

Programme Specification 2019/20

3639 MSc Marketing Management

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of study	Full time
Duration in years	1 full year (12 months) following standard progression for a FT student
Accreditation details	Advance Collegiate Schools of Business (AACSB)
Final Award	Master of Science
Name of award	Marketing Management
Interim Exit awards	Postgraduate Diploma and Postgraduate Certificate
FHEQ level of final award	7
UCAS code	N/A
QAA Subject Benchmark or other external reference	Masters awards in Business and Management. Marketing Management corresponds to the benchmark's Programme Type IA, specialist (career entry).
Programme Lead	Dr. Cheng-Hao Steve Chen
Date specification was written	14/07/2015
Date Programme was validated	14/9/2015
Date Specification last updated	27/4/2018

Programme overview

Brief outline of the programme

Markets are dynamic, consequently business success relies heavily on good use of marketing techniques, for instance, consumer insights, marketing communication, digital marketing, marketing analytics, strategic branding, customer relationship management, market segmentation...etc. This means that a business must be aware of current market trends and evolving customer requirements caused by new fashions or changing economic conditions. Marketing has become essential in modern businesses and the demand for knowledgeable and skilled marketing professionals has never been greater.

The MSc Marketing Management provides full-time postgraduate Marketing education to graduates with little or no marketing experience or qualifications. It is suitable for Individuals who are seeking to become professional marketers or who want to develop detailed insight into the marketing discipline by integrating the most important and current marketing concepts, approaches and informing frameworks within an international and multicultural context. The programme also aims to develop the ability to undertake research on topics relevant to the context and content of marketing and marketing management.

The structure of the programme enables students to gain a grounding in the fundamental principles of the environment in which strategic decisions are made and the contribution made by the various functional areas of organisations, before moving on to a more focused look at the specific contribution of Marketing. Students have optional modules to choose from in both semesters, this enables our students to develop specific marketing skills for future employment.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

The programme is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which is an internationally recognised award of excellence in business education.

Special features of the programme

We work closely with industry practitioners so that our students benefit from expert's real life experience as well as the latest sector trends when graduating from the programme.

Students are encouraged to join the Digital Champions Programme where they are offered paid opportunities to put their digital marketing skills into practice on behalf of the University. This year Sylvian Jesudoss and Elena

Tsarkova have been valuable ambassadors for the School by helping staff and students to build their professional digital profiles, set up blogs, support live events, and advise on the use of social media for learning, network building and employability purposes. Nadir Tibi and Maria Jose Serres, (Digital Champions from previous years) have returned as Guest Speakers to advise current students on making the most of their time at the University and preparing for their careers.

Students are also invited to attend and contribute to the regular cutting-edge events organised by the University's Web Science Institute, of which the current Programme Leader of the Digital Marketing MSc is a Director.

After excellent feedback from the October 2014 running of the Digital Marketing MOOC with nearly 15,000 learners, it will be running again in October 2015. The introductory MSc modules will run alongside the MOOC, enhancing the learning experience for the new MSc intake by encouraging them to interact with MOOC learners from all over the world and build their learning and employability networks. There will also be opportunities for the best MSc students to gain experience as paid MOOC discussion facilitators. The International Office have also requested the MOOC to run again in Spring/Summer 2016 to act as a taster for students considering whether or not to apply to future FT programmes at the University.

Learning and teaching

Teaching and learning methods include:

- Lectures;
- Student-led discussions;
- Case studies to show practical application of concepts;
- Presentations of analysis, problem solving, findings and recommendations;
- Tutor and self-directed reading from a variety of online & offline sources;
- Individual and group work;
- Reflective practice and action based projects;
- Research via the Internet and databases.

Assessment

Some modules will involve an assessed presentation, group work and practical computer work in a lab environment. Most modules require a written report and the award of MSc requires a 15,000-word dissertation/project.

- Formative and summative assessment;
- Exams;
- Individual/group written coursework (essays, reports and reviews);
- Presentations.

Educational aims of the programme

This programme provides you with education and training in the theory and application of the principles, concepts, approaches, purpose and practice of Marketing Management in contemporary organisations.

