



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

## MSc Management and Marketing

Programme Code: MSMAM

2020/21

**Postgraduate Material Information  
IMPORTANT INFORMATION FOR APPLICANTS**

**Version date: July 2020**

# **Postgraduate Material Course Information** **Summary**

**Revised Course Structure and Delivery Information for Academic Year 2020/21 in Response to Coronavirus Covid-19 and Associated Public Health England Guidance as at 3 July 2020**

**PART 1 of 2: Important General Information about Course Delivery for Leeds Beckett University Awards in 2020/21 (Information Specific to Your Course is Provided in PART 2)**

## **Introduction**

This document contains important information about Leeds Beckett University's planned approach to course delivery and assessment in 2020/21. It provides an update to the information previously available in our online prospectus. You should read this document carefully so that you are aware of any changes that affect your course.

Information is provided in two parts:

The University is informed by Public Health England (PHE) Covid-19 advice and guidance for maintaining a Covid-secure learning and working environment. We have made arrangements to continue to provide a high-quality educational experience in a way that protects the safety and wellbeing of both students and staff. We are engaging closely with Leeds Beckett Students' Union to inform the arrangements and will also be informed by feedback provided by our individual students.

Public Health England guidance continues to evolve, so the arrangements for delivery of your course and use of the campus may need to change during the academic year to continue to protect students and staff.

The taught content advertised at each level of study, or its equivalent, will be delivered across the academic year 2020/21. We have identified an appropriate mix of blended learning – a mix of online and digital content and teaching and learning for each subject, reflecting what will maximise learning as well as supporting more vulnerable learners and enabling the university as a whole to minimise transmission risk.

Covid-19 social distancing measures will be implemented during 2020/21 for teaching, learning, assessment and student support.

In the event of further government lockdowns, either local or national, we will prioritise digital and online learning and support to enable students to continue with their studies.

If there is an easing of Covid-19 restrictions, we will continue to provide blended delivery for teaching block 1 or semester 1 in 2020/21. We will keep teaching blocks 2 and 3 or semester 2 under review, informed by Public Health England advice. We may revert to different proportions of on-campus learning and online learning delivery later in the academic calendar year or a later teaching block. Learning will remain accessible for students who are unable to attend on campus sessions.

## **How we will communicate with you**

We have sent information to applicants who have accepted an offer by email on the plans for delivery of your course in 2020/21, the academic calendar (teaching block delivery or alternative) applicable for your course and on the options available to you as a prospective student, to enable you to make informed choices.

As the situation evolves, further information on local course delivery arrangements will be provided to you in emails from your School and via the School.

In addition to the course specific information set out in this document and the above communications, the University's Covid-19 microsite contains information for students and applicants, including information relating to University accommodation and University facilities and services. The Covid-19 microsite is regularly reviewed and updated as the situation, advice and planning evolve and is available at:

<https://www.leedsbeckett.ac.uk/COVID19/#tabplaceholder2>.

## **Key terms and conditions**

Further important information for applicants and students is available on our web site: <https://www.leedsbeckett.ac.uk/information-for-applicants-and-students/>. This includes information about the student contract, fees and funding, your rights of cancellation, the student protection plan and the University complaints process. It is essential that you read the information on this webpage carefully as it sets out the rights and obligations that will

form the contract between you and the University upon accepting an offer and information about how to make a complaint.

## **Start dates**

Our academic year will begin at the normal time. Start dates will be notified to direct applicants via their offer letter or for UCAS applicants, via UCAS Track. The length of the course is confirmed in the information about your course in Part 2 of this document below.

## **Location of delivery**

In academic year 2020/21, it is planned that your course may be delivered via a blend of online and digital learning and on-campus teaching and learning, with the necessary Covid-19 social distancing and other measures in place on campus informed by Public Health England advice and guidance.

Information on how blended teaching and learning will be delivered and the location of any on-campus delivery is provided in a subsequent section of this document entitled '**Teaching and Learning Activities**'.

Information on the delivery of placements and other off-campus learning opportunities is provided in a subsequent section of this document entitled '**Placements and Other Off-Campus Learning Opportunities**'.

