

MSc Strategic Marketing

Programme Specification



1. Programme title	MSc Strategic Marketing
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. Applicants with a third class Honours degree can apply to the Enhanced version of the programme.

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 Strategic Marketing 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 Strategic Marketing and its integration into an organisation's overall corporate strategy.

The MSc Strategic Marketing will help students with no or limited knowledge of marketing to develop an advanced level of understanding and critical reflection of the key strategic marketing theories, frameworks and tools across a diverse range of organisations and industry sectors. Students will learn to apply this knowledge to complex strategic issues based on leading edge research and practice in the field.

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 Strategic Marketing graduates with the knowledge and skills required to pursue a career in marketing. Whether our graduates wish to work as marketing managers, 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 Strategic Marketing 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

A. Knowledge and understanding

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

A1. The role of strategic marketing in contemporary organisations and its integral relationship with other functional areas within businesses;

A2. The role of external and internal factors in the development of marketing strategies, including the impact of globalisation, economic, ethical, legal and social challenges on marketing practice;

A3. Key frameworks, concepts, theories and developments in strategic marketing and their application to real-life marketing scenarios across a diverse range of organisational and environmental contexts;

A4. Effective leadership processes, procedures and practices for responding to, and shaping the, dynamic and changing nature of businesses;

A5. A range of techniques by which marketers critically analyse brands, consumers and customers to devise customer acquisition and retention strategies;

A6. A range of tactical tools marketers use to deliver innovative solutions and superior value to customers and their relationship with an organisation's core marketing strategy ;

Teaching/Learning Methods

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 assignments' requirements. 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 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 marketing implementation 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

<p>A7. Research philosophies and methodologies that can be used in Strategic Marketing and the ethical issues that inform research methods.</p>	<p>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 to:</p> <p>B1. Engage critically with the major theories relating to the practice of marketing strategy;</p> <p>B2. Analyse and evaluate complex strategic marketing issues using a range of suitable theoretical frameworks and devise alternative marketing strategy options and solutions;</p> <p>B3. Synthesise, analyse and critically appraise qualitative and quantitative data to plan, design and execute creative solutions to a range of marketing strategy problems;</p> <p>B4. Apply innovative thinking in order to develop solutions to marketing challenges;</p> <p>B5. Engage in reflective practice, relating studies to career and personal development</p>	<p>Teaching/learning methods</p> <p>Students acquire cognitive skills through discussion, debate, problem-solving activities during lectures and seminars. The residential field trip, formative assessments and feedback also contribute to the development of cognitive skills.</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 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>Teaching/learning methods</p> <p>Students learn practical skills through</p> <p>Assessment methods</p> <p>Students learn practical skills through critical analysis of existing practice in strategic marketing; 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</p>

<p>C3. Develop strategic and operational marketing objectives and plans;</p> <p>C4. Plan, design and execute research projects to achieve stipulated research objectives and to inform the development of marketing strategy;</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>	<p>practitioners and requires addressing strategy challenges contributes to the development of the required practical skills.</p> <p>Assessment Methods</p> <p>Students' practical skills are assessed by a range of assessment methods, including reports, presentations and examinations.</p>
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<p>12. Programme structure (levels, modules, credits and progression requirements)</p>
<p>12.1 Overall structure of the programme</p>
<p>Please see the Programme Structure Diagrams</p>

<p>12.2 Levels and modules</p>		
<p>Level 7 (MSc in Strategic Marketing)</p>		
<p>COMPULSORY</p>	<p>OPTIONAL</p>	<p>PROGRESSION REQUIREMENTS</p>