The aims of the programme are to:

- Provide an appreciation of the value of the consumer insight in modern organisations and provide opportunities to understand the nature of marketing decision-making and decision support, communication, planning, problem solving and working in collaboration with people. This will be primarily set in the context of business to consumer relationships rather than in business-to-business relationships;
- Develop your appreciation and understanding of the range and relationship of management disciplines such as, strategic marketing decisions, integrated marketing communications, data based marketing and customer led marketing in preparation for your career;
- Introduce you to, and develop a breadth of knowledge in, key Marketing disciplines such as marketing strategy, consumer insight, data based marketing, marketing communications and the marketing tactics that make up the value proposition experienced by customers;
- To provide practicable training in applying the tools and techniques of key Marketing Management disciplines;
- To provide the opportunity to gain experience of applying the concepts and approaches learned through case studies and a project involving examination of the marketing activities of a company;
- Develop your ability to undertake rigorous, independent research.

Programme learning outcomes

A. Knowledge and understanding

Having successfully completed this programme you will be able to demonstrate knowledge and understanding of:

- A1. The advanced marketing concepts and analytical techniques that provide effective solutions of Marketing Management in contemporary organisations;
- A2. The decisions faced by organisations and the techniques and approaches that support the development of marketing strategic and tactical decisions across a broad range of functional areas.

Teaching and learning methods

You will gain understanding and knowledge of the techniques and approaches of Marketing Management through a mixture of lectures, discussions, workshops, case studies, seminars, reading and assessed coursework as well as individual and group practical exercises which include the use of proprietary marketing research software.

Teaching and learning methods particularly relevant to A1 and A2 are:

- Lectures;
- Seminars (tutor and student led);
- Group discussions;
- Visits (within the UK)

Assessment methods

Modules are assessed through differing combinations of examination and coursework with some using exclusively one of these forms. Many modules include group work but your grade for the module will derive predominantly or entirely from your individual contribution to this work using illustrations which will indicate how a range of assessment methods are used, related to learning outcomes.

Assessment methods are intentionally varied to cater for different learning styles. The knowledge and understanding outcomes (A1 and A2) will be most specifically assessed through:

- Exams;
- Written assignments (essays, reports and reviews);
- Presentations.

This will require students to read and research module topics actively on their own to broaden their knowledge of theory and practice.

B. Subject specific intellectual and research skills

Having successfully completed this programme you will be able to:

- B1. Critically assess business and management problems;
- B2. Select and apply advanced marketing tools and techniques for approaching a particular problem, and then reflect upon the selected approach;
- B3. Think analytically, reflectively, creatively and logically, drawing on useful approaches developed in a wide range of cognate disciplines. The disciplines include accounting, organisational behaviour, strategy, marketing information systems, product management, marketing communications, pricing strategy, distribution and logistics and digital marketing;
- B4. Approach the practice of Marketing Management in a manner characterised by a systemic view, a capability to deal with “soft” features of problems, the skills required to adopt mathematical analysis where appropriate;
- B5. Develop advanced technical, analytical and presentational skills relevant to marketing;
- B6. Apply the methods, techniques and skills learned in the taught part of the programme to a large marketing project.

Teaching and learning methods

You will learn about and practice the techniques and approaches of Marketing Management through a mixture of lectures, individual and group practical exercises, workshops, case studies, and reading. Your reflective and creative skills are developed in most modules, through exercises, case studies, coursework, and discussion groups, which primarily focus on the delivery of B1, B2, B3, B4, B5 and B6.

Assessment methods

Modules are assessed typically by coursework, which is designed to examine the application of marketing theory and concepts. The coursework will consist of a major case study or examination of the marketing activities of an actual firm and will, in such cases, primarily assess learning outcome B1, B2, B3, B4, B5 and B6.

