

Nottingham Trent University Course Specification

Basic Course Information

1.	Awarding Institution:	Nottingham Trent University
2.	School/Campus:	Nottingham Business School / City
3.	Final Award, Course Title and Modes of Study:	MSc Marketing (Full-Time) MSc Marketing and Brand Management (Full-time) MSc Advertising and Marketing Communications (Full-Time) MSc Digital Marketing (Full-Time)
4.	Normal Duration:	One year / two years with placement
5.	UCAS Code:	N/A

6. Overview and general educational aims of the course

This suite of Marketing MScs is aimed at graduates of Bachelor's degrees from any discipline, designed to give you a theoretical background in marketing and equip you with practical skills relevant in the world of marketing, whilst enabling you to specialise in different fields of marketing:

MSc Marketing introduces the strategic marketing, the challenges of marketing management and a focus on product innovation and new product development. This course is -ideal if you're interested in pursuing a career in marketing or product management.

MSc Marketing and Brand Management introduces the theories relating to the concept of 'the brand' and to the strategic and tactical challenges faced by brands and by their managers. This course will assist in developing and practising the requisite skills for you to make an immediate and effective contribution upon employment in brand management.

MSc Advertising and Marketing Communications involves planning, organising, managing and evaluating both traditional and innovative marcomms. This course is will equip you for a career in the field of marketing communications, either on the agency or client side.

MSc Digital Marketing equips graduates to with theoretical and practical knowledge on how to navigate an organisation towards digital business. This course introduces the key management decision required by organisations moving to digital business and considers the process by which these decisions can be taken. MSc Digital Marketing will provide you with knowledge and employment skills essentials to digital marketing roles such as customer insight generation and managing digital marketing campaign.

The course will allow you to put theory and contemporary thinking into a practical marketing setting. The emphasis is on applying knowledge, skills and techniques to analyse marketing instruments and strategies. The major project gives you the opportunity to apply the knowledge and analytical skills you have acquired on the course to make recommendations to the senior managers of a real organisation on a business issue.

This suite of postgraduate marketing courses has three major components:

- Firstly, the core modules provide a basis for the study of marketing at a foundational and integrated level, and provides an entry to contemporary marketing principles and practice, with a focus on your chosen specialism.

- Secondly, you can elect to specialise by choosing MSc Marketing, MSc Marketing and Brand Management and MSc Advertising and Marketing Communications or MSc Digital Marketing. In addition to specialised modules of each route, you will be offered advanced workshops delivered by experts from industry in an intimate, hands-on environment. These Advanced route-focused workshops will sharpen your skills in your field and enhance your CV.
- Thirdly, the course provides you with the opportunity to select a major project which meets your goals; either a consultancy experience project, a 12-week internship, or a business research project.
- Additionally, a year-long work placement is available (two year – September cohort only). It provides an additional opportunity to put into practice some of the theory covered in the degree and participate in experiential learning. In some cases, the placement may lead to a longer relationship with the employer, as it may be viewed as a 'probation' period, where each side can get to know the other. In other cases, it can help shape your future career. Those students who follow the year-long placement will undertake the Business Research Project.
- You will also be able to develop personally by undertaking the *Transformational Leadership Development (TLD)* module.

This combination of modules will provide you with a range of opportunities that enable your theoretical understanding of marketing topics, enable you to personalise your own curriculum and development schedule, and enhance your practical experience of a range of contemporary marketing issues.

The principle aims of the course are:

- To facilitate the in-depth study of marketing that is both practically and academically relevant to the current and future demands of marketing and the relevant specialist areas of product marketing; brand; communications and digital. The content has a strong theoretical base in marketing and will also provide a range of skills relevant to contemporary marketing practice.
- To prepare individuals to be operationally effective in marketing, specifically: on the client-side as marketing managers and brand managers; and on the marketing agency side as marketing communications managers and digital marketing managers.
- To put theory and contemporary thinking into a practical marketing setting, utilising five constructively aligned tiers:
 - a. An overview of marketing by the study of marketing at a foundational level, and a virtual business simulation experience provides an integrated entry to modern marketing principles and practice.
 - b. Customer-centricity: embedding that all marketing is customer focussed and applying knowledge, skills and techniques to undertake customer and market analysis.
 - c. A developmental curriculum that enables the development of a theoretical understanding of global marketing strategy and the management of marketing tactics and operations.
 - d. Introduction and exploration of a range of contemporary marketing issues through case studies.
 - e. The opportunity to select a major experiential project; either a Consultancy Experience Project, an Internship Experience Project or a Business Research Project. The major experiential project provides the opportunity to apply the knowledge and analytical skills you have acquired on the course to make

