

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 FT
4. Normal Duration: 1 year
5. UCAS Code:

6. Overview and general educational aims of the course

The increasingly dynamic nature of markets, the increased use of global marketing strategies, more sophisticated branding techniques, integrated marketing communications, the use of e-commerce strategies and a redefinition of the nature of customer relationships make it an exciting and challenging time to study marketing. However, many people are often confused about what marketing is and what it aims to do. An example is perhaps the best way to explain.

When presented with the demands of a constantly evolving and increasingly competitive global marketplace, what do world-leading companies do? They ask themselves some fundamental questions... Who are the best customers for us and what do they want? Why should they purchase from us? Do we offer better value than our competitors? Looking to the future, can we be the first to identify the key changes in the market place? Can we respond to them in a visionary way that ensures we continue to create superior value for our customers? Marketing is all about asking these key questions (amongst others), knowing what the answers mean and developing sets of creative action plans to produce the superior value for customers that makes the difference between world-leading companies and the rest.

Looking in a little more detail, the role of marketing is to develop an understanding of customers which is shared across the organisation so as to develop customer-driven competitive strategies. Successful implementation requires a marketing philosophy and marketing processes which are supported across the organisation.

The MSc Marketing has been specifically re-designed to produce graduates capable of making a difference in the marketing arena. Consultation with the marketing industry ensures that what you study is contemporary and that the course as a whole delivers what employers want from graduates. The course has also been designed to reflect the current marketing issues that are of interest and concern to organisations. The content has been developed after consultation with a range of academics, practitioners and professional bodies such as the Chartered Institute of Marketing. As part of this course you will gain a solid grounding in the wider discipline of marketing. The course will sit within a suite of MScs in Marketing (MSc Digital Marketing and MSc Branding and Advertising) and you will be part of a community of marketing students who will share content at times and also share learning experiences. This approach will allow you to gain a broader understanding of general marketing practices whilst also appreciating and understanding the specialist areas of marketing such as digital marketing and marketing communications.

The principle aims of the course are:

- To offer a specialist postgraduate course in marketing that is both practically and academically relevant to the current discipline of marketing.
- To offer a course that prepares you for a career in marketing by meeting the requirements of employers and the target attributes of an NTU postgraduate.
- To enhance lifelong learning skills and personal development for graduates to contribute to organisations and the societies in which they operate.
- To enhance reflective learning skills to develop a reflective practitioner.
- To enable you to apply your emerging higher-level understanding of marketing to both simulated and real-life business situations.

These aims are expected to enable graduates to:

- Seek employment in a number of areas including account management, customer experience roles or working as managers in corporate marketing teams. The qualification would support generic marketing roles as the discipline continues to penetrate most areas of commercial practice.
- Undertake consultancy work in the area of marketing.

The fact that the fundamentals of marketing are reinforced in the course means that you will also be awarded a Level 4 Certificate in Professional Marketing from the Chartered Institute of Marketing (CIM) following the successful completion of an exam. The suite of MScs in Marketing has been mapped to the CIM curriculum which is a reflection of course currency and relevance to the marketing profession. Following the course, you will also have exemptions from the level 7 Diploma in Professional Marketing, typically completed during your first substantive marketing role. The CIM is an industry-recognised, professional body that employers know about. Holding either or both qualifications will allow graduates of the MSc Marketing to stand out in a competitive job market.

So, you won't just be studying for an MSc Marketing but a CIM Certificate in Professional Marketing as well. As a dual award, the MSc Marketing represents excellent added value.

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.
2. Demonstrate knowledge and understanding of the strategic marketing process.
3. Demonstrate knowledge and understanding of marketing tactics and implementation.

4. Demonstrate knowledge and understanding of traditional and contemporary debates related to the philosophy and practice of marketing.
5. Apply knowledge to resolve issues in new and diverse situations within the marketing discipline.
6. Evaluate the rigour and validity of published research and assess its relevance to the practice of conventional marketing and synthesise existing research to identify alternative approaches.
7. Demonstrate the ability to make recommendations for organisational practice based on theoretical insights through a process of experiential or applied learning.
8. Demonstrate an aptitude for independent critical thought and rational inquiry.
9. Demonstrate creativity and intellectual curiosity in both the application and synthesis of knowledge.
10. Demonstrate proficiency in the use of techniques of research and enquiry to draw conclusions from a critical evaluation of relevant conventional marketing issues.
11. Demonstrate an 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.
12. Understand the environmental, social, governance and ethical problems that may occur in both conventional and digital marketing disciplines and apply appropriate frameworks or professional codes to resolve such problems.
13. Critically self-reflect, and demonstrate an international awareness and openness to the world, based on an appreciation of social and cultural diversity.
14. Develop a critical understanding of the role of the conventional marketing discipline in the global context.
15. Develop a critical understanding of the role of the conventional marketing discipline in the wider organisational context.