C. Transferable and generic skills

Having successfully completed this programme you will be able to:

- C1. Collect and critically evaluate qualitative and quantitative information;
- C2. Communicate ideas and arguments fluently and effectively in a variety of written formats;
- C3. Communicate ideas and arguments orally and through formal presentations;
- C4. Work effectively in a team and recognise problems associated with team working;
- C5. Manage your workload, time and resources effectively;
- C6. Use library and other resources effectively, and apply bibliographical skills;
- C7. Understand and, where appropriate, use leadership skills;
- C8. Effectively tackle planning and problem solving.

Teaching and learning methods

All modules develop some combination of the above skills (C1, C2, C3, C4, C5, C6, C7 and C8). Other key skills will be explicitly taught in lectures, seminars and individual private study, for example, oral presentation skills, negotiation, and teamwork and leadership skills. In addition presentation and negotiation skills are taught through a compulsory key skills module.

Assessment methods

Some modules will involve an assessed presentation, group work and practical computer work. Group work presentations will be used to assess C3, C4 and C7; the dissertation will be a key piece of work assessing C1, C2, C5, C6 and C7.

D. Subject specific practical skills

Having successfully completed this programme you will be able to:

- D1. Apply marketing theory to practice and show a real understanding of both;
- D2. Appraise and apply a range of approaches to decision making from a marketing management perspective.

Teaching and learning methods

D1 and D2 will be achieved through a series of lectures, guest lecturers, seminars, group discussions and case studies.

Assessment methods

Some modules (D1 and D2) will involve an assessed presentation, group work and practical computer work. Most modules require a written report and the award of MSc requires a 15,000-word dissertation/project. The assessed work for many modules and the dissertation/project will require the use of library resources to achieve satisfactory results.

E. Disciplinary specific learning outcomes

Having successfully completed this programme you will be able to:

- E1. Critically discuss a detailed understanding of marketing management theory and practice;
- E2. Apply a range of skills, including: report writing/ presentation skills/ problem solving and decision making/ team working/ verbal communication/ managing self and self-development/ research skills and information technology.

Teaching and learning methods

E1 and E2 will be delivered through a series of lectures, guest lecturers, seminars, group discussions and case studies.

Assessment methods

The assessed work (E1 and E2) for many modules and the dissertation/project will require the use of library resources to achieve satisfactory results.

Postgraduate Certificate learning outcomes

Having successfully completed the PG Certificate you will be able to demonstrate:

- An overview of marketing concepts and analytical techniques that provide effective solutions of Marketing Management in contemporary organisations;
- An outline appreciation of the decisions faced by organisations and the techniques and approaches that support the development of marketing strategic and tactical decisions across a broad range of functional areas.

You should be aware that as the PG Certificate is based on the attainment of credit rather than on passing specific modules you will be able to demonstrate the specific learning outcomes relating to the modules which you have passed.

Postgraduate Diploma learning outcomes

Having successfully completed the PG Diploma you will be able to demonstrate:

- A more comprehensive overview of marketing concepts and analytical techniques that provide effective solutions of Marketing Management in contemporary organisations;
- A reasonably detailed appreciation of the decisions faced by organisations and the techniques and approaches that support the development of marketing strategic and tactical decisions across a broad range of functional areas.

You should be aware that as the PG Diploma is based on the attainment of credit rather than on passing specific modules you will be able to demonstrate the specific learning outcomes relating to the modules which you have passed.

Programme structure

Typical course content

There is a range of compulsory and optional modules on this MSc Marketing Management programme. Compulsory modules provide a balanced grounding in the skills of the discipline. Optional modules provide opportunities to broaden understanding or to specialise in specific areas such as luxury marketing, project management, business ethics or web analytics.

Information about pre and co-requisites is included in individual module profiles.

Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note in some instances modules have limited spaces available.

Programme details

The programme will normally be completed in 12 months on a full-time basis. The first 9 months involves taught study, divided into two 14 weeks semesters (including examinations). All modules are at Masters level and are taught at the Highfield campus. The taught component of the programme consists of core, compulsory and optional modules worth in total 60 ECTS (120 CATS).

Summary structure of the programme

See Appendix 3

Assessment mapping

See Appendix 2

Additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. Costs that students registered for this programme typically also have to pay for are included in **Appendix 4**.

