

Programme Specification 2025-26

1.	Programme title	MSc Branding and Marketing Communications
2.	Awarding institution	Middlesex University
3a	Teaching institution	1 Middlesex University London
3b	Language of study	English

4a	Valid intake dates and mode of study
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Mode of Study	Cohort	Delivery Location	Duration
Full-time (FT)	Semester 1	Hendon	1 Years
Part-time (PT)	Semester 1	Hendon	2 Years

4c	Delivery method	On Campus/Blended Learning
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5. Professional/Statutory/Regulatory body (if applicable)
Chartered Institute of Marketing (CIM)
Chartered Management Institute (CMI)

6.	Apprenticeship Standard (if applicable)	N/A
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7. Final qualification(s) available
Target Award Title(s)
MSc Branding and Marketing Communications
MSc MSc Branding and Marketing Communications with Professional Experience (24 months)
Exit Award Title(s)
PGCert Branding and Marketing Communications
PGDip Branding and Marketing Communications

8. Academic year effective from	2025-26
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9. Criteria for admission to the programme

The University aims to ensure that its admissions processes are fair, open and transparent and aims to admit students who, regardless of their background, demonstrate potential to successfully complete their chosen programme of study where a suitable place exists and where entry criteria are met. The University values diversity and is committed to equality in education and students are selected on the basis of their individual merits, abilities and aptitudes. The University ensures that the operation of admissions processes and application of entry criteria are undertaken in compliance with the Equality Act.

We take a personalized but fair approach to how we make offers. We feel it's important that our applicants continue to aspire to achieving great results and make offers which take into account pieces of information provided to us on the application form.

This includes recognition of previous learning and experience. If you have been working, or you have other learning experience that is relevant to your course, then we can count this towards your entry requirements and even certain modules once you start studying.

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 a professional qualification deemed to be of an equivalent standard.

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 6.0 (with minimum 6.0 in Reading and Writing and minimum 5.5 in Listening and Speaking) or equivalent.

10. Aims of the programme

The programme aims to:

The MSc in Branding and Marketing Communications programme is designed with a pedagogical philosophy which puts students at the heart of the learning experience. The programme recognises that students are future, and career focused, looking to develop and enhance their skills for employment in a range of marketing positions. Consequently, a key tenet of the programme is the focus on experiential based learning and practical hands-on application of knowledge. This is clearly reflected in the overall design of the programme and the range of innovative and practitioner-oriented core and optional modules.

The programme design recognises diversity of learning styles and approaches to learning in the student community. Thus, the practice focus of the programme will equip students with marketing knowledge to develop an advanced level of understanding and critical reflection on key brand building concepts and narratives. Additionally, they will develop skills in designing effective, powerful branded content through a sound understanding and appreciation of traditional and diverse range of digital media platforms through which brand messages can be communicated.

Many elements of the programme design are also focused on ensuring that students are equipped with important transferrable skills in working both collaboratively and individually,

which will enable smooth transition from academic study to the working environment. Through assessments which are authentically designed, they will replicate the types of activities they could expect to undertake when progressing in their marketing careers. Graduates will be able to critically evaluate complex situations, to write clearly and analytically, synthesise information from a diverse range of sources and develop well-informed and justified solutions to marketing challenges.

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 for building their chosen careers. The choice of topic for the research project will provide students with an opportunity to further develop specialist skills and knowledge. Those students intending to further their education, the MSc in Branding and Marketing Communications will equip them with skills required for Doctoral level study.

11. Programme learning outcomes

Programme - Knowledge and Understanding

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

1. Critically evaluate the role of strategic brand building and marketing communication in contemporary organisations and analyse its integral relationship with other functional areas within businesses.
2. Critically analyse the external and internal factors that impact the development and influence the role of integrated brand communication strategies. Evaluate how these strategies are designed to engage, persuade, and influence target audiences within the diverse media landscape in which both organizations and individuals operate.
3. Examine key frameworks, concepts, theories, and developments in brand and marketing communication strategy. Apply these to real-life marketing scenarios across diverse organizational and environmental contexts, considering the impact of globalisation, economic, ethical, legal, and social challenges on marketing communication practice.
4. Develop an analytical understanding of marketing communication strategies that enable marketers to connect with consumer decision-making processes, brand values, and relationships. Synthesise processes for developing an organisational brand and identity narrative through creative and innovative communication approaches.
5. Evaluate the tactical communication tools available to marketers for delivering organisational brand messages. Assess how these tools can be used to persuade and influence clearly identified audiences through innovative applications of traditional and digital media platforms.
6. Investigate a comprehensive range of research philosophies and methods of enquiry to explore the dynamic role and influence of brand communication approaches with diverse audiences and stakeholders.