recommendations to the senior managers of a real organisation on a business issue.

- To provide membership of the Chartered Institute of Marketing (CIM) Association and access to additional qualifications via Graduate Gateway.
- To develop a wide range of personal skills and abilities to expand career opportunities and enable personal objectives.

7. **Course outcomes**

Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.

Knowledge and understanding

By the end of the course you should be able to:

1. Articulate a critical understanding of the contemporary issues, theories and conceptual frameworks used to explain and guide conventional marketing activities in organisations nationally and internationally.

MSc Marketing

2. Demonstrate a critical awareness of current and predicted market issues, trends and/or customer insights, informed by contemporary debates in marketing research and professional practice.
3. Critically evaluate current methodologies and demonstrate originality in the application of marketing knowledge to develop market strategies.
4. Critically appraise and apply all elements of the marketing mix in a range of contexts.

MSc Marketing and Brand Management

2. Critically evaluate current methodologies and demonstrate originality in the application of brand-marketing knowledge to improve upon or create new brand strategies.
3. Demonstrate a comprehensive knowledge and critical understanding of the brand management and brand development process.
4. Critically evaluate market data, trends and brand metrics to aid brand managers to make effective decisions in different market contexts.

MSc Advertising and Marketing Communications

2. Critically evaluate and apply effective marketing communication strategies to different business scenarios, reflecting on strategic marketing implementation issues.
3. Demonstrate comprehensive knowledge and critical understanding of the marketing communication process.
4. Demonstrate originality in the application of knowledge, together with critical awareness and practical understanding of current techniques to create informed marketing communications campaigns.

MSc Digital Marketing

2. Critically evaluate digital marketing data and information in order to aid digital marketing managers to make effective decision making in digital organisations

3. Critically evaluate and apply effective digital marketing campaign strategies to different business scenarios, reflecting on strategic marketing implementation issues.
4. Demonstrate a systematic understanding of the macro- and micro-digital marketing environments, and propose sustainable performance plans in the digital marketplace

5. Evaluate the rigour and validity of published research and assess its relevance to the practice of marketing.
6. Demonstrate independence in creativity, critical thinking and intellectual curiosity in both the application and synthesis of knowledge.
7. Demonstrate proficiency in the use of techniques of research and enquiry to draw conclusions from a critical evaluation of relevant issues.
8. Demonstrate a critical appreciation of the wider social, environmental and economic sustainability issues and their interrelationships which may be impacted by or have an impact on organisational activities.
9. Articulate a critical understanding of the environmental, social, governance and ethical problems that may occur in the marketing discipline and apply appropriate frameworks or professional codes to resolve such problems.
10. Critically self-reflect and demonstrate an international awareness and openness to the world, based on an appreciation of social and cultural diversity.
11. Develop a critical understanding of the role of the marketing discipline in the global context.

Skills, qualities and attributes

By the end of the course you should be able to:

12. Demonstrate the ability to make recommendations for organisational practice based on theoretical insights through a process of experiential or applied learning.
13. Analyse a variety of relevant data used in diverse contexts to support effective decision making in the marketing discipline.
14. Communicate key issues and arguments in written and oral format to a technologically professional standard.
15. Work collaboratively in diverse teams
16. Take personal responsibility for continuing professional development and develop the capacity to be an effective and reflective practitioner.