## **Course Fees**

Your course fee is stated in your offer letter. The course fee published for 2020/21 on the University's Online Prospectus and included in your offer letter has not changed. Other additional costs remain as published on our original Online Prospectus information in addition to the areas of costs outlined below.

The course will be delivered via a blended approach that includes online teaching and learning, digital learning and on campus sessions. If a further lockdown is necessary then delivery will be continued and supported via online and digital learning. Students are advised that they will need a personal digital device for this purpose. The University's wide range of student support services available for students also includes a laptop loans scheme. Students may wish to bring an existing personal device or purchase or lease a laptop or similar device for their personal use which would be an additional cost. The costs of this would vary depending on your individual requirements but can be in the region of £400-800 depending on the device.

The University is developing a means-tested Covid-19 Financial Assistance Package to support students to acquire a laptop should this be needed. Students may also apply for a living expenses fund for unexpected personal hardship as a result of the Covid-19 Crisis.

Students will need to follow the Public Health England advice and any specific national requirements for maintaining personal safety and hygiene to protect themselves and others from the Covid-19 risks. These personal safety measures such as the wearing of face coverings will be an additional cost that students need to consider.

Where PPE is an essential requirement for the nature of the course you are undertaking this will be detailed below.

## **Timetable Information**

This course will be scheduled using a teaching block/semester-based delivery and will be specified in timetable information.

The 2020/21 academic calendar and term dates are available on our web site at:

<https://www.leedsbeckett.ac.uk/-/media/files/academic-calendars/2021-student-calendar-sept.pdf?la=en>

The academic year 2020/21 will start on the dates notified to you.

Taught sessions will normally be scheduled and included in your timetable. This will include on-campus sessions that you should attend. In 2020/21, depending on your course, this may also include scheduled online teaching and learning sessions where student engagement is required at a specified time and tutor pre-recorded lectures and scheduled discussion sessions. Module information will be made available online by the school for enrolled students.

Timetables will be made available to students during induction week via:

1. The Student Portal (MyBeckett)
2. The Leeds Beckett app

You should discuss any difficulties relating to your engagement with timetabled sessions with your Course Administrator.

## **Policies, Standards and Regulations ([www.leedsbeckett.ac.uk/public-information](http://www.leedsbeckett.ac.uk/public-information))**

Covid-19 social distancing measures will be in place for teaching, learning, assessment and student support in 2020/21. This means that there will be operational requirements and protocols in place for the way in which your course is delivered and the way in which University activities, facilities, and spaces operate which students and staff will need to follow.

In the event of further government lockdowns either local or national in response to Covid-19, we will prioritise digital and online learning and support to enable students to continue

with their studies. We may need to implement approved emergency Covid-19 pandemic academic regulations to take account of the impact of Covid-19 general extenuating circumstances.

### **Professional Accreditation or Recognition Associated with the Course**

We will prioritise face-to-face teaching and practical teaching to meet any requirements of relevant professional, statutory and regulatory bodies (PSRB) if your course includes these elements. This will ensure that your course retains its full professional status.

Specific information on applicable professional statutory or regulatory body recognition or requirements for your course is summarised below.

### **Teaching and Learning Activities**

The way we will deliver this course and teaching, learning and assessment activities in 2020/21 will be informed by Public Health England advice and guidance on Covid-19 secure requirements and the need for social distancing for the protection of students and staff.

You will experience a blended approach to learning for 2020/21; this could include a mix of face-to-face, on campus online, and digital content, teaching and learning.

We are working within the government 2 metre social distancing measures for Teaching Block 1 so we are not planning to deliver large-group teaching on campus throughout 2020/2021. This will ensure that maximum space will be available for small-group teaching.

In most cases, the taught content will also be available online so you can still access it if you are not able to attend campus due to the pandemic (for example, due to self-isolation, shielding or travel restrictions). There will be digital content and recorded lectures available online to support students who may be unable to travel to campus. In some circumstances, other formal taught sessions may also be recorded.

