

## Programme Specification 2025-26

<b>1.</b>	<b>Programme title</b>	MSc Global Marketing Management
<b>2.</b>	<b>Awarding institution</b>	Middlesex University
<b>3a</b>	<b>Teaching institution</b>	Middlesex University London
<b>3b</b>	<b>Language of study</b>	English

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

<b>4c</b>	<b>Delivery method</b>
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<b>5. Professional/Statutory/Regulatory body (if applicable)</b>
N/A

<b>6.</b>	<b>Apprenticeship Standard (if applicable)</b>	N/A
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<b>7. Final qualification(s) available</b>
<b>Target Award Title(s)</b>
MSc Global Marketing Management
<b>Exit Award Title(s)</b>
PGCert Global Marketing Management
PGDip Global Marketing Management

<b>8. Academic year effective from</b>	2025-26
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<b>9. Criteria for admission to the programme</b>
<p>Principle of fair admissions</p> <p>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</p>

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
- An equivalent qualification accepted by the Academic Registry of the University, 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

N.B. PG/Diploma and PG/Cert are exit awards.

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

The programme aims to prepare students for successful employment by providing a range of knowledge and skills that will allow them to reach strategic and tactical marketing decision-making by working both collaboratively and individually. It is designed to develop students' understanding of global marketing issues and their integration into the organisation's overall corporate strategy. This will be achieved by giving students the opportunity to acquire and apply the latest thinking and practice in the marketing discipline, in a rapidly changing, digital environment.

The MSc in Global Marketing Management will enable students with no or limited knowledge of marketing to develop an advanced level of understanding and critical reflection. It will also provide them with the necessary skills required for individuals who are seeking to become professional marketers or who want to develop detailed insight into the marketing discipline, by integrating the most important and current marketing theories and approaches across a diverse range of organisations and industry sectors, within a global and multicultural context. The programme will also develop students' ability to undertake research on topics relevant to the context and content of marketing management and prepare them for senior marketing management positions or further study.

<b>11.</b>	<b>Programme learning outcomes</b>
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<b>Programme - Knowledge and Understanding</b> On completion of this programme the successful student will have a knowledge and understanding of:	
1.	Evaluate current research in global marketing strategies, international branding, cross-cultural customer management, and digital marketing and assess its relevance in diverse business practices.
2.	Examine key frameworks, concepts, theories, and developments in global marketing management. Apply these to develop appropriate marketing strategies across various international organisational and environmental contexts.
3.	Critically analyse techniques for understanding global consumers and customers to evaluate and influence their decisions and choices, devising strategies for international customer acquisition and retention.
4.	Apply leadership theories in global marketing settings to instigate change and improvement across different cultural and market environments.
5.	Assess tactical tools for delivering innovative solutions and superior value to global customers, focusing on international communications, e-commerce strategies, and digital marketing campaigns.
6.	Apply marketing principles in various global industries, understanding the unique challenges and opportunities in different international markets, including the digital landscape.
<b>Programme - Skills</b> On completion of this programme the successful student will be able to:	
7.	Apply global marketing theories, tools, and techniques in a variety of international contexts, including individual or group projects or case studies related to global marketing management.
8.	Demonstrate originality and self-direction in developing solutions to global marketing challenges, considering diverse cultural and market dynamics, and leveraging digital tools and platforms.
9.	Acquire and use information effectively from a range of international and digital resources, ensuring relevance and accuracy in a global context.
10.	Communicate clearly and effectively in a global setting, both orally and in writing, and deliver presentations suitable for international academic or practitioner audiences.
11.	Demonstrate the qualities and transferable skills necessary for thriving in a global marketing context, including adaptability, cultural sensitivity, and proficiency in digital marketing techniques.
12.	Work individually and in international teams at a professional level and effectively managing cross-cultural interactions and collaborations.

## 12. Teaching/learning methods

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 business mentors. 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.

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.

Approx. number of timetabled hours per week (at each level of study, as appropriate), including on-campus and online hours

FT 8

PT 4

Approx. number of hours of independent study per week (at each level of study, as appropriate)

FT 42

PT 21

Approx. number of hours on placement (including placement, work-based learning or year abroad, as appropriate).

FT 1680 (12 months)

PT N/A

## 13. Employability

### 13a Development of graduate competencies

### 13b Employability development

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.

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.