<p>Students must take all of the following:</p> <p>MKT4131 Marketing Strategy, Leadership and Planning (30 credits)</p> <p>MKT4060 Strategic Brand Management (30 credits)</p> <p>MKT4066 Research Methods and Dissertation (60 credits)</p>	<p>Students must also choose four from the following optional modules:</p> <p>MKT4136 Customer Analysis and Relationship Marketing (15 credits)</p> <p>MKT4067 Brand Analytics: Methods and Strategies (15 credits)</p> <p>MKT4065 Digital Marketing (15 credits)</p> <p>MKT4133 Consumer Psychology (15 credits)</p> <p>MKT4132 Product Management Strategies (15 credits)</p> <p>MKT4137 Multichannel Marketing Management (15 credits)</p> <p>MKT4062 Innovation-Driven Marketing (15 credits)</p> <p>MKT4134 Strategic Marketing Communications (15 credits)</p> <p>MKT4138 Experiential Marketing and Events (15 credits)</p>	<p>Students must successfully complete:</p> <p>MKT4131 Marketing Strategy, Leadership and Planning (30 credits) and</p> <p>MKT4060 Strategic Brand Management (30 credits), four of the optional modules and MKT4066 Research Methods and Dissertation (60 credits) if they are to be awarded with an MSc in Strategic Marketing.</p> <p>Students must pass 120 credits before they can progress onto their dissertation.</p>
<p>Level 7 (PG Diploma in Strategic Marketing)</p>		
<p>COMPULSORY</p>	<p>OPTIONAL</p>	<p>PROGRESSION REQUIREMENTS</p>

<p>Students must take all of the following:</p> <p>MKT4131 Marketing Strategy, Leadership and Planning (30 credits)</p> <p>MKT4060 Strategic Brand Management (30 credits)</p>	<p>Students must also choose four from the following optional modules:</p> <p>MKT4136 Customer Analysis and Relationship Marketing (15 credits)</p> <p>MKT4067 Brand Analytics: Methods and Strategies (15 credits)</p> <p>MKT4065 Digital Marketing (15 credits)</p> <p>MKT4133 Consumer Psychology (15 credits)</p> <p>MKT4132 Product Management Strategies (15 credits)</p> <p>MKT4137 Multichannel Marketing Management (15 credits)</p> <p>MKT4062 Innovation-Driven Marketing (15 credits)</p> <p>MKT4134 Strategic Marketing Communications (15 credits)</p> <p>MKT4138 Experiential Marketing and Events (15 credits)</p>	<p>Students must successfully complete:</p> <p>MKT4131 Strategy, Leadership and Planning (30 credits) and MKT4060 Strategic Brand Management (30 credits) and four of the optional modules if they are to exit with a PG Diploma in Strategic Marketing.</p>
<p>Level 7 (PG Certificate in Strategic Marketing)</p>		
<p>COMPULSORY</p>	<p>OPTIONAL</p>	<p>PROGRESSION REQUIREMENTS</p>

<p>Students must take all of the following:</p> <p>MKT4131 Marketing Strategy, Leadership and Planning (30 credits)</p> <p>MKT4060 Strategic Brand Management (30 credits)</p>	<p>N/A</p>	<p>Students must successfully complete:</p> <p>MKT4131 Strategy, Leadership and Planning (30 credits) and MKT4060 Strategic Brand Management (30 credits) if they are to exit with a PG Certificate in Strategic Marketing.</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 attached.

14. Information about assessment regulations
Middlesex University Regulations apply to this programme without exception.

15. Placement opportunities, requirements and support (if applicable)
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There is a Professional Practice module integrated into the MSc Strategic Marketing (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 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 positions such as that of Marketing Consultant, Marketing Executive, Marketing Analyst, Researcher and Brand Executive. For those students intending to further their education, the MSc in Strategic Marketing 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 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 Further information can be found at: <http://unihub.mdx.ac.uk/support/disability/index.aspx> or at disability@mdx.ac.uk.

18. JACS code (or other relevant coding system)	N505
19. Relevant QAA subject benchmark group(s)	Master's Degrees in Business and Management

20. Reference points
<ul style="list-style-type: none">• 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: <ul style="list-style-type: none">• 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 rest of your programme handbook and the university regulation.

Curriculum Map for [MSc Strategic Marketing]

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		Cognitive skills	
A1	The role of strategic marketing in contemporary organisations and its integral relationship with other functional areas within businesses;	B1	Engage critically with the major theories relating to the practice of marketing strategy;
A2	The role of external and internal factors in the development of marketing strategies, including the impact of globalisation, economic, ethical, legal and social challenges on marketing practice;	B2	Analyse and evaluate complex strategic marketing issues using a range of suitable theoretical frameworks and devise alternative marketing strategy options and solutions;
A3	Key frameworks, concepts, theories and developments in strategic marketing and their application to real-life marketing scenarios across a diverse range of organisational and environmental contexts;	B3	Synthesise, analyse and critically appraise qualitative and quantitative data to plan, design and execute creative solutions to a range of marketing strategy problems;
A4	Effective leadership processes, procedures and practices for responding to, and shaping the, dynamic and changing nature of businesses;	B4	Apply innovative thinking in order to develop solutions to marketing challenges;
A5	A range of techniques by which marketers critically analyse brands, consumers and customers to devise customer acquisition and retention strategies;	B5	Engage in reflective practice, relating studies to career and personal development
A6	A range of tactical tools marketers use to deliver innovative solutions and superior value to customers and their relationship with an organisation's core marketing strategy;		
A7	Research philosophies and methodologies that can be used in Strategic Marketing and the ethical issues that inform research methods.		
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 objectives and plans;		
C4	Plan, design and execute research projects to achieve stipulated research objectives and to inform the development of marketing 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																			
A1	A2	A3	A4	A5	A6	A7		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	7