In the event of a further government lockdown in response to Covid-19, we will prioritise digital and online learning and support to enable students to continue with their studies and study towards achieving any specified professional statutory and regulatory body accreditation requirements where this applies.

If there is an easing of Covid-19 restrictions, we will continue to provide blended delivery for teaching block 1 or semester 1 in 2020/21. We will keep teaching blocks 2 and 3 or semester 2 under review, informed by Public Health England advice (see Introduction section above).

Further information on local course delivery arrangements will continue to be available from your School and via the School. Students will be kept up to date with new information when this is available via this University web site.

## Learning Support

### Our approach to delivering student support in 2020/21

Given the planned social distancing measures in place on campus for 2020/21 to ensure safe delivery of services for students and staff, some of the arrangements for student support will be accessible online.

We are committed to ensuring you continue to have opportunities to access the learning and wellbeing support that you need over the forthcoming year. General learning spaces, including access to libraries, will be available to be booked online; and where specialist space is needed, this will either be provided: as normal; created in newly adapted spaces; or replicated as part of an enhanced suite of online resources.

We want to provide a safe environment for students and staff, so on-campus delivery of student support services will be limited. This may mean that campus-based school offices will operate within defined core office hours. However, full access to advice, learning support and specialist services will be delivered via telephone, email, video calls and online live chat. The Students' Union will also be implementing social distancing arrangements for student advice services.

### Access to Library support in 2020/21

The Library offers access to thousands of resources via MyBeckett or the Library website (<http://libguides.leedsbeckett.ac.uk/home>) which also provides full details of all our services.

In response to Covid-19, and the need for social distancing for the protection of students and staff, the libraries will be available via a booking system in 2020/21 for students to study, access PCs and laptops, printer/ copiers, and other equipment, and to use the books and journals.

The Library and Student IT Advice Service is available by online chat, email or phone, and provides support on using the University's online and digital services, finding information, borrowing, Office 365, MyBeckett, online meetings, saving your work, passwords, etc.

- online (including 24/7 chat): [http://libguides.leedsbeckett.ac.uk/contact\\_us](http://libguides.leedsbeckett.ac.uk/contact_us)
- by phone - 0113 812 1000 (24/7 IT support)

The Library Academic Support Team can help you develop your academic skills such as critical thinking, academic writing and analysing data, and research skills such as how to find, use and evaluate information for your studies. The team liaises with your lecturers to provide the information resources you need for your subject and to arrange academic skills sessions to support you in your studies. They also have a wide range of short tutorials available on the Library's YouTube channel:

<https://www.youtube.com/channel/UCFFd5u75zmy00EnkM9F2zPQ>

## **Support from your School**

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to university specialist support services as appropriate. They can also arrange for a confirmation of attendance letter, and a transcript on your behalf. You may also like to contact your Course Representative or the Students' Union Advice team for additional support with course related questions.

## **Student Advice and Support**

If you have any questions about life at our University in general, you may contact the Student Advice Hub to speak to one of our Student Services Advisers. This team, consisting of recent graduates, are able to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. Our Student Advice Hub will be operating via live chat, video, telephone and email services. Telephone lines - 0113 812 3000 will open as usual 09.00-17.00 Mon-Fri. You can book an appointment via telephone or online video chat with an adviser via the link at: <https://www.leedsbeckett.ac.uk/studenthub/student-experience-team/>. This is where contact details for all specialist support services can also be found. You can also email the team at [studentadvicehub@leedsbeckett.ac.uk](mailto:studentadvicehub@leedsbeckett.ac.uk).

## **Range of Support Services Available**

There is a range of support for disabled or vulnerable students. Any student with a disability, who may or may not have declared this to the University and wishes to discuss their learning support for the year ahead or their status as a Covid-19 extremely vulnerable person, should contact their Disability Adviser for their School who is based in Student Services to discuss their support needs in the first instance. The service contact details are [disabilityadvice@leedsbeckett.ac.uk](mailto:disabilityadvice@leedsbeckett.ac.uk) or telephone 0113 812 5831. Students who are classed at Covid-19 Extremely Vulnerable (i.e. you have received a Shielding Letter from the NHS) but who do not regard themselves as disabled, and have not registered with the Disability Team, should discuss any support arrangements they may need, directly with their Course Director and if resident in halls, their Residential Life Team.