8. Learning and teaching methods

NBS adopts a distinctive approach to the design of student learning opportunities, and your learning is structured around theory, practice, experience & observation, and reflection & improvement. At each level (course, module and session), you will study different theories, concepts and approaches and be given opportunities to apply these in a range of practical settings. The aim is to enhance your understanding through the direct experience of business, where you will have opportunities to observe business practices and behaviours (including your own) and analyse these using

theoretical knowledge. It is our intention that by reflecting on these experiences, you will be able to use these theories to guide your actions and decisions in a business context or even consider how a theory itself might be improved. In this way we aim to enhance the quality of your learning.

The teaching and learning strategy is designed specifically around the needs of a diverse student cohort and is based upon the following guiding principles:

- Facilitating a period for you to adjust to your new study environment, through the inclusion, for example, of a development programme and personal and professional development module.
- Encouraging constructive learning through a student-centred learning environment which allows for time for reflection and which provides you with guidance and support.
- Drawing upon student experiences through interactive workshops rather than a reliance on large group lectures.
- Seeing cultural diversity as a learning resource.
- Offering a range of learning experiences, including industry supported learning opportunities.

This course is therefore designed to offer you a theoretical *and* practical learning experience that fits your needs and enhances your career opportunities. You will enjoy a teaching and learning environment that is shared by your fellow students and academic staff who will be from different educational and cultural backgrounds and with whom you will have the chance to share your previous educational and practical experience. This provides a similar environment to working in international organisations where you interact with colleagues from different backgrounds. Working in groups with other students during the course will allow you to experience different cultures and learning styles. The different teaching, learning and assessment modes will therefore equip you with a number of essential skills, including but not limited to; communication, presentation, negotiation, report writing, analytical and, most importantly, critical thinking skills.

Each of the modules will be delivered over a four-week period, with teaching delivered in three weeks and the fourth week left clear for assessment work. This enables you to focus on one subject at a time, whilst allowing time for preparation and assessment work. Contact within modules takes the form of whole class delivery in lectures, interactive workshops and structured guided study. In all teaching sessions you will have the opportunity to ask questions, interact with other students and the lecturer on problem solving exercises, cases and discussions. Your course will be structured around the sequential delivery of the six core and optional route modules with the Experiential Element offered at the end and the CIMR and TLD module being delivered throughout the year.

Undertaking this course and experiencing our different teaching and learning techniques will therefore allow you to build up your own experience in the field of finance and equip you with the necessary skills to allow you to integrate into professional life in a marketing-related career.

9. **Assessment methods**

Our assessment strategy is designed to help you develop and demonstrate your knowledge, understanding and skills. We use a variety of assessment methods throughout the course, including formative assessments which does not count towards your final grades, but which provide useful feedback on your progress and development and guidance towards the summative assessments which count towards your final grades.

In undertaking this course you will experience a number of different assessment methods aimed at helping your progression through the course and skills development. Assessment is balanced throughout the course, helping you to manage your workload. There will be a mixture of theoretical and practical assessments with a focus on applying the theory to real world situations. We will also assess the softer skills by using a mixture of assessment types and a combination of individual and group-based assessments. Assessment types will therefore include academic and reflective essays, reports, presentations, portfolios, interviews, class contribution and case studies. Students will also be expected to present a 'pitch' an approach used frequently in the marketing profession. Group learning is a central feature of our teaching and learning strategy, and indeed the ability to work effectively with others is essential to all work practice. It is thus appropriate that some elements of group assessment are incorporated, although individual performance is more highly weighted in order to give due credit for individual performance. Assessment will also incorporate experiential elements to enable you to apply your knowledge through live projects or simulations and cases.

These different types of assessment will provide you with the knowledge and different skills necessary to succeed in the world of marketing.

10. **Course structure and curriculum**

The courses are offered as specialist programmes designed for career preparation in clearly defined areas of marketing. However, the entry requirements do not require a previous degree in a marketing or business-related subject and as such the curriculum is designed, delivered and assessed to support and enable all students to be successful no matter what their background, study history or demographic. The course team is careful to identify and address any disparity in achievement or progression between, for example, those students entering with no prior knowledge in marketing and students with business-related backgrounds, between those from widening participation backgrounds and non-widening participation backgrounds and between international and home/EU students. To enable all students to have an equal chance of success, regardless of their backgrounds, academic mentoring, pastoral support, an online pre-study preparatory course, and dedicated careers guidance are central components of the course.