Progression requirements

The programme follows the University's regulations for [Progression, Determination and Classification of Results: Standalone Masters programmes](#) as set out in the University Calendar.

Intermediate exit points

You will be eligible for an interim exit award if you complete part of the programme but not all of it, as follows:

Qualification	Minimum overall credit in ECTS/CATS	Minimum ECTS/CATS required at level of award
Diploma of Higher Education	at least 120 ECTS / 240 CATS	45/90
Certificate of Higher Education	at least 60 ECTS / 120 CATS	45/90

Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia)
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career Destinations, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls (18.00-08.00)
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Union Southampton provides

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; Union Southampton provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

Associated with your programme you will be able to access:

- a dedicated study skills development induction programme for new entrants in their first week, including a library tour.
- a personal academic tutor
- programme handbooks
- module support material (increasingly in electronic form).

Methods for evaluating the quality of teaching and learning

You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation surveys for each module of the programme
- Acting as a student representative on various committees, e.g. Staff: Student Liaison Committees, Faculty Programmes Committee OR providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group

The ways in which the quality of your programme is checked, both inside and outside the University, are:

- Regular module and programme reports which are monitored by the Faculty
- Programme validation, normally every five years.
- External examiners, who produce an annual report

- A national Research Assessment Exercise (our research activity contributes directly to the quality of your learning experience)
- Higher Education Review by the Quality Assurance Agency for Higher Education

Career opportunities

The programme offers students an opportunity to gain relevant knowledge, skills and competencies which will be of great value for a career or as a stepping-stone to higher degree studies. Whatever you have previously studied, based upon the Business School's experience, we know that you can do well. You should now have greater maturity and will have gained study skills which can be applied to this programme. Lifelong learning is a fairly modern concept and the MSc should be seen as another step in this process. The programme is aimed primarily for recent graduates from countries all over the world but will also be attractive to those wishing to make a career change.

External Examiner(s) for the programme

Name: Dr. Isabella Chaney

Institution: Royal Holloway University

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their personal tutor in the first instance.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook (or other appropriate guide) or online at <https://www.sbs.ac.uk/>

Please note: As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's programme validation process, which is described in the University's Quality handbook.

Revision History

1. Validated 14/9/2015
2. Transferred to new template 26/09/2015
3. Transferred to new programme specification template 14/03/2017
4. Removed Admissions information 27/4/2018

Appendix 1

3639 MSc Marketing Management programme learning outcomes -Core and Compulsory modules

Core = (Cr), Optional Core = (OCr), Compulsory = (Cm)

Many of the programme's learning outcomes are developed and assessed (directly or indirectly) in nearly all the modules on the programme. Those modules, which focus on, develop, and assess specific learning outcomes are listed below.

Module	Knowledge and understanding		Subject specific and intellectual and research skills						Transferable and generic research skills								Subject specific practical skills		Disciplinary specific learning outcomes	
	A1	A2	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	E1	E2
MANG6227 Measuring Marketing Effectiveness (Cm)	X	X	X	X	X	X	X		X	X			X	X		X	X	X	X	X
MANG6256 Introduction to Marketing (Cm)	X	X	X	X	X	X	X		X	X		X	X	X	X	X	X	X	X	X
MANG6336 Customer Insight (Cm)	X	X		X	X		X		X	X		X	X	X	X	X	X		X	X
MANG6335 Integrated Marketing Communications (Cm)	X	X	X	X	X		X		X	X	X	X	X	X		X	X	X	X	X
MANG6131 Strategic Marketing Decisions (Cm)	X	X	X		X	X			X	X		X	X	X	X	X	X	X	X	X
MANG6332 Digital Marketing (Cm)	X	X	X	X	X	X			X	X			X	X		X	X	X	X	X
MANG6330 Designing and Managing Research Projects (Cm)	X		X	X	X	X	X	X	X	X			X	X		X	X	X	X	X
MANG6230 Data Driven Marketing (Cm)	X	X	X	X	X	X			X	X			X	X		X	X	X	X	X

MANG6095 Dissertation/Project (Cr)	X		X	X	X	X	X	X	X	X	X			X	X		X	X	X	X	X
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Appendix 2

