

PROGRAMME SPECIFICATION

MA Strategic Branding and Stakeholder Communication



1. Programme title	MA Strategic Branding and Stakeholder Communication
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	N/a
5. Final qualification	MA (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 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, provided 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 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 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 TOEFL internet based 87 (with at least 21 in listening and 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.

10. Aims of the programme

The programme aims to:

- Prepare students for successful employment by encouraging the development of a wide range of skills that will enable them to work effectively both collaboratively and individually
- Provide students with a thorough understanding and critical reflection of the key issues in strategic brand management across a diverse range of industry sectors
- Equip students with transferable skills in the areas of analysis, synthesis and evaluation
- Encourage the development of strong oral and written communication skills
- Provide students with the skills to apply knowledge of branding and stakeholder communication to complex strategic issues based on leading edge research and practice in the field

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.

11. Programme outcomes

A. Knowledge and Understanding

On completion of this programme the successful student will have knowledge and understanding of :

A1. The conceptual foundations of strategic branding and stakeholder communication

A2. A wide range of tools and frameworks for the critical analysis of brands and stakeholders

A3. How to measure the effectiveness of brand and stakeholder strategies

A4. The different environments within which brand and stakeholder strategies are applied

A5. The challenges inherent in managing a portfolio of brands and communicating effectively to a range of different audiences

Teaching/Learning Methods

Students gain knowledge and understanding through attendance, participation and engagement with lectures, seminars, independent study, group debate and discussion, and producing creative and practical work in response to assignments. Students will also be exposed to guest presentations by industry practitioners in the fields of brand management. Such presentations will build on topics discussed in class and will improve understanding of topics/issue required for summative assessment. Students will also participate in a 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 by a range of methods, such as

	<p>reports, presentations, and examinations. An important feature of the programme is its emphasis on experiential learning and practical assessments to improve student understanding of the 'real world' and enhance employability prospects. Examples of practical assessments include the development of brand plans and digital marketing strategies. An example of assessment attached to experiential learning activities is the brand consultancy report that is based upon company presentations, visits experienced during the residential trip itself and, additional research.</p>
<p>B. Cognitive (thinking) Skills</p> <p>On completion of this programme the successful student will be able</p>	<p>Teaching/Learning Methods</p> <p>Students learn cognitive skills through discussion, debate and participation in lectures,</p>

<p>to:</p> <p>B1. Engage critically with the major theories relating to the practice of brand management and stakeholder communication</p> <p>B2. Use relevant theory and concepts to critically evaluate their own work and the work of their peers</p> <p>B3. Critically analyse the influence of brands by correctly applying an in-depth understanding of different methodological approaches</p> <p>B4. Apply creative thinking and critical analysis in order to develop solutions to brand and stakeholder challenges</p> <p>B5. Identify similarities and differences in branding and stakeholder approaches in different contexts</p>	<p>seminars, the residential field trip and workshops, problem solving, undertaking formative assessment and dealing with feedback.</p> <p>Assessment Methods</p> <p>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>
<p>C. Practical Skills</p> <p>On completion of the programme the successful student will be able</p>	<p>Teaching/Learning Methods</p> <p>Students learn practical skills through critical analysis of</p>

<p>to:</p> <p>C1. Exercise effective managerial judgement in making strategic brand and stakeholder-related decisions</p> <p>C2. Deliver fluent and articulate oral presentations</p> <p>C3. Critically analyse and evaluate brand positioning strategies</p> <p>C4. Identify, critically evaluate and make appropriate use of a range of information sources to support the decision-making process</p> <p>C5. Develop decision-making skills in the management of brand and stakeholder campaigns and strategies</p>	<p>existing practice in strategic brand management and stakeholder communication; examining and debating different approaches to situations and challenges; drafting and producing written work; debating with peers and with lecturers. The residential trip that exposes students to real-life practitioners and requires addressing branding challenges contributes to the development of the required practical skills.</p> <p>Assessment Methods</p> <p>Students' practical skills are assessed by coursework including reports and presentations as well as addressing branding challenges in a variety of contexts as part of the programme's residential trip.</p>
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<p>D. Additional Skills</p> <p>On completion of this programme the successful student will be able to:</p> <p>D1. Demonstrate the ability to work effectively as a self-directed learner, relating their studies to career and personal development</p> <p>D2. Demonstrate employability through an understanding of how knowledge and skills developed in their studies apply to the world of work</p> <p>D3. Work effectively as part of a team</p> <p>D4. Demonstrate creativity and initiative across a range of industry contexts</p> <p>D5. Engage in persuasive communication both oral and written</p>	<p>Teaching/Learning Methods</p> <p>Students acquire graduate skills through lectures, seminars, independent study, group debate and discussion, the residential trip and the fostering of creative skills.</p> <p>Assessment Methods</p> <p>Students' graduate skills are assessed by a range of assessment outcomes including reports, presentations and examinations.</p>
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12. Programme structure (levels, modules, credits and progression)

requirements)**12.1 Overall structure of the programme**

Please see the Programme Structure Diagram in the previous section titled 'Your Programme' (Page 14).

