

## ***MSc Branding and Marketing Communication***

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### Programme title

<b>1. Programme title</b>	MSc Branding and Marketing Communication
<b>2. Awarding institution</b>	Middlesex University
<b>3a. Teaching institution</b>	Middlesex University
<b>3b. Language of study</b>	English
<b>4a. Valid intake dates</b>	September 2022
<b>4b. Mode of study</b>	FT/PT
<b>4c. Delivery method</b>	<input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
<b>5. Professional/ Statutory/ Regulatory body</b>	CIM accredited (pending)
<b>6. Apprenticeship Standard</b>	N/A
<b>7. Final qualification(s) available</b>	MSc Branding and Marketing Communication PG Certificate Branding and Marketing Communication PG Diploma Branding and Marketing Communication
<b>8. Year effective from</b>	2022

### **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 exit awards.

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

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 experiential focus of the programme will equip students with differing levels of 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 the 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 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.

## **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 brand building and 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 and influence the role of integrated 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 brand and marketing 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 analytical understanding of marketing communication strategies which allow marketers to connect with consumer decision making processes, brand values and relationships, as well as the processes for developing an organisational brand and identity narrative through creative and innovative approaches to communication;
- A5. The tactical communication tools available to marketers to deliver organisational 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 brand communication approaches with diverse audiences and stakeholders.

### **Teaching/learning methods**

Students gain knowledge and understanding through attendance, participation and engagement with lectures, independent study, group debate and discussion. They also gain knowledge by attending presentations by industry practitioners and experts in the fields of marketing management. Such presentations will build on topics discussed in class and will improve understanding required for summative assessment.

### **Assessment methods**

Students' knowledge and understanding is assessed by a range of methods such as reports, literature reviews, presentations, and a range of authentic practitioner focused assessments. Assessment is designed to develop comprehensive knowledge of relevant theories, frameworks, and models.

### **B. Skills**

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

- B1. Apply innovative thinking through a critical analysis and evaluation of key theories and frameworks relating to brands and marketing communication tools in order to devise strategic options and solutions to real life business situations

B2. Analyse and synthesise qualitative and quantitative data by engagement with relevant statistical programmes/software to plan, design and execute creative solutions to stipulated research objectives and/or organisational brand communication problems;

B3. 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;

B4. Develop strategic and operational brand and marketing communication objectives and plans, by applying innovative thinking in order to develop solutions to a range of organisational marketing communication challenges;

B5. Plan, design and execute research projects to inform the development of organisational marketing communication strategy;

B6. Manage resources and time effectively to achieve intended learning goals and demonstrate the ability to work collaboratively and as an effective reflective self-directed learner and practitioner.

### **Teaching/learning methods**

Students learn skills through

participation and engagement with, seminars, workshops, and individual and group activities by producing theoretical and practical work in response to assignment requirements. Students will also participate in a week-long residential field trip, where they will have the opportunity to experience marketing in action.

### **Assessment methods**

Students' skills are assessed by a range of methods such as reports, literature reviews, presentations, and a range of authentic practitioner focused assessments. Assessment is designed to develop student 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.

## **12. Programme structure (levels, modules, credits and progression requirements)**

### **12. 1 Overall structure of the programme**

#### **MSc Branding and Marketing Communication Programme Structure Diagram (Full-time)**

##### **Semester 1**

MKT 4153 - Practitioner Perspectives (Compulsory, 15 Credits)

MKT 4154 - Branding in the Digital Age (Compulsory, 15 Credits)

MKT 4178 - Marketing and Social Change (Compulsory, 15 Credits)

MKT 4161 - Strategic Marketing Decisions (Compulsory, 15 Credits)

##### **Semester 2**

MKT 4065 - Digital Marketing (Compulsory, 15 Credits)

MKT 4133 - Consumer Psychology (Compulsory, 15 Credits)

MKT 4171 - Marketing Communications (Compulsory, 15 Credits)

##### **Optional Module (Semester 2)**

MKT 4174 - Creativity and Innovation in Digital Marketing (Compulsory for Hendon students only, 15 Credits)

#### **Exit Awards**

Postgraduate Certificate in Branding and Marketing Communication (60 Credits)

Postgraduate Diploma in Branding and Marketing Communication (60 Credits)

Research Project (Final requirement for MSc)

MKT 4166 - Research Project (Compulsory, 60 Credits)

#### **Exit Award**

Postgraduate MSc in Branding and Marketing Communication (180 Credits)

MSc Branding and Marketing Communication Programme Structure Diagram (Part-time)

#### **Year 1, Semester 1**

MKT 4153 - Practitioner Perspectives (Compulsory, 15 Credits)

MKT 4154 - Branding in the Digital Age (Compulsory, 15 Credits)

#### **Year 1, Semester 2**

MKT 4065 - Digital Marketing (Compulsory, 15 Credits)

MKT 4171 - Marketing Communications (Compulsory, 15 Credits)

#### **Exit Award**

Postgraduate Certificate in Branding and Marketing Communication (60 Credits)

#### **Year 2, Semester 1**

MKT 4178 - Marketing and Social Change (Compulsory, 15 Credits)

MKT 4161 - Strategic Marketing Decisions (Compulsory, 15 Credits)

#### **Year 2, Semester 2**

MKT 4133 - Consumer Psychology (Compulsory, 15 Credits)

#### **Optional Module (Year 2, Semester 2)**

MKT 4174 - Creativity and Innovation in Digital Marketing (Compulsory for Hendon students only, 15 Credits)

Research Project (Final requirement for MSc)

MKT 4166 - Research Project (Compulsory, 60 Credits)

#### **Exit Award**

Postgraduate MSc in Branding and Marketing Communication (180 Credits)

## **12.2 Levels and modules**

### **Level 7**

#### **COMPULSORY**

Students must take all of the following:

MKT4153 Practitioner Perspectives (15 Credits)

MKT4154 Branding in the Digital Age (15 Credits)

MKT4156 Marketing Communications (15 Credits)

MKT 4133 Consumer Psychology (15 Credits)

MKT4179 Experiential Marketing (15 Credits)

MKT4178 Marketing and Social Change (15 Credits)

MKT 4065 Digital Marketing (15 Credits)  
MKT4166 Research Project (60 Credits)  
MKT4174 Creativity and Innovation in Digital Marketing (15 Credits)  
MKT 4161 Strategic Marketing Decisions (15 credits)

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

### **12.3 Non-compensatable modules**

**Module level/ Module code:** N/A

### **13. Information about assessment regulations**

This programme will run in line with general University Regulations

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

NONE

### **15. 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.

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

- Programme induction workshop for all students within the first induction week.
- All academics in the department, including programme leaders provide up to four hours of office hours on a weekly basis which students can make use of without making an appointment.
- Availability of guidance from Graduate Academic Assistants.
- The Learner Enhancement Team (LET) can provide one-to-one tutorials and workshops for those students needing additional support with literacy and numeracy.
- Availability of guidance from library staff, including a dedicated Marketing subject Librarian.

- E-mail access to academics and support services.
- Comprehensive information in programme and module handbooks.
- Facilities and equipment available to assist students with disabilities.
- Access to careers information and an Employability Service staffed with careers advisers with extensive knowledge of career options in business and marketing.
- Middlesex University Library and subject librarian will provide access to specialist learning resources i.e., journals, textbooks, reports etc. For ease of access for students based at Hendon, the library has facilities for inter-library loans and photocopying of any articles required. The library can also provide texts/articles or chapters where possible in electronic format for students. Other articles may be obtained from the British Library in London where a similar provision is provided.
- MyLearning/Moodle provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided.
- Students may undertake a research project at their workplace where relevant and possible.
- UniHelp: the University's central service through which students can access a range of support for any concerns that might arise throughout their study.
- Counselling and Mental Health Team – provides mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study.
- Disability and Dyslexia Service – supporting an inclusive teaching and learning environment which caters for all students.
- Student Welfare Advice Team – providing information and advice on funding matters and housing.
- International Student Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students.
- Business and Management Progression and Support Team – providing ongoing student support to ensure students progress on their programme.

**17. HECos code(s)** 100075

**18. Relevant QAA subject benchmark(s)** Masters Business and Management

**19. 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

**20. Other 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 regulations.

## **21. Curriculum map for *MSc Branding and Marketing Communication***

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 brand building and 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 and influence the role of integrated 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 brand and marketing 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 analytical understanding of marketing communication strategies which allow marketers to connect with consumer decision making processes, brand values and relationships, as well as the processes for developing an organisational brand and identity narrative through creative and innovative approaches to communication

A5 The tactical communication tools available to marketers to deliver organisational 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 brand communication approaches with diverse audiences and stakeholders

#### **Skills**

B1 Apply innovative thinking through a critical analysis and evaluation of key theories and frameworks relating to brands and marketing communication tools in order to devise strategic options and solutions to real life business situations

B2 Analyse and synthesise qualitative and quantitative data by engagement with relevant statistical programmes/software to plan, design and execute creative solutions to stipulated research objectives and/or organisational brand communication problems

B3 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

B4 Develop strategic and operational brand and marketing communication objectives and plans, by applying innovative thinking in order to develop solutions to a range of organisational marketing communication challenges

B5 Plan, design and execute research projects to inform the development of organisational marketing communication strategy

B6 Manage resources and time effectively to achieve intended learning goals and demonstrate the ability to work collaboratively and as an effective reflective self-directed learner and practitioner



**Programme outcomes:** A1 A2 A3 A4 A5 A6 B1 B2 B3 B4 B5 B6

**Highest level achieved by all graduates:** 7 7 7 7 7 7 7 7 7 7

Module title	Module code by level	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6
Digital Marketing	MKT4065		X		X	X		X		X			X
Consumer Psychology	MKT4133		X	X	X				X	X		X	X
Practitioner Perspectives	MKT4153	X	X	X	X	X		X		X			X
Branding in the Digital Age	MKT4154	X	X	X	X			X		X	X		X
Marketing Communications	MKT4156	X	X	X	X	X		X		X		X	X
Research Project	MKT4166			X			X	X	X	X		X	X
Marketing and Social Change	MKT4178		X	X	X			X		X		X	X
Creativity and Innovation in Digital Marketing	MKT4174	X		X		X		X		X	X		X