Programme - Skills

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

7.	Utilise innovative thinking to analyse and evaluate key theories and frameworks related to brands and marketing communication tools, in order to devise strategic options and solutions for real-life business situations.
8.	Analyse and synthesise qualitative and quantitative data using relevant statistical programs/software to plan, design, and execute creative solutions for stipulated research objectives and organisational brand communication problems.
9.	Articulate and convey complex concepts and ideas professionally in various oral and written formats, both individually and collaboratively as part of a team.
10.	Formulate strategic and operational brand and marketing communication objectives and plans. Apply innovative thinking to develop solutions for a range of diverse organisational marketing communication and brand challenges.
11.	Plan, design, and execute research projects to inform the development of organisational marketing communication strategies.
12.	Effectively manage resources and time to achieve intended learning goals. Demonstrate the ability to work collaboratively and function as an effective, reflective, self-directed learner and practitioner.

12. Teaching/learning methods	
<p>Students will develop a comprehensive blend of knowledge and skills through a dynamic mix of teaching methods, including the use of key concept videos to help students prepare for the topics, large group interactive classes, seminars, workshops and/or labs, industry engagement, and experiential learning opportunities. Knowledge is gained through active participation in workshops, independent study, group discussions, and industry-led presentations, all of which deepen understanding of marketing concepts and their practical applications. This is further enriched by a learner-centred approach that emphasises self-directed learning and collaboration with peers, module leaders, and academic colleagues. Students engage with authentic, practice-oriented content and integrate their learning across modules, and developing a cohesive understanding of theoretical frameworks, models, and their applications in real-world contexts.</p> <p>Skill development is equally robust, with workshops, seminars, and group activities challenging students to think critically and apply their learning in practical scenarios. A key feature of the program is a week-long residential field trip, where students experience marketing in action, analyse diverse approaches, and enhance problem-solving abilities in dynamic environments. Formative activities such as debates, written reflections, and the use of technology further refine critical thinking, communication, and research skills. Through ongoing feedback and milestone-based assessments, students are supported in developing transferrable skills such as teamwork, adaptability, and industry-focused competencies.</p>	
<p>Approx. number of timetabled hours per week (at each level of study, as appropriate), including on-campus and online hours</p> <p>FT 8 PT 4</p>	

<p>Approx. number of hours of independent study per week (at each level of study, as appropriate)</p> <p>FT 42 PT 21</p> <p>Approx. number of hours on placement (including placement, work-based learning or year abroad, as appropriate).</p> <p>FT 1680 (12 months) PT N/A</p>

13. Employability
13a Development of graduate competencies
13b Employability development
<p>This programme cultivates essential competencies for success in a dynamic business environment, where leadership and influence are developed through projects that emphasise self-management and building trust-based relationships, preparing graduates to drive positive organisational change. Collaborative innovation is created through group work and leveraging on the diverse strengths of the cohort; similarly, resilience and adaptability is enhanced as students navigate adversity and adapt to new information. Entrepreneurship is emphasised, with a focus on fundamental business principles and strategic thinking for long-term success. Communication, empathy, and inclusion are integral, promoting open-mindedness and the ability to build trust across diverse backgrounds; in the same vein, curiosity and learning are encouraged through independent study and cross-disciplinary thinking, driving change and innovation. Problem solving skills are developed through practical projects, ensuring graduates can tackle unique challenges and deliver high-quality results. Technological agility is crucial, with students gaining confidence in using various technologies creatively and thereby preparing graduates for careers with roles as marketing managers, brand strategists, digital marketing specialists, market research analysts, and product managers across various industries.</p> <p>Employability is embedded within the programme through a combination of curriculum design, industry engagement, and practical skill-building activities aimed at preparing students for a dynamic global job market. Career readiness is supported by industry-specific workshops focusing on CV writing, interview preparation, and professional branding tailored to careers in marketing and the creative industries. Guest lectures and masterclasses delivered by industry experts provide insights into current trends, challenges, and opportunities. The programme actively engages employers through collaborations on case studies, live projects, and field visits, while career fairs and alumni panels provide valuable networking opportunities. Employability development is evaluated through employer feedback on student preparedness, graduate destination surveys, and metrics such as the percentage of students employed in relevant roles within six months of graduation. Regular student feedback via Programme Voice Groups and module evaluations further ensures continuous improvement, equipping students with the skills, networks, and confidence needed for successful careers.</p>
13c Placement and work experience opportunities (if applicable)
N/A