Skills, qualities and attributes

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

16. Analyse a variety of relevant data used in diverse contexts to support effective decision making in the conventional marketing discipline.
17. Communicate key issues and arguments in written and oral format to a professional standard.
18. Effectively use information and communication technologies relevant to the conventional marketing discipline.

- 19. Work collaboratively in internationally diverse teams and take leadership roles where appropriate.
- 20. Make decisions and exercise judgement in organisational settings when faced with a range of alternative courses of action.
- 21. Take personal responsibility for continuing professional development and develop the potential to be an effective and reflective practitioner.

8. Teaching and learning methods

The course is designed to offer you a learning experience that fits your individual needs. A key feature of this course is that it takes your educational and practical experiences into account and draws upon them to make what we teach relevant. Your fellow students will typically be from a range of different backgrounds, hence, you will be able to both share other peoples' experiences as well as learn from them.

A combination of direct contact (where you are taught by the lecturer) and guided study (where you work individually or in groups with your fellow students in your own study time) are used. Direct contact is spread out over the week, giving you the time and space to undertake the guided study. You will be given many opportunities to develop the skills, qualities and attributes that you will require to be a successful and effective marketing manager in an organisation. These opportunities come during direct contact time, guided study and the work you do to complete assignments.

A range of teaching and learning methods are used that include small group tutorials, supervised research linked to real businesses' problems, interactive teaching, industry specific workshops (guest speakers, project work, etc.), e-supported learning, guided and directed individual and group study (before, during and after modules) and a variety of multimedia approaches.

You will build your knowledge and understanding of marketing through all of the methods mentioned above via a teaching approach that is, as far as possible, tailored to your individual learning needs. Small group teaching is particularly helpful in offering you the chance to gain this personal support and feedback from tutors, to share your ideas, challenge one another's thinking and learn from the experiences of other students from a variety of different countries and backgrounds.

The course is designed to build on your previous learning experiences and develop them to a Masters level in marketing.

9. Assessment methods

The assessments you complete will both indicate how you are progressing on the course and provide you with an opportunity to apply your acquired knowledge and understanding. In applying this knowledge and understanding you are also building the skills, qualities and attributes that are required by successful and effective marketing managers.

The assessments you will submit are varied and you will be working both on your own and in groups. Successful marketing managers have to be able to work on their own and interact with others, hence, the assessment on this course provides a further opportunity to improve the way that you work. To

make business links even stronger, the assessments on this course have been designed with the issues faced by marketing managers in mind, and some will involve working on real problems. Indeed in Term 2, where the emphasis is very much on 'practice' you will be required to present a marketing 'pitch', a skill used regularly within the professional domain of marketing. In turn, all of the assessments you complete will prepare you for a career in marketing.

Some of the assessment you undertake will be graded (this is called summative assessment) whilst the rest will be set to allow us to provide early feedback on your progress and give you guidance on how to improve your performance (this is called formative assessment).

Each module has clear assessment guidelines and tutor support is offered throughout – thus providing you with the opportunity to maximise your learning experience.

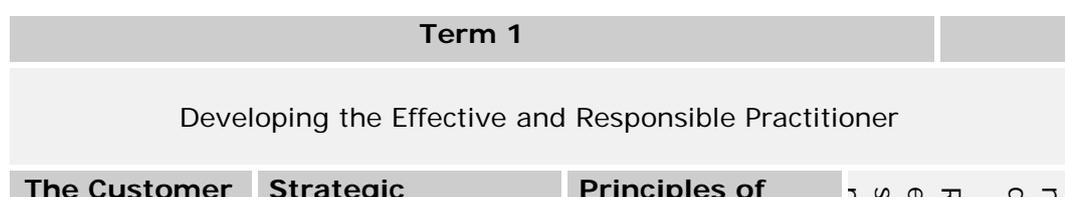
10. Course structure and curriculum

The MSc Marketing has been designed to introduce you to the marketing issues facing organisations. The three main themes are: knowledge, application and delivery. These themes are represented in each of the three terms.

