equivalent standard.

Those without formal qualifications are welcome to apply, and may be required to come in for an interview. Additionally, these applicants will

need to provide evidence of a minimum of three years of middle to senior management relevant experience.

Successful applicants must have competence in the 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 equivalent.

N.B. PG/Diploma and PG/Cert are entry and exit awards. Therefore, the criteria for admission for PG/Diploma and PG/Cert are the same as for the MSc degree.

## **10. Aims of the programme**

The MSc in Corporate and Marketing Communications aims to prepare students for successful employment by encouraging the development of a range of knowledge and skills that will enable them to work effectively, both collaboratively and individually. It is designed to develop students' understanding of corporate and brand communication and its integration into an organisation's overall communication strategy.

The MSc Corporate and Marketing Communications will help students with no or limited knowledge of marketing to develop an advanced level of understanding and critical reflection of the key marketing communication theories and frameworks. Students will develop a sound understanding and appreciation of the diverse traditional and growing number of digital media platforms through which corporate and brand messages can be communicated. A key tenet of the programme is the focus on experiential based learning and practical hands-on application of knowledge to a range of strategic communication issues. On successful completion of this programme, graduates will be able to critically evaluate complex situations, to problem solve, to write clearly and analytically, to work together and independently and to communicate. They will be able to retrieve and synthesise information from a diverse range of sources to develop well-informed and justified solutions to marketing challenges. The achievement of these aims will provide our MSc Corporate and Marketing Communications graduates with the knowledge and skills required to build a career in marketing. Whether our graduates wish to work as marketing managers, brand and creative consultants, analysts, researchers or entrepreneurs, the programme will allow them to acquire both general and specialised

knowledge required to start building their chosen careers. The choice of dissertation will provide students with an opportunity to further develop specialist skills and knowledge in a field they are particularly interested in. For those students intending to further their education, the MSc in Corporate and Marketing Communications will equip them with a range of skills required for Doctoral level study.

In the case of the Masters awards these aims will be realised in full. For earlier exit awards, achievement of the aims will be as follows:

- For the Diploma, all aims stated above with the exception of completion of dissertation outcomes.

For the Certificate exit award, aims will be achieved at an initial core, but not specialist level.

## 11. Programme outcomes

11. Programme outcomes	
<p><b>A. Knowledge and Understanding</b></p> <p>On completion of this programme the successful student will have knowledge and understanding of:</p> <p>A1. The role of strategic marketing communication in contemporary organisations and its integral relationship with other functional areas within businesses;</p> <p>A2. External and internal factors which impact on the development of and influence upon the role of integrated corporate and brand communication strategies designed to engage, persuade</p>	<p><b>Teaching/Learning Methods</b></p> <p>Students gain knowledge and understanding through attendance, participation and engagement with lectures, seminars, independent study, group debate and discussion, and producing theoretical and practical work in response to assignment requirements. Students will have the opportunity to attend presentations by industry practitioners and experts in the fields of marketing communication and brand management. Such presentations will build on topics discussed in class and will improve understanding of topics required for summative assessment. Students will also participate in a</p>

and influence target audiences through the diverse media landscape within which both organisations and individuals exist;

A3. Key frameworks, concepts, theories and developments in corporate communication strategy and their application to real-life marketing scenarios across a diverse range of organisational and environmental contexts, which also include the impact of globalisation, economic, ethical, legal and social challenges on marketing communication practice;

A4. A range of key techniques and communication strategies which allow marketers to connect with consumer decision making processes, brand values and relationships, as well as allowing the development of a corporate brand and identity narrative through creative and innovative approaches to communication;

A5. A range of tactical communication tools available to marketers to deliver corporate and brand messages in order to persuade and influence clearly identified

week-long residential field trip, where they will have the opportunity to receive presentations from marketing experts as well as experience marketing in action.