13d Future careers / progression

Many elements of the programme design are also focused on ensuring that students are equipped with important transferrable skills in working both collaboratively and individually, which will enable smooth transition from academic study to the working environment. Through assessments which are authentically designed, they will replicate the types of activities they could expect to undertake when progressing in their marketing careers. 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 topic for the research project will provide students with an opportunity to further develop specialist skills and knowledge. Those students intending to further their education, the MSc in Branding 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.

14. Assessment methods

Assessment methods are designed to integrate and link learning outcomes across modules while grounding theoretical knowledge in real-world scenarios. Students complete reports, literature reviews, and presentations are tied to practitioner-focused tasks that simulate professional challenges. These assessments encourage students to apply marketing concepts to innovative problem-solving, culminating in critical reflections and the preparation of portfolios that demonstrate their growth and expertise. This integrated approach equips students with a nuanced understanding of marketing and innovation management, positioning them for success in both academic and professional contexts. To that end skills are assessed by a range of methods such as reports, presentations and a range of authentic practitioner focused assessments which develop skills in critical thinking and application. 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 develop transferrable and industry focused skills.

15. Programme Structure (level of study, modules, credits and progression requirements)

The world has changed.

Brands and the way they communicate with consumers have to demonstrate flexibility, adaptation, empathy and experience. Moreover, brands need to create conversations which build trust and communicate their value propositions in ways that resonate with the consumers at every touchpoint in their journey. The MSc Branding and Marketing Communication programme, will enable you to develop your understanding of the 'phy-gital' space in which brands exist and communicate.

Your course will be made up of students from a diversity of backgrounds and give you an appreciation of how the future of brand communication is about innovating naturally and adapting at will to the different marketing environments and conditions in which

organisations function.

A key theme underpinning the course is about recognising change in all aspects of our lives. You will be encouraged to reflect, question and challenge conventional wisdom because you represent the future, and the programme's philosophy is focused on creating marketing professionals who demonstrate adaptability, agility, empathy and understanding.

Structure is indicative for Part-time routes.

Students must take all of the compulsory modules and choose following programme requirements from the optional modules.

Non-compensatable modules are noted below.

Available Pathways

MSc Branding and Marketing Communications with Professional Experience (24 months)

Year 1 Level 7 FT and PT

Code	Type	Module Title	Credits at FHEQ Level
MKT4422	Compulsory	Practitioner Perspectives: Branding in Action 2025-26	15 at Level 7
MKT4411	Compulsory	Consumer Psychology and Decision Making 2025-26	15 at Level 7
MKT4433	Compulsory	Omnichannel Marketing Strategy 2025-26	15 at Level 7
MKT4455	Compulsory	Digital Campaigns and Analytics 2025-26	15 at Level 7
MKT4353	Compulsory	Experiential Brand Marketing 2025-26	30 at Level 7
MKT4488	Compulsory	Digital Creativity & Innovation Lab 2025-26	15 at Level 7
MKT4747	Compulsory	Capstone Research Project 2025-26	60 at Level 7
MKT4363	Compulsory	Marketing and Communications Consultancy 2025-26	15 at Level 7

Year 1 Level 7 Professional Experience (24 months) Pathway

Code	Type	Module Title	Credits at FHEQ Level
MKT4942	Compulsory	Preparing for the Professional Placement	0 at Level 7

Year 2 Level 7 PT

Code	Type	Module Title	Credits at FHEQ Level
MKT4433	Compulsory	Omnichannel Marketing Strategy 2026-27	15 at Level 7
MKT4455	Compulsory	Digital Campaigns and Analytics 2026-27	15 at Level 7
MKT4363	Compulsory	Marketing and Communications Consultancy 2026-27	15 at Level 7
MKT4747	Compulsory	Capstone Research Project 2026-27	60 at Level 7

Year 2 Level 7 Professional Experience (24 months) Pathway (Choose one)

Code	Type	Module Title	Credits at FHEQ Level
MKT4812	Optional	Postgraduate Placement (for students with placement offer and 180 credits from taught modules)	0 at Level 7
MKT4813	Optional	Business Transformation Project (for students without placement offer or with 30 credit deficit from taught modules)	0 at Level 7