3639 MSc Marketing Management assessment mapping-Core and Compulsory modules only

Core = (Cr), Optional Core = (OCr), Compulsory = (Cm)

Module Code	Module Title	Assessment 1	Assessment 2
MANG6095	Dissertation/Project (Cr)	Dissertation (15,000 words) 100%	
MANG6131	Strategic Marketing Decisions (Cm)	Group Project Report (2,000 words) 30%	Exam (2 hours) 70%
MANG6227	Measuring Marketing Effectiveness (Cm)	Project (3,000 words) 100%	
MANG6230	Data Driven Marketing (Cm)	Individual Coursework (2,000 words) 100%	
MANG6256	Introduction to Marketing (Cm)	Group Project Report (2,000 words) 30%	Exam (2 hours) 70%
MANG6330	Designing and Managing Research Projects (Cm)	Coursework (3,000 words) 100%	
MANG6332	Digital Marketing (Cm)	Coursework (3,000 words) 100%	
MANG6335	Integrated Marketing Communications (Cm)	Assignment (3,000 words) 100%	
MANG6336	Customer Insight (Cm)	Exam (3 hours) 100%	

Appendix 3

3639 MSc Marketing Management programme structure

Students must choose 7.5 ECTS/15 CATS of Option Modules in Semester 1 and 7.5 ECTS/15 CATS of Option Modules in Semester 2.

Semester 1				Semester 2			
Modules	ECTS	CATS	Core, Compulsory or Option	Modules	ECTS	CATS	Core, Compulsory or Option
MANG6227 Measuring Marketing Effectiveness	3.75	7.5	Compulsory	MANG6095 Dissertation	30	60	Core
MANG6256 Introduction to Marketing	7.5	15	Compulsory	MANG6131 Strategic Marketing Decisions	7.5	15	Compulsory
MANG6335 Integrated Marketing Communications	3.75	7.5	Compulsory	MANG6230 Data Driven Marketing	3.75	7.5	Compulsory
MANG6336 Customer Insight	7.5	15	Compulsory	MANG6330 Designing and Managing Research Projects	7.5	15	Compulsory
MANG6091 Business Ethics	3.75	7.5	Optional	MANG6332 Digital Marketing	3.75	7.5	Compulsory
MANG6329 Data Analytics	7.5	15	Optional	MANG6233 Web Analytics	3.75	7.5	Optional
MANG6333 Luxury Marketing	3.75	7.5	Optional	MANG6264 Design Thinking in Marketing	3.75	7.5	Optional
MANG6334 Strategic Brand Management	3.75	7.5	Optional	MANG6293 Project Management	3.75	7.5	Optional

Appendix 4

3639 MSc Marketing Management additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme typically also have to pay for the items listed in the table below.

In some cases you will be able to choose modules (which may have different costs associated with that module), which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at www.calendar.soton.ac.uk.

Main Item	Sub-section	PROGRAMME SPECIFIC COSTS
Approved Calculators		Candidates may use calculators in the examination room only as specified by the University and as permitted by the rubric of individual examination papers. The University approved models are Casio FX-570 and Casio FX-85GT Plus. These may be purchased from any source and no longer need to carry the University logo.
Stationery		You will be expected to provide your own day-to-day stationary items, e.g. pens, pencils, notebooks, etc). Any specialist stationary items will be specified under the Additional Costs tab of the relevant module profile.
Textbooks		Where a module specifies core texts these should generally be available on the reserve list in the library. However due to demand, students may prefer to buy their own copies. These can be purchased from any source. Some modules suggest reading texts as optional background reading. The library may hold copies of such texts, or alternatively you may wish to purchase your own copies. Although not essential reading, you may benefit from the additional reading materials for the module.
Printing and Photocopying Costs		In most cases, written coursework such as essays; projects; dissertations are submitted online and by hard copy. The costs of printing a hard copy for submission of such coursework will be the responsibility of the student. The cost of photocopying will also be the responsibility of the student. https://www.southampton.ac.uk/isolutions/students/printing