A series of Academic English Support classes have been specially designed to meet the needs of MSc Marketing Suite students whose first language is not English, and is an incorporated part of the Course. All students who undertook their first degree and were not both taught and assessed in English are expected to undertake all the Academic English Support classes. Students will be assigned to groups and given the class timetables during the first two weeks of the course.

Following the principles of this framework, this course is split into three phases of study, organised into semesters of 12-15 weeks, as follows:

Phase	MSc MARKETING	MSc ADVERTISING & MARKETING COMMUNICATIONS	MSc MARKETING & BRAND MANAGEMENT	MSc DIGITAL MARKETING	
1	Principles of Marketing (20cp)				Transformational Leadership Development (10 cp)
	Understanding the Customer Experience (20cp)				
	Strategic Global Marketing (20cp)				
2	Marketing Management (20cp)	Marketing Communications and Agencies Management (20cp)	Brand Management (20cp)	Digital Management Operations (20cp)	Customer Insight Through Market Research (10 cp)
	Creativity in Product Innovation (20cp)	Creative Marketing Communications (20cp)	Brand Development (20cp)	Dynamic Digital Marketing (20cp)	
	Contemporary Perspectives in Customer Engagement (20cp)				
3	EXPERIENTIAL ELEMENT (40cp) (Choose one): Consultancy Experience Project Internship Experience Project Business Research Project				

The course is designed in a way which provides choice in a way which allows you to develop core marketing skills, specialise in an area of marketing and

finally provide an opportunity to deepen your knowledge through a major experience project.

First and Second phase

First, term 1 allows all students to develop relevant core marketing skills which will be of use in your marketing related career. Secondly, term 2 allows you to specialise in your preferred area. For all courses there is a 'management' module which explores senior organisational issues related to your specialism and an 'operational' module which considers creation and implementation issues. The final second term module, '*Contemporary Perspectives in Customer Engagement*', brings together insights from previous modules to explore the relationship between customer and organisations which is a fundamental issue for marketing whatever the discipline. To support this module and all other modules, the '*Customer Insight Through Market Research*' module will introduce you to the latest thinking in research design.

Transformational Leadership Development

The purpose of this module is to help you manage your own continuous personal and professional development in order to enable sustained career success and to be an effective and transformational leader. Areas taught include, but not limited to: personal development (self-diagnosis and self-awareness) and professional development (professional competencies; business ethics; sustainability and responsible management practice).

Third Phase

Thirdly, term 3 offers further choice in that you can elect to deepen your knowledge either in a work setting through the Consultancy or Internship Experience Module, or if you prefer to deepen your academic knowledge, through the Business Research Project (the latter two dependent on your aspirations and performance). Our intention here is to include a project which affords you the opportunity to engage in a rigorous and meaningful, primarily applied piece of work which helps you to meet employer requirements around experiential learning and the development of soft skills.

Element	Description
Consultancy Experience Project (CEP)	The consultancy experience project builds on the strengths of NBS and has been a successful and popular module in the existing PG platform. The School works closely with a large network of business to source consultancy project briefs for the PG students. The consultancy project gives students the chance to undertake focused research as part of a team and develop a range of professional skills related to working with others, managing a complex project and delivering actions in a real business situation. Groups will present their findings to the client in verbal and written form. At the end of the project, individual assessments will require students to reflect on their personal development and undertake some related personal enquiry. Taught input will introduce students to project management tools and concepts, explore the characteristics of an effective marketing professional, and establish the assessment expectations.
Internship Experience Project (IEP)	This module is designed to give students the opportunity to apply the theory from their course to a substantial and real project undertaken in-company. Internships will normally be within organisations identified by NBS. The module will be available to those students who apply by week 8 of the first trimester (and confirm the placement by the end of the second trimester), with a CV and proposal detailing their skills, experience and reasons for applying for an internship opportunity. Students must also have passed all first trimester modules to ensure an internship