16. Programme-specific support for learning

Programme-specific support for learning is tailored to meet the needs of students. Academic advising is available on request through the Programme Leader or other members of the teaching staff on the postgraduate programme, providing personalised guidance on academic progress, module selection, and career development. Additional support includes workshops on research methods, dissertation planning, and academic writing to ensure students excel in their assessments. Specialist resources are provided to support students in meeting the professional standards including access to industry-specific case studies, research databases, and tools for analysing trends in the discipline. Moreover, guest

speakers, industry mentoring opportunities, and tailored career guidance sessions through University Employability Service further enhance students' learning and professional growth. These resources ensure students are well-prepared to meet both academic and industry expectations.

17. HECos code(s)	100075: Marketing
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18. Relevant QAA subject benchmark(s)	
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19. University Regulations

This programme will run in line with general University Regulations: Policies Middlesex University
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20. Reference points

21. Other information (if applicable)
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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 they take 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.

Programme learning outcomes - Knowledge and understanding

A1	Critically evaluate the role of strategic brand building and marketing communication in contemporary organisations, and analyse its integral relationship with other functional areas within businesses.
A2	Critically analyse the external and internal factors that impact the development and influence the role of integrated brand communication strategies. Evaluate how these strategies are designed to engage, persuade, and influence target audiences within the diverse media landscape in which both organizations and individuals operate.
A3	Examine key frameworks, concepts, theories, and developments in brand and marketing communication strategy. Apply these to real-life marketing scenarios across diverse organizational and environmental contexts, considering the impact of globalisation, economic, ethical, legal, and social challenges on marketing communication practice.
A4	Develop an analytical understanding of marketing communication strategies that enable marketers to connect with consumer decision-making processes, brand values, and relationships. Synthesise processes for developing an organisational brand and identity narrative through creative and innovative communication approaches.
A5	Evaluate the tactical communication tools available to marketers for delivering organisational brand messages. Assess how these tools can be used to persuade and influence clearly identified audiences through innovative applications of traditional and digital media platforms.
A6	Investigate a comprehensive range of research philosophies and methods of enquiry to explore the dynamic role and influence of brand communication approaches with diverse audiences and stakeholders.

Programme learning outcomes - Skills

B1	Utilise innovative thinking to analyse and evaluate key theories and frameworks related to brands and marketing communication tools, in order to devise strategic options and solutions for real-life business situations.
B2	Analyse and synthesise qualitative and quantitative data using relevant statistical programs/software to plan, design, and execute creative solutions for stipulated research objectives and organisational brand communication problems.
B3	Articulate and convey complex concepts and ideas professionally in various oral and written formats, both individually and collaboratively as part of a team.
B4	Formulate strategic and operational brand and marketing communication objectives and plans. Apply innovative thinking to develop solutions for a range of diverse organisational marketing communication and brand challenges.
B5	Plan, design, and execute research projects to inform the development of organisational marketing communication strategies.
B6	Effectively manage resources and time to achieve intended learning goals. Demonstrate the ability to work collaboratively and function as an effective, reflective, self-directed learner and practitioner.

Programme learning outcomes

A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6
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Highest level achieved by graduates

7	7	7	7	7	7	7	7	7	7	7	7
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22b. Mapping by level of study and module

Module Title	Module Code by Level of study	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6
Level of study (year)													
Omnichannel Marketing Strategy	MKT4433	X	X	X				X		X	X		X
Digital Campaigns and Analytics	MKT4455			X	X	X			X	X		X	
Practitioner Perspectives: Branding in Action	MKT4422	X	X	X	X	X		X		X	X		X
Consumer Psychology and Decision Making	MKT4411		X	X		X		X		X		X	X
Experiential Brand Marketing	MKT4353	X	X	X	X	X		X		X	X	X	X
Marketing and Communications Consultancy	MKT4363	X	X	X	X	X	X	X		X	X	X	X
Digital Creativity and Innovation Lab	MKT4488		X	X		X		X		X			X
Capstone Research Project	MKT4747			X	X		X	X	X	X		X	X
Postgraduate Placement	MKT4812							X	X	X	X	X	X
Business Transformation Project	MKT4183							X	X	X	X	X	X
Preparing for the Professional Placement	MGT4942							X	X	X	X	X	X