In Term 1 you will cover various aspects of foundational knowledge and skills required in the marketing discipline. For example, Strategic Marketing and the Global Environment (SMAGE) will allow you to take a more holistic view of an organisation and how it attempts to develop marketing strategy in a challenging global environment. The Customer Experience (TCE) module will explore aspects of consumer buying behaviour and engage you in a reflection of your own buying behaviour and how you are impacted by people and events around you. The final module is Principles of Marketing (PoM) where the foundational principles of the marketing discipline will be explored.

In Term 2 you will specialise and apply your knowledge in two subject-specific modules, one of which deals with marketing management issues and the relationship between marketing and the various organisational functions (Marketing Management) whilst the other (Driving Marketing Innovation) focuses on specific marketing practice issues such as the implementation and control of marketing plans and the use of marketing metrics. Both are further supported by a skills-based year long module (Developing the Effective and Responsible Practitioner – DERP) which will help individuals to develop as marketing practitioners.

Finally, in Term 3, the consultancy project/in-company project allows you to work together in small groups in a real world setting relevant to marketing. This experience will provide you with the knowledge and skills valued by employers in the marketing sector. In addition, a core module (Contemporary Perspectives in Customer Engagement) will expose you to the very latest leading-edge thinking in both conventional and digital marketing disciplines.



Experience	Marketing and the Global Environment	Marketing	
20 credit core	20 credit core	20 credit core	
Term 2			
Marketing Management	Driving Marketing Innovation		
20 credit core	20 credit core		
Term 3			
Applied Consultancy / In-Company Project		Contemporary Perspectives in Customer Engagement	
40 credit core		20 credit core	

11. Admission to the course

Students will require a good undergraduate degree equivalent to a UK undergraduate honours degree. Language requirements conform to the framework.

12. Support for learning

The course leader, together with the course administrator and the course team, coordinates the academic support and other facilities available to all students enrolled on the course.

The library, IT and other learning resources are continually updated to ensure they are fit for purpose. In addition, University central support offers a range of professional services: these include the centre dedicated to postgraduate management learning, the International Office and student services.

An induction event, immediately prior to the start of your course, will include: an introduction to members of the course and the modules you will be studying, meeting with your tutor, introduction to the university I.T. facilities and sources of help and student support services. A student handbook, made available to all students at induction, will provide you with essential information about Nottingham Business School and the support provided for your learning.

Increasing use is made, as appropriate, of reliable electronic support for your learning on the course but the availability of face-to-face contact remains an invaluable part of the course. All learning materials will be available via NOW, the university's internal, virtual learning environment and this will be your first and main point of contact.

13. Graduate destinations / employability

The market demand for graduates of this MSc Marketing course is expected to include employers seeking to fill career-enhancing positions in major transnational companies and globally-aware smaller enterprises as Marketing Managers. Graduates will also be equipped to pursue opportunities for self-

employment, perhaps as a business or marketing consultant while providers of reputable courses in postgraduate research-based studies, including those leading to a doctoral qualification, will seek to attract them. Typical roles for previous MSc Marketing students include Marketing Managers, Product Development Managers, Market Research Managers and Account Managers in retail FMCG global corporations.

14. Course standards and quality

Course standards and quality are maintained in a number of ways. You will be offered constructive feedback in each element of assessed course work. You will have the opportunity to provide written comments on the modules you study via the module questionnaires. You will also be able to offer your comments and suggestions through an elected student course representative at course committees, and your course leader and tutors will be available for a weekly 'surgery' to discuss any concerns or feedback you may want to give. Throughout the year you will also have a personal tutor to discuss and share feedback with on a regular basis.

The course team ensures the continuing relevance of course content by consulting respected professional practitioners, such as employers, marketing professional bodies like the Chartered Institute of Marketing (CIM) and other academic institutions. The course leader will meet with the MSc Marketing course enhancement board which includes senior marketing professionals and alumni. This group will meet on an individual course basis and also on a 'platform' basis to ensure course delivery meets and keeps pace with industry developments.

The research interests of the staff also enhance the curriculum. Practitioners will also be invited in to speak to the students either at a platform level or within specific modules about contemporary marketing developments on a regular basis.

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 with a summary of good practice observed across the group then being produced and circulated.

15. Assessment regulations

This course is subject to the University's Common Assessment Regulations (located in Section 16 of the Quality Handbook). Any course specific assessment features are described below:

The course adheres to NBS assessment guidelines.

16. Additional Information

Collaborative partner(s): The Chartered Institute of Marketing (CIM)
Course referenced to national QAA Benchmark Statements: QAA Benchmarks for M level programmes in Business and Management 2007
Course recognised by:
Date implemented: September 2015
Any additional information:

