

## 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 Branding and Advertising (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 one year Marketing MScs is designed to give you a theoretical background in marketing and equip you with practical skills relevant in the world of marketing, whilst enabling you specialise in different fields of marketing communications and digital marketing. The course should 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.

The MSc's in Marketing courses all have three major components:

1. Firstly, the core modules provide a basis for the study of marketing at a sophisticated level and provide an integrated entry to modern marketing principles and practice.
2. Secondly, you can elect to specialise by choosing MSc Marketing, MSc Branding and Advertising or MSc Digital Marketing.
3. Thirdly, the course provides you with the opportunity to select a major project which meets your goals; either a consultancy project, a 12 week internship, a global experience project involving a short period of study overseas, or an academic 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 offer specialist postgraduate courses in marketing that are both practically and academically relevant to the current demands of marketing managers, brand managers and digital marketing managers. This is achieved by having the following goals; upon graduating from the course you will be able to:

- Demonstrate knowledge and understanding of the primary theories and concepts relating to your field of study.
- Apply theory to practice in organisational settings and relate practice to theory.
- Demonstrate aptitude for critical thought and creativity;
- Effectively utilise relevant information and communication skills;

- Critically evaluate ethical and sustainability-based issues within your field of study;
- Evidence the capacity to act as a global citizen;
- Demonstrate the capacity to make an impact in organisations.

As graduates of the course you will have developed a wide range of skills and abilities that will enhance your employability and enable you to achieve your own personal objectives. You will also be part of the Chartered Institute of Marketing (CIM) Graduate Gateway which will allow you access to successful completion of the CIM Certificate in Professional Marketing as part of your studies.

## 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. Analyse a variety of relevant data used in diverse contexts to support effective decision making in the marketing discipline.
12. Communicate key issues and arguments in written and oral format to a professional standard.
13. Effectively use information and communication technologies relevant to the marketing discipline.
14. 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.
15. Understand 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.

### **Skills, qualities and attributes**

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

16. Critically self-reflect, and demonstrate an international awareness and openness to the world, based on an appreciation of social and cultural diversity.
17. Develop a critical understanding of the role of the marketing discipline in the global context.
18. Work collaboratively in internationally diverse teams.
19. Demonstrate a critical understanding of the role of the marketing discipline in a wider organisational context.
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 capacity to be an effective and reflective practitioner.

### **8. Teaching and learning 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 of time 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 interactive workshops (of no more than c35 students) 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**

As previously noted, the course structure is based on three phases of study:

The first phase is a shared core which develops your knowledge of the key marketing principles, practices and frameworks. This incorporates concepts

related to the operation of marketing planning and practice, consumer behaviour, as well as a firm understanding of the strategic process and the impact of the macro environment. The Customer Insight through Marketing Research will update you on the latest thinking when it comes to market research. During your course you will also be part of Global Responsibility Week, which aims to introduce you to the key ethical and sustainability-related dimensions of marketing. For each choice a consistent approach has been taken in that you will study a management module which considers strategic management issues and a second 'driving' module in which you will consider issues of related marketing practice. Both the management and driving modules are supported by a customer engagement module in which you will consider issues of customer experience core to all areas of marketing.

Selecting the MSc Marketing will allow you to develop your comprehension of the basic theoretical and empirical frameworks and applied underpinnings of marketing management allowing you to understand the dynamics and challenges of managing and leading marketing functions within organisations. When considering driving marketing innovation you will understand the principles and practice innovation within organisations, all essential to sustainable competitive advantage and growth.

The MSc Branding and Advertising emphasises marketing communication issues and practices and here you will develop an understanding of corporate branding management and support this with driving marketing communications. Comprehension of both areas will allow you to operate at both the strategic and practical aspects of marketing communications.

The MSc in Digital Marketing will allow you to specialise and apply your knowledge in two subject-specific modules, one of which deals with digital marketing management and organisational issues (Digital Marketing Management) whilst the other (Driving Digital Marketing) focuses on specific digital marketing practice issues such as campaign management and analysis.

During the course Personal Development Week will allow you to develop skills beyond the course content which will allow you to develop skills and competencies essential in the fast paced marketing environment. Engagement in Personal Development week will be part of your Transformational Leadership Development (TLD module).

The final phase comprises your major project which gives you the choice (subject to qualification) of undertaking either a 'live' consultancy project, a 12 week internship, a global programme involving attendance at an overseas partner's summer school, or for those with prior work experience or wishing to pursue a PhD, an academic research project. Throughout the year you will study the Transformational Leadership Development module, which aims to facilitate your development in these areas.

The structure of the course including each of the routes is shown below:

Phase	Modules	Full year
1	Principles of Marketing (20cp)	Transformational Leadership Development
	The Customer Experience (20cp)	

		Strategic Marketing and the Global Environment (20cp)			(10cp) and Customer Insight through Marketing Research (10cp)
2	<b>MSc Marketing</b>	<b>MSc Branding and Advertising</b>	<b>MSc Digital Marketing</b>		
	Marketing Management (20cp)	Branding and Corporate Reputation Management (20cp)	Digital Marketing Management (20cp)		
	Driving Marketing Innovation (20cp)	Driving Marketing Communications (20cp)	Driving Digital Marketing (20cp)		
	Contemporary Perspectives in Customer Engagement (20cp)	Contemporary Perspectives in Customer Engagement (20cp)	Contemporary Perspectives in Customer Engagement (20cp)		
3	EXPERIENTIAL ELEMENT (40cp) (Choose one): Consultancy Experience Project Internship Experience Project Academic Experience Project Global Experience Project				

#### 11. Admission to the course

Entry requirements:

For current information regarding all entry requirements for this course, please see the 'Applying' tab on the 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 preparatory work which needs to be done prior to the start of the course.

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 a personal tutor. 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, personal tutors 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. Personal tutors 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 either the MSc Marketing, MSc Branding and Advertising or MSc Digital Marketing course 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.

- Consultancy work 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 three formally constituted committees, the Board of Examiners, the Course Committee and the Course Enhancement Board (CEB). 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 once each term in a 'student forum', designed to facilitate communication between the student body and the management of the School.

Each course will also operate an annual 'course enhancement board' (CEB) Chaired by the Head of Postgraduate Programmes, which consists of employers, alumni, students and staff to consider the overall strategic direction of the course. The CEB 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). Any course specific assessment features are described below:

#### 16. **Additional Information**

Collaborative partner(s):	Chartered Institute of Marketing
Course referenced to national QAA Benchmark Statements:	Master's Degrees in Business and Management (QAA, 2007)
Course recognised by:	N/A



Date this course specification  
approved:  
Any additional information:

April 2015