Once enrolled, you will have access to our virtual learning environment, MyBeckett. Within this system you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration. The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.



You can also access details of all University student support teams at our web A-Z of Services. This can be found at <https://www.leedsbeckett.ac.uk/studenthub/student-support/>. Here you can obtain further information including service contact details, access self-help resources or book an appointment with a range of support services.

In order to provide you with information on student services support in 2020/21 in response to the changing Covid-19 position, updated information will be provided on our University Covid-19 microsite.

## Part 2: Important Information Specific to MSc Management and Marketing for 2020/21

<b>Award</b>	Master of Science Management and Marketing
<b>Contained Awards</b>	Postgraduate Diploma in Management and Marketing Postgraduate Certificate in Management
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification &amp; Credits</b>	Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England

### Course Lengths & Standard Timescales

The standard start date for Leeds Beckett University induction week is reproduced below and relates to the majority of students starting a course in September 2019. A proportion of courses have alternate start dates which are displayed on the online prospectus and additionally will be notified to the students concerned via the offer letter. Non-September starters will also have their start dates confirmed in their offer letters.

- 1 year (full time, online/campus based)  
Starts 21<sup>st</sup> September 2020/ Ends September 2021
- 2 years (part time, online/campus based)  
Starts 21<sup>st</sup> September 2020/ Ends September 2022

**For more information about part-time delivery contact your school**

### Timetable Information

This course will be taught via teaching block-based delivery. Details of on campus and other scheduled sessions will be confirmed in your timetable.

Further information on learning and teaching activities and your modules is provided in a later section of this document.

**Policies, Standards and Regulations** ([www.leedsbeckett.ac.uk/public-information](http://www.leedsbeckett.ac.uk/public-information))

### **University Award**

This course adheres to the Academic Principles and Regulations set out by the University. Awards of distinction and merit may be made to students who meet the following criteria:

#### ***Distinction***

The award of a distinction may be made to those students who have attained:

- an average of 70% or more in assessments contributing to the final award.

And/or

- at least half of all taught modules at the level of distinction in assessments contributing to the final award plus a dissertation at distinction.

#### ***Merit***

The award of merit may be made to those students who have attained:

- an average of 60% or more in assessments contributing to the final award.

And/or

- at least half of all taught modules at the level of merit in assessments contributing to the final award plus a merit at merit.

### **Key Contacts**

**Your Course Director** Julie Barnaby [j.barnaby@leedsbeckett.ac.uk](mailto:j.barnaby@leedsbeckett.ac.uk)

**Your Academic Advisor** Julie Barnaby

**Your Course Administrator** Debbie Felix [BusinessAdminPG@leedsbeckett.ac.uk](mailto:BusinessAdminPG@leedsbeckett.ac.uk)

### **Professional Accreditation or Recognition Associated with the Course**

N/A

### **Course Overview:**

The MSc Management and Marketing targets the large number of graduates with a non-business or marketing degree background who wish to take up a career in business, in addition to students with a business management degree looking to achieve a management based Masters Award.

The MSc Management and Marketing offers non-business graduates the opportunity to achieve a high-level business qualification. The added advantage is they do not need work experience to enter the programme.

Additionally, it is recognized that applicants with a business or management degree background, particularly pre experiential students, may wish to pursue a PG Masters course offering a central focus on, and sound basis of, core business management subjects and principles.

MSc Management and Marketing will also aim to help students to make the transition to Postgraduate study. This transition is about being a sophisticated, independent and critical thinker using knowledge in a professional and critical context. The programme will support students' development so that by the end of the programme they will be confident enough to apply their knowledge in a range of complex situations. The programme will prepare students for a range of further development opportunities whether this be further study, professional development or a future career.

## **Aims**

The course aims of the MSc Management and Marketing are:

- 1) To equip graduates with management skills necessary to manage:
  - people and their performance
  - the business
  - crises and change
  - projects and the associated risksas well as