### **Assessment Methods**

Students' knowledge and understanding is assessed through a range of methods such as reports, literature reviews, presentations, and examinations. Assessment is designed to develop student skills in critical thinking and application, as well as a sound and comprehensive knowledge of relevant theories, frameworks and models. An integral feature of the programme is its emphasis on experiential learning and practically applied assessments, designed to improve student understanding of the 'real world' and further enhance employability prospects.

audiences through innovative use of traditional and digital media platforms;

A6. A comprehensive range of research philosophies and methods of enquiry, to explore the dynamic role and influence of corporate and brand communication with diverse audiences and stakeholders.

### **B. Cognitive (thinking) Skills**

On completion of this programme the successful student will be able to:

B1. Engage critically with major theories and frameworks relating to strategic marketing communication as well as the practice and application of appropriate communication tools;

B2. Analyse and evaluate complex marketing communication issues using a range of suitable theoretical frameworks and devise alternative communication strategy options and solutions;

B3. Synthesise, analyse and critically appraise qualitative and quantitative data to plan, design and execute creative solutions to a range of corporate communication problems;

### **Teaching/Learning Methods**

Students acquire cognitive skills through discussion, debate, problem-solving activities during lectures and seminars. The residential field trip, formative assessments and feedback significantly contribute to the development of cognitive skills.

### **Assessment Methods**

Students' cognitive skills are assessed by critical analysis in a range of contexts in the form of reports, presentations and critical reflections grounded in the specific criteria of individual modules.

<p>B4. Apply innovative thinking in order to develop solutions to a range corporate marketing communication challenges;</p> <p>B5. Engage in reflective practice, relating studies to career and personal development</p>	
<p><b>C. Practical Skills</b> On completion of this programme the successful student will be able to:</p> <p>C1. Develop solutions to complex strategic marketing problems through the application of theories and frameworks to real life business situations;</p> <p>C2. Describe and communicate complex concepts and ideas professionally in a range of oral and written formats as an individual and as part of a team;</p> <p>C3. Develop strategic and operational marketing communication objectives and plans;</p> <p>C4. Plan, design and execute research projects to achieve stipulated research objectives and to inform the development of corporate marketing communication strategy;</p>	<p><b>Teaching/Learning Methods</b> Students learn practical skills through critical analysis of existing practice in corporate marketing communication. Teaching strategy across the range of core and optional modules adopts a distinct experiential focus, requiring students to engage with academic content using a ‘hands on’ approach. The residential trip builds upon the real life opportunities embedded in the Programme by enabling students to have access to marketing practitioners and requiring them to actively engage with the corporate communication strategies presented.</p> <p><b>Assessment Methods</b> Students’ practical skills are assessed through a range of assessment methods, including reports, presentations, and reflections on self-evaluation and personal development.</p>

<p>C5. Use relevant statistical programmes/software to critically analyse data, generate and present a range of justified solutions, demonstrating logical consistency and adequacy of conclusions;</p> <p>C6. Manage resources and time effectively to achieve intended learning goals and demonstrate the ability to work effectively as a self-directed learner.</p>	
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<p><b>12. Programme structure (levels, modules, credits and progression requirements)</b></p>
<p><b>12. 1 Overall structure of the programme</b></p>
<p>Please see the Programme Structure Diagrams on the next page</p>

<p><b>12.2 Levels and modules</b></p> <p>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.</p>		
<p><b>Level 7</b></p>		
<p>COMPULSORY</p>	<p>OPTIONAL</p>	<p>PROGRESSION REQUIREMENTS</p>

<p>Students must take all of the following:</p> <p><b>MKT4139</b> Communication, Persuasion and Media Strategy (30 credits)</p> <p><b>MKT4060</b> Strategic Brand Management (30 credits)</p>	<p>N/A</p>	<p>Students must successfully complete:</p> <p><b>MKT4139</b> Communication, Persuasion and Media Strategy (30 credits) and</p> <p><b>MKT4060</b> Strategic Brand Management (30 credits)</p> <p>in order to exit with a PG Certificate in Corporate and Marketing Communications</p>
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12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	Module code
None	.

<p><b>13. Curriculum map</b> See Curriculum Map attached</p>
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#### 14. Information about assessment regulations

Middlesex University Regulations apply to this programme without exception.

### **15. Placement opportunities, requirements and support (if applicable)**

There is a Professional Practice module integrated into the MSc in Corporate and Marketing Communications (Integrated Placement) programme. This module enables students to spend six months in an organisation working on marketing related projects. The six month placement will be secured through the students' independent work applications and with the support of our employability centre. In the case where appropriate work-placement has not been identified prior to the start of the module due to unsuccessful student application and/or suitability, students will be required to directly proceed with the completion of their dissertation.

### **16. Future careers (if applicable)**

The programme is designed to equip students with the skills and knowledge to pursue successful careers in marketing communication roles across a wide range of different industry sectors and types of organisation. This MSc is for those who wish to develop their skills and acquire knowledge to build or further their career in private, public or charitable organisations. Graduates will be equipped to pursue a career in a range of marketing communication positions such as that of Marketing Consultant, Brand Executive and Advertising Executive. For those students intending to further their education, the MSc in Corporate and Marketing Communications will equip them with a range of skills required for Doctoral level study.

The University Employability Service offers postgraduate students support in planning their career. The Chartered 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.

### **17. Particular support for learning (if applicable)**

- Induction and orientation programme
- Programme and Module Handbooks
- Module information and learning/support material on MyUniHub

- Guest lectures
- Subject-dedicated librarians
- English Language and Learning Support (Learning Enhancement Team)
- Designated 'office hours' and one-to-one meetings with teaching staff
- Student e-mail and UniHub
- 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 Support Service Manager, Bryan Jones at [B.Jones@mdx.ac.uk](mailto:B.Jones@mdx.ac.uk) or on +44 (0)20 8411 5367 and/or the Disability Support Officer on +44 (0)20 8411 4945, email: [S.Hussain@mdx.ac.uk](mailto:S.Hussain@mdx.ac.uk) Further information can be found at: <http://unihub.mdx.ac.uk/support/disability/index.aspx> or at [disability@mdx.ac.uk](mailto:disability@mdx.ac.uk).

**18. JACS code (or other relevant coding system)**

PGN509

**19. Relevant QAA subject benchmark group(s)**

Masters Business and Management

## **20. Reference points**

- QAA Subject Benchmark Statement for Master's Degrees in Business and Management
- QAA Framework for Higher Education Qualifications (FHEQ)
- QAA and Middlesex Guidelines for Programme Specification
- QAA Codes of Practice
- Middlesex University Learning Framework – Programme Design Guidance
- Middlesex University Teaching, Learning and Assessment Strategy
- Middlesex University Regulations
- Middlesex University Business School Mission and Vision

## 21. Other information

Methods for evaluating and improving the quality and standards of learning are:

- External Examiner reports
- Board of Study
- Student focus group
- Module evaluation and report
- Peer teaching observations
- Student evaluation
- Validation and review panels
- Quality Monitoring Reports

Indicators of quality:

- Student Progression and support
- Buoyant enrolment
- Student feedback evaluation forms
- External examiners reports
- Student employability

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 programme handbook and the University Regulations.

# Curriculum map for MSc Corporate and 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

Knowledge and Understanding	
A1	The role of strategic marketing communication in contemporary organisations and its integral relationship with other functional areas within businesses;
A2	External and internal factors which impact on the development of and influence upon the role of integrated corporate and brand communication strategies designed to engage, persuade and influence target audiences through the diverse media landscape within which both organisations and individuals exist;
A3	Key frameworks, concepts, theories and developments in corporate communication strategy and their application to real-life marketing scenarios across a diverse range of organisational and environmental contexts, which also include the impact of globalisation, economic, ethical, legal and social challenges on marketing communication practice;
A4	A range of key techniques and communication strategies which allow marketers to connect with consumer decision making processes, brand values and relationships, as well as allowing the development of a corporate brand and identity narrative through creative and innovative approaches to communication;
A5	A range of tactical communication tools available to marketers to deliver corporate and brand messages in order to persuade and influence clearly identified audiences through innovative use of traditional and digital media platforms;
A6	A comprehensive range of research philosophies and methods of enquiry, to explore the dynamic role and influence of corporate and brand communication with diverse audiences and stakeholders.
Cognitive skills	
B1	Engage critically with major theories and frameworks relating to strategic marketing communication as well as the practice and application of appropriate communication tools;
B2	Analyse and evaluate complex marketing communication issues using a range of suitable theoretical frameworks and devise alternative communication strategy options and solutions;
B3	Synthesise, analyse and critically appraise qualitative and quantitative data to plan, design and execute creative solutions to a range of corporate communication problems;
B4	Apply innovative thinking in order to develop solutions to a range corporate marketing communication challenges;
B5	Engage in reflective practice, relating studies to career and personal development
Practical skills	
C1	Develop solutions to complex strategic marketing problems through the application of theories and frameworks to real life business situations;
C2	Describe and communicate complex concepts and ideas professionally in a range of oral and written formats as an individual and as part of a team;
C3	Develop strategic and operational marketing communication objectives and plans;
C4	Plan, design and execute research projects to achieve stipulated research objectives and to inform the development of corporate marketing communication strategy;
C5	Use relevant statistical programmes/software to critically analyse data, generate and present a range of justified solutions, demonstrating logical consistency and adequacy of conclusions;
C6	Manage resources and time effectively to achieve intended learning goals and demonstrate the ability to work effectively as a self-directed learner.

Programme outcomes – highest level to be achieved by all graduates																		
A1	A2	A3	A4	A5	A6		B1	B2	B3	B4	B5		C1	C2	C3	C4	C5	C6
Highest level achieved by all graduates																		
7	7	7	7	7	7		7	7	7	7	7		7	7	7	7	7	7

## MSc in Corporate and Marketing Communications

Module Title	Module code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6
<b>CORE MODULES</b>																		
Communication, Persuasion and Media Strategy	MKT4139	X	X	X				X	X			X	X	X		X		X
Strategic Brand Management	MKT4060	X	X	X				X	X		X		X	X	X			X
Research Methods and Dissertation	MKT4066			X			X	X	X	X						X	X	X
<b>OPTIONAL MODULES</b>																		
Consumer Psychology	MKT4133		X		X			X					X					X
Creative Strategy in Advertising	MKT4144				X	X		X		X	X		X	X		X		
Brand Analytics: Methods and Strategies	MKT4067				X					X				X		X	X	
Cross-Cultural Communication and Global Brands	MKT4146			X					X				X	X	X			
Communication for Social Change	MKT4147			X	X				X	X					X	X		X
Public Relations and Crisis Communication	MKT4141		X	X	X	X			X	X	X		X	X				
Experiential Marketing and Events	MKT4138		X			X					X	X	X	X				
Guerrilla Marketing, Celebrity Endorsement and Promotion	MKT4143		X			X		X			X			X	X			
Professional Practice	MKT4130	X		X								X		X				X

## PG Diploma in Corporate and Marketing Communications

Module Title	Module code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6
<b>CORE MODULES</b>																		
Communication, Persuasion and Media Strategy	MKT4139	X	X	X				X	X			X	X	X		X		X
Strategic Brand Management	MKT4060	X	X	X				X	X		X		X	X	X			X
<b>OPTIONAL MODULES</b>																		
Consumer Psychology	MKT4133		X		X			X					X					X
Creative Strategy in Advertising	MKT4144				X	X		X		X	X		X	X		X		
Brand Analytics: Methods and Strategies	MKT4067				X					X				X		X	X	
Cross-Cultural Communication and Global Brands	MKT4146			X					X				X	X	X			
Communication for Social Change	MKT4147			X	X				X	X					X	X		X
Public Relations and Crisis Communication	MKT4141		X	X	X	X			X	X	X		X	X				
Experiential Marketing and Events	MKT4138		X			X					X	X	X	X				
Guerrilla Marketing, Celebrity Endorsement and Promotion	MKT4143		X			X		X			X			X	X			

## PG Certificate in Corporate and Marketing Communications

Module Title	Module code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6
<b>CORE MODULES</b>																		
Communication, Persuasion and Media Strategy	MKT4139	X	X	X				X	X			X	X	X		X		X
Strategic Brand Management	MKT4060	X	X	X				X	X		X		X	X	X			X