MSc in Strategic Marketing

Module Title	Module code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6
Core modules																			
Marketing Strategy, Leadership and Planning	MKT4131	X	X	X	X				X	X			X	X	X	X			
Strategic Brand Management	MKT4060		X	X					X	X		X		X	X	X			X
Research Methods and Dissertation	MKT4066			X				X	X	X	X						X	X	X
Optional Modules																			
Consumer Psychology	MKT4133		X			X			X					X					X
Customer Analysis and Relationship Marketing	MKT4136					X	X		X					X	X				
Digital Marketing	MKT4065		X			X	X					X			X				
Brand Analytics: Methods and Strategies	MKT4067					X					X				X		X	X	
Product Management Strategies	MKT4132		X	X			X		X	X				X					
Innovation-Driven Marketing	MKT4062						X			X		X		X					
Strategic Marketing Communications	MKT4134		X				X		X						X	X			
Multichannel Marketing Management	MKT4137		X				X			X				X					
Experiential Marketing and Events	MKT4138		X				X						X	X	X	X			
Professional Practice	MKT4130	X		X										X		X			X

PG Diploma in Strategic Marketing

Module Title	Module code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6
Core modules																			
Marketing Strategy, Leadership and Planning	MKT4131	X	X	X	X				X	X			X	X	X	X			
Strategic Brand Management	MKT4060		X	X					X	X		X		X	X	X			X
Optional Modules																			
Consumer Psychology	MKT4133		X			X			X					X					X
Customer Analysis and Relationship Marketing	MKT4136					X	X		X					X	X				
Digital Marketing	MKT4065		X			X	X				X				X				
Brand Analytics: Methods and Strategies	MKT4067					X					X				X		X	X	
Product Management Strategies	MKT4132		X	X			X		X	X				X					
Innovation-Driven Marketing	MKT4062						X			X		X		X					
Strategic Marketing Communications	MKT4134		X				X		X						X	X			
Multichannel Marketing Management	MKT4137		X				X			X				X					
Experiential Marketing and Events	MKT4138		X				X					X	X	X	X				

PG Certificate in Strategic Marketing

Module Title	Module code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6
Core modules																			
Marketing Strategy, Leadership and Planning	MKT4131	X	X	X	X				X	X			X	X	X	X			
Strategic Brand Management	MKT4060		X	X					X	X		X		X	X	X			X

MSc in Strategic Marketing Enhanced

Module Title	Module code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6
Core modules																			
Academic Practice in Business	MGT3402		X						X						X				
Key Management Concepts	MGT3403		X						X						X				
Marketing Strategy, Leadership and Planning	MKT4131	X	X	X	X				X	X			X	X	X	X			
Strategic Brand Management	MKT4060		X	X					X	X		X		X	X	X			X
Research Methods and Dissertation	MKT4066			X				X	X	X	X						X	X	X
Optional Modules																			
Consumer Psychology	MKT4133		X			X			X					X					X
Customer Analysis and Relationship Marketing	MKT4136					X	X		X					X	X				
Digital Marketing	MKT4065		X			X	X				X				X				
Brand Analytics: Methods and Strategies	MKT4067					X					X				X		X	X	
Product Management Strategies	MKT4132		X	X			X		X	X				X					
Innovation-Driven Marketing	MKT4062						X			X		X		X					
Strategic Marketing Communications	MKT4134		X				X		X						X	X			
Multichannel Marketing Management	MKT4137		X				X			X				X					
Experiential Marketing and Events	MKT4138		X				X					X	X	X	X				
Professional Practice	MKT4130	X		X									X		X				X