### **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 Global Marketing Management 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)**

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**

Global Marketing Management with Professional Experience (24 months)

### **Year 1**

#### **Level 7 Full Time/Part Time**

<b>Code</b>	<b>Type</b>	<b>Module Title</b>	<b>Credits at FHEQ Level</b>
MKT4411	Compulsory	Consumer Psychology and Decision Making 2025-26	15 at Level 7
MKT4422	Compulsory	Practitioner Perspectives: Branding in Action 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
MGT4925	Compulsory	Strategy and Leadership 2025-26	30 at Level 7
MKT4363	Compulsory	Marketing and Communications Consultancy 2025-26	15 at Level 7
MKT4018	Compulsory	Entrepreneurship in the Digital Sector	
MKT4747	Compulsory	Capstone Research Project 2025-26	60 at Level 7

**Year 1 Level 7 Full Time Professional Experience (24 months) Pathway**

<b>Code</b>	<b>Type</b>	<b>Module Title</b>	<b>Credits at FHEQ Level</b>
MGT4942	Compulsory	Preparing for the Professional Placement 2025-26	0 at Level 7

**Year 2 Part Time**

<b>Code</b>	<b>Type</b>	<b>Module Title</b>	<b>Credits at FHEQ Level</b>
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 Full Time Professional Experience (24 months) Pathway**

<b>Code</b>	<b>Type</b>	<b>Module Title</b>	<b>Credits at FHEQ Level</b>
MKT4812	Optional	Postgraduate Placement (for students with placement offer and 180 credits from taught modules) 2026-27 OR	0 at Level 7
MKT4813	Optional	Business Transformation Project (for students without placement offer or with 30C deficit from taught modules) 2026-27	0 at Level 7

\*Please refer to your programme page on the website re availability of option modules

**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.

<b>17. HECos code(s)</b>	100075: Marketing
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<b>18. Relevant QAA subject benchmark(s)</b>	
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### 19. University Regulations

This programme will run in line with general University Regulations: [Policies | Middlesex University](#)

### 20. Reference points

- QAA Subject Benchmark Statement for Master's Degrees in Business and Management
- QAA Subject Benchmark 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, 2012
- Middlesex University Teaching, Learning and Assessment Strategy
- Middlesex University Regulations

### 21. Other information (if applicable)

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

A 1	Evaluate current research in global marketing strategies, international branding, cross-cultural customer management, and digital marketing and assess its relevance in diverse business practices.
A 2	Examine key frameworks, concepts, theories, and developments in global marketing management. Apply these to develop appropriate marketing strategies across various international organisational and environmental contexts.
A 3	Critically analyse techniques for understanding global consumers and customers to evaluate and influence their decisions and choices, devising strategies for international customer acquisition and retention.
A 4	Apply leadership theories in global marketing settings to instigate change and improvement across different cultural and market environments.
A 5	Assess tactical tools for delivering innovative solutions and superior value to global customers, focusing on international communications, e-commerce strategies, and digital marketing campaigns.
A 6	Apply marketing principles in various global industries, understanding the unique challenges and opportunities in different international markets, including the digital landscape.

### Skills

B 1	Apply global marketing theories, tools, and techniques in a variety of international contexts, including individual or group projects or case studies related to global marketing management.
B 2	Demonstrate originality and self-direction in developing solutions to global marketing challenges, considering diverse cultural and market dynamics, and leveraging digital tools and platforms.
B 3	Acquire and use information effectively from a range of international and digital resources, ensuring relevance and accuracy in a global context.
B 4	Communicate clearly and effectively in a global setting, both orally and in writing, and deliver presentations suitable for international academic or practitioner audiences.
B 5	Demonstrate the qualities and transferable skills necessary for thriving in a global marketing context, including adaptability, cultural sensitivity, and proficiency in digital marketing techniques.
B 6	Work individually and in international teams at a professional level, and effectively managing cross-cultural interactions and collaborations.

### Programme learning outcomes

A1	A 2	A3	A 4	A 5	A 6	B1	B 2	B 3	B 4	B 5	B 6
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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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### 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
<b>Level of study (year)</b>													
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
Strategy and Leadership	MGT4925		X		X	X	X	X	X	X	X	X	X
Marketing and Communications Consultancy	MK 4363	X	X	X	X	X	X	X		X	X	X	X
Entrepreneurship in the Digital Sector	MKT4499		X	X	X	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	MKT4813							X	X	X	X	X	X
Preparing for the Professional Placement	MGT4942							X	X	X	X	X	X