	<p>opportunity. The internship and associated project will also give students the chance to undertake focused research and develop a range of professional skills related to working with others, managing a complex project and delivering actions in a real business situation. At the end of the project individual assessments will require students to reflect on their personal development and undertake some related personal enquiry. Taught input will introduce students to project management tools and concepts, explore the requirements of an effective professional and establish the assessment expectations.</p>
<p>Business Research Project (BRP)</p>	<p>This project takes the form of a more 'traditional' piece of independent research, the outputs from which will be an academic research paper, an overview presentation of findings and a methodological reflection. One of NBS' distinguishing features is the inclusion of experiential forms of learning, and as a principle any student entering the school will be expected to engage in an experiential project. Therefore, this project is available to students with one of two qualifying characteristics: 1) Significant (1 year+) prior work experience in a business-related role, or 2) a demonstrable desire to pursue PhD-level study, and those who have chosen the two-year placement degree.</p>

Each project is preceded by a two-week preparatory study period intended to focus on the specific knowledge and skills required by the project.

Placement (2-year course only)

Additionally, students will undertake supervised work placement experience which:

- a) contributes to the learning outcomes of your degree
- b) complements the 'academic' themes of your curriculum, and
- c) involves tasks and levels of responsibility commensurate with the skills and competencies of a postgraduate student.

The placement will normally start in the summer at the end of your first year. You must be continuously employed in a full-time position by normally no more than two employers. Your placement will be for a full year, i.e. 46.5 working weeks, although this may exceptionally be reduced to a minimum period of 36 working weeks with the approval of your Course Leader.

A 'Prepare for Placement' programme of workshops and learning room will support your placement. These will also require self-directed and independent learning activities, including your CPD hours.

Students will be allocated to the particular Course to which they applied. Timetables and teaching resources are allocated on the basis of Course choice. However, as the MSc Marketing Suite Courses have some initial overlapping core module routes of study, in exceptional cases where cohort size, resource and pedagogic considerations allow, transfer from one Course to another may be considered, up to the end of the second module. Decisions about transfer will be made by the Course team and are not contestable.

11. Admission to the course

Entry requirements.

For current information regarding all entry requirements for this course, please see the 'Applying' tab on the NTU course information web page.

12. **Support for learning**

Support for your learning will be available from before your study starts. Prior to your enrolment, you will have online access to details of registration and details of preparatory work to help you to get the best experience of your first module, Principles of Marketing. This will include online access to some helpful pre-learning. This interactive resource will give you a gentle and engaging introduction to some basic Models, Concepts and Theories of Marketing.

We will provide some key reading from the core text, Essentials of Marketing, of the first module; activities and online self-assessment; for you to complete before the start of the first module, and it would be useful to be completed before the start of induction.

When you arrive, you will undertake a development programme in the form of the first unit of the TLD module. Initially you will be provided with the basic knowledge of your course and its operations. This will encompass details of the course aims, teaching and learning strategy, introduce members of the teaching team, outline the timetable, assessment strategy, regulations and schedule, and explain the course management processes such as student feedback mechanisms and course committees, along with course and university regulations, and the range of facilities available at the University and the University's support and guidance services. This gives way to focused academic and professional development sessions; this includes a residential programme which has been specifically designed to help students build trust and start to work as teams. We are proud of our comprehensive and focused development programme which enables students from a variety of educational backgrounds to achieve a smooth transition into this high-performance course.

Academic staff within the Business School have an excellent reputation for being approachable and enthusiastic about their subject area, with the programme being designed around face to face contact with a wide range of specialists. This is highly valued by our students and distinguishes us from many of our competitors. You will have many opportunities to build relationships both with tutors and fellow participants throughout the course.

In service of this, students will be able to approach their course leader(s), or other members of the teaching team for support and guidance as required, and each student will be allocated an academic mentor. It is expected that each student will meet with their personal supervisor at least four times (two times in the first trimester, and once in each subsequent trimester). In addition to reviewing your academic progress, academic mentors have a key role in reinforcing your professional skills development and encouraging you to reflect on the different strands of your course and extra-curricula activity. Academic mentors also play an important pastoral role, and where appropriate, will direct you to University support and guidance services. A student dashboard enables you and your tutor to track your engagement and progress and log the minutes of your meetings. Our specialist careers advisors in the 'Working With You' team are also there to provide you with help and support in terms of your future career.