12.2 Levels and modules**Level 7**

COMPULSORY

OPTIONAL

PROGRESSION
REQUIREMENTS

<p>Students must take all of the following:</p> <p>MKT4060 Strategic Brand Management (30 credits)</p> <p>MKT4069 Stakeholder and Communications Theory (30 credits)</p> <p>MKT4067 Brand Analytics: Methods and Strategies (15 credits)</p> <p>MKT4065 Digital Marketing (15 credits)</p> <p>MKT4066 Research Methods and Dissertation (60 credits)</p>	<p>Students must also choose two from the following elective modules:</p> <p>MKT4061 City, Region and Nation Branding (15 credits)</p> <p>MKT4064 Corporate and Organisational Branding (15 credits)</p> <p>MKT4062 Innovation-Driven Marketing (15 credits)</p> <p>MKT4063 Sonic Branding (15 credits)</p>	<p>Students must successfully complete MKT4060 and MKT4069 if they are to exit with a PG Certificate in Strategic Branding and Stakeholder Communication.</p> <p>Students must successfully complete MKT4060, MKT4069, MKT4067, MKT4065, and two of the optional modules if they are to exit with a PG Diploma in Strategic Branding and Stakeholder Communication.</p> <p>Students must pass 120 credits before they can progress onto their dissertation.</p>
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12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Module level	Module code
None are compensatable	

13. Curriculum map

See below following Section 19 Reference Points.

14. Information about assessment regulations

Please refer to the regulations handbook, which is accessible at:
www.mdx.ac.uk/regulations

15. Future Careers

The programme is designed to equip students with the skills and knowledge to pursue successful careers in brand management and stakeholder communication roles across a wide range of different industry sectors and types of organisation. This MA is for those who wish to develop their skills and acquire knowledge to further their career in public, private or charitable organisations where you will be equipped to pursue a career in marketing and or marketing communications such as advertising, PR, sales promotion and branding. You may also consolidate an existing career in a marketing communications field.

An innovative feature of the programme is a week-long residential field trip, where students have the opportunity to receive presentations from marketing experts as well as experience marketing in action. The residential trip will add value to student understanding of content through the integration of theory and real business practice. It has been acknowledged that such experiential learning activities increase learning, motivation and critical thinking skills as well as provide significant employment skills.

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.

16. Particular support for learning

- Academic writing support from the Learning Enhancement Team (LET) is embedded within the programme;
- there are subject-dedicated librarians
- ongoing support from Achievement and Assessment Officers
- Programme and Module Handbooks
- Student email and UniHub
- Tutor support through published office hours
- Disability support to ensure that all students can actively participate in university life. For further information on the type of support available, please contact the Disability Learning Support
- Middlesex University Business School organises a regular programme of guest lectures by prominent speakers on key issues in business

17. JACS code (or other relevant coding system)

N500

18. Relevant QAA subject benchmark group(s)

Master's Degrees in Business and Management

19. Reference points

The following reference points were used in designing the programme:

QAA Subject Benchmark Statement for Master's Degrees in

Business and Management

QAA Framework for Higher Education Qualifications (FHEQ)

QAA Codes of Practice

Middlesex University Learning and Teaching Strategy

Middlesex University Assessment Regulations

The Learning and Quality Enhancement Handbook

Middlesex University Business School Mission and Vision

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.

Knowledge and understanding		Practical skills	
A1	The conceptual foundations of strategic branding and stakeholder communication	C1	Exercise managerial judgement in making brand and stakeholder-related decisions
A2	A wide range of tools and frameworks for the analysis of brands and stakeholders	C2	Deliver fluent and articulate oral presentations based on the interpretation and integration of branding concepts, frameworks and theories
A3	How to measure the effectiveness of brand and stakeholder strategies	C3	Critically analyse and evaluate brand positioning strategies
A4	The different environments within which brand and stakeholder strategies are applied	C4	Identify, critically evaluate and make appropriate use of a range of information sources to support the decision-making process
A5	The challenges inherent in managing a portfolio of brands and communicating to a range of different audiences	C5	Develop decision-making skills in the management of brand and stakeholder campaigns and strategies
Cognitive skills		Additional Skills	
B1	Engage critically with the major theories relating to the practice of brand management and stakeholder communication	D1	Demonstrate the ability to work effectively as a self-directed learner, relating their studies to career and personal development
B2	Use relevant theory and concepts to critically evaluate their own work and the work of their peers	D2	Demonstrate employability through an understanding of how knowledge and skills developed in their studies apply to the world of work
B3	Critically analyse the influence of brands by correctly applying an in-depth understanding of different methodological approaches	D3	Work effectively as part of a team
B4	Apply creative thinking and critical analysis in order to develop solutions to brand and stakeholder challenges	D4	Demonstrate creativity and initiative across a range of industry contexts
B5	Identify similarities and differences in branding and stakeholder approaches in different brand-related contexts	D5	Engage in persuasive communication both oral and written

Programme outcomes																									
A1	A2	A3	A4	A5			B1	B2	B3	B4	B5			C1	C2	C3	C4	C5			D1	D2	D3	D4	D5
Highest level achieved by all graduates																									
7	7	7	7	7			7	7	7	7	7			7	7	7	7	7			7	7	7	7	7

Module Title	Module Code	Programme outcomes																								
		A1	A2	A3	A4	A5			B1	B2	B3	B4	B5			C1	C2	C3	C4	C5			D1	D2	D3	D4
Strategic Brand Management	MKT4060	x	x		x	x			x					x	x		x	x	x	x		x	x	x	x	
Stakeholder and Communications Theory	MKT4069	x	x	x	x				x					x	x		x	x		x	x				x	x
Brand Analytics: Methods and Strategies	MKT4067			x						x	x	x				x		x	x				x			
Digital Marketing	MKT4065				x					x						x		x					x	x		x
City, Region and Nation Branding	MKT4061		x	x						x	x	x				x	x	x		x					x	
Corporate and Organisational Branding	MKT4064	x	x		x	x			x	x		x	x			x	x		x				x	x	x	
Innovation-Driven Marketing	MKT4062				x					x							x		x					x		
Sonic Branding	MKT4063	x			x					x	x					x		x	x						x	x
Research Methods and Dissertation	MKT4066				x	x			x		x	x				x			x			x				x