

Modules

The below Modules relate to the MSc Marketing and the three related routes:

- 1) Advertising and Communications
- 2) Customer Management
- 3) Retail.

The routes of study are linked and share six of the eight modules. Two modules will specifically relate to your choice of route.

Term 1

- Strategic Perspectives on Marketing

This module provides a solid grounding in traditional approaches to strategic marketing planning while attempting to re-evaluate what marketers do and how they think. You will explore the foundations of strategy and strategic marketing and consider the more contemporary alternatives, as well as developing an appreciation of the concepts and tools required to formulate marketing strategy in a variety of contexts.

- Operational Marketing

This module provides an opportunity to evaluate the tools and techniques available to assist the marketer in the day-to-day operational marketing environment. You will cover the foundations and early developments in marketing theory including the traditional marketing mix elements, and explore the development of current theory and recent developments in marketing operations. You will learn how to formulate operational marketing plans and develop an appreciation of the planning, implementation and control of marketing strategy.

- Research Methods

This module will help to develop the research skills required at MSc level, as well as giving you an in-depth understanding of marketing research and its importance in making sound marketing decisions. You will learn how to address key research concepts and philosophical perspectives on research, and understand how to collect and analyse different forms of data to support marketing management decisions through conducting a small-scale research project to address a specific marketing issue.

Term 2

- The Customer Experience

This module provides a solid grounding in customer buying behaviour theory. While the more traditional, rational approaches to understanding the customer are covered, frequent opportunities are also given to explore more radical aspects of buying behaviour. You will develop a broad understanding of the wide range of individual, social and group influences which impact upon consumer purchase decisions and explore how different customer behaviour models and theories can be practically applied to understand customer behaviour and devise appropriate marketing strategies.

- Route module 1*
- Route module 2*

* See route tables below.

Term 3

- Contemporary Issues and Marketing

The overall aim of this module is to take you beyond the scope of the normalised marketing domain and introduce you to a range of issues that will: a) expand your notion of what it is to 'market'; and b) cause you to appreciate and engage with other relevant and intersecting domains. You will be introduced to a raft of contemporary issues that are pertinent to a critical understanding of the world

of business and you will be encouraged to relate these to the theory and practice of marketing today.

- **Applied / Consultancy Project**

Your course will culminate in an exciting opportunity to apply the theory you have learned throughout the programme by participating in a live consultancy project, working for a real client on a marketing problem. The project will give you the chance to undertake focused research and develop a range of professional skills. At the end of the project you will reflect on your own personal development and undertake some related personal enquiry. You will be introduced to project management tools and concepts, and explore the requirements of an effective consultancy team, as well as working closely with a supervisor to practice your marketing knowledge and skills in a 'real life' setting relevant to your route.

Route modules

MSc Marketing

Module name	Details of this module
Marketing Management	This module is concerned with internal aspects of marketing and developing you as a marketing manager. Traditionally the marketing literature has emphasised external marketing practices at the expense of issues relating to marketing implementation, organisation and management and the organisation of marketing has often focused on a narrow departmental conceptualisation. We will therefore encourage you to identify and reflect upon the practice of marketing within organisations and to persuasively represent marketing interests and objectives to wider organisational management. We will also develop your capabilities in the essential management skills of managing people and finance
Marketing Contexts	In this module, you will develop knowledge and understanding of marketing concepts and theory in a variety of marketing contexts, along with a critically evaluative approach to these. Examples of the contexts you will cover include: marketing and its FMCG heritage; services marketing; business-to-business marketing; virtual marketing; arts marketing; not-for-profit / public-sector marketing; societal marketing; aspects of fashion marketing and international marketing.

MSc Marketing (Advertising and Communications)

Module name	Details of this module
Advertising and Marketing Communications	This module will enable you to develop an understanding of the theories and concepts in marketing communications, the range of marketing communications tools and approaches and how to practically apply them to develop effective marketing communication strategies and plans in a variety of different contexts. You will also develop an understanding of contemporary marketing communications issues and identify implications for future marketing strategies and plans.
Managing the Corporate Brand	This module is designed to enable you to develop an understanding of the theories and concepts used to manage corporate reputation (including the organisation's reputation, its corporate brand and corporate communication strategies). You will develop an understanding of the role of corporate communications, corporate branding and reputational status in relation to other organisational functions and the strategic development of an organisation, as well as exploring how organisations use corporate brand management to communicate with stakeholders in a variety of contexts.

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MSc Marketing (Customer Management)

Exploring Customer Relations	The aim of this module is to enable you to develop a substantial understanding of the theories, challenges and strategies that relate to the delivery of high quality services. More specifically the module aims to develop a conceptual understanding of the nature and strategic importance of service quality, customer satisfaction, value and loyalty. You will also explore the impact of service, quality, customer satisfaction/dissatisfaction, value and loyalty on business performance and facilitate an understanding of how both customers and organisations can influence the nature and effectiveness of the customer/supplier relationship.
Measuring and Improving Service Performance	The aim of the module is to facilitate an understanding of how service delivery can be enhanced by understanding and responding to customers. The module will provide a critical understanding of a wide range of methods and practices for identifying customer requirements and measuring customer satisfaction, in addition to a detailed exploration of complaints management and the strategic role of service recovery. Opportunities and tools for service improvement such as benchmarking will also be examined.

MSc Marketing (Retail)

Module name	Details of the module
Retail Branding and Positioning	This module aims to enable you to develop an understanding of the principles and concepts underlying the role of retail branding in relation to other functions and the strategic development of the organisation. You will explore how a range of retail marketing tools and approaches can be practically applied to develop an appropriate retail positioning strategy, and identify the implications of contemporary retail branding issues for future retail marketing strategies.
Retail Buying and Global Supply Chain Management	This module aims to help you develop an understanding of the importance of buying and merchandising in the achievement of retail objectives. You will be encouraged to reflect critically on the application of merchandising concepts and approaches across a variety of retail contexts. The module will explore how retailers operate within an increasingly global supply chain and how both strategic and operational decisions are affected by supply chain factors. You will also critique the development of effective business-to-business relationships and the increasing role of technology in global supply chain management.