Course Administrators are also an important part of your support arrangements. Course administrators are often the first port of call for students who have concerns and these individuals can be a non-formal means of discussing problems, and a source of useful information and guidance.

Nottingham Business School provides a high-quality management learning environment designed to encourage creative thinking about real world issues confronting managers and their organisations. The School's professional approach to management education is supported by the latest communications and information technology, and extensive learning resources. The computing network offers 24-hour access to the University's computing facilities, and a range of services off-campus are also available, including email, electronic library services and access to a range of software. You will have access to a wealth of library materials including over 450,000 books (many of which are available as e-books), as well as an extensive audio-visual collection of videos and slides. Electronic library resources form a core part of the support to students, with over 200 databases and 9,000 electronic journals accessible by the e-library web portal. The School has a specialist Trading Room, and access to leading resources such as ft.com and Qualtrics for all students.

We also recognise that you sometimes need help that falls outside the academic area. The University's Student Support Services offers dedicated professional support services for both international and home students. Our aim is to ensure that you have access to appropriate support for academic, financial and personal issues which might affect your experience at the university.

13. Graduate destinations/employability

Undertaking this course will give you a wide insight into the different aspects of marketing, marketing communications and digital marketing and as graduates of the course you will have developed a wide range of skills and abilities that will enhance your employability prospects.

As a graduate of any of these courses you will have a wide range of possible careers in marketing and its specialisms. For example, our alumni have progressed to:

- Brand Managers, Product Development Managers, Social Media Managers, Account Managers in Marketing Agencies, Market Research Managers, Marketing Managers, Communication Managers for large corporates, smaller businesses or within government agencies.
- Consultants within the areas of Product Development, Digital Marketing, Branding and Corporate Reputation Management is also another option.
- Further study for a professional qualification in Marketing (CIM Diploma in Professional Marketing).

Specialist careers advisers in NTU's employability team are there to help you identify strategies to enable you to effectively pursue your career goals. The focus of this course will be on developing your skills and occupational awareness in ways that enable your successful transition into the world of marketing.

14. Course standards and quality

Management of each course is conducted through two formally constituted committees, the Board of Examiners and the Course Committee. The roles and

activities of these committees are laid down in the University's Academic Standards and Quality Handbook.

The Course Committee will be responsible for the overall quality assurance and management of the course. Its membership complies with the University's requirements as specified in the University's Academic Standards and Quality Handbook. Student representatives will also meet collectively with members of the School's Executive team three times a year, once each term in a 'student forum', designed to facilitate communication between the student body and the management of the School. The committee considers the annual Course Standards and Quality Report that needs to be presented to the School's Senior Management Team.

Each course is also governed by the Postgraduate Advisory Board. Chaired by the Director of Postgraduate Taught Programmes, this consists of employers, alumni and staff to consider the overall strategic direction of the postgraduate courses. The PG Advisory Board provides the external direction and input from employers and alumni to ensure the continuing relevance of course content.

Course standards and quality are maintained in a number of ways. You will have the opportunity to provide anonymous written feedback on each of the modules you study, and the course as a whole. You will also be able to offer your comments and suggestions through (or have the opportunity to be elected as) elected student course representatives, who attends course committees, the course enhancement boards and student forum meetings.

External examiners report on the appropriateness of the curriculum, the quality of student work and the assessment process. All tutors have their teaching observed by their peers.

15. Assessment regulations

This course is subject to the University's Common Assessment Regulations (located in Section 16 of the Quality Handbook).

16. Additional information

Course referenced to national (QAA) Benchmark Statements:
Master's Degrees in Business and Management (QAA, 2015)

Course recognised by:
Chartered Institute of Marketing

NTIC progression route(s): N/A

Date this course specification approved: February 2020

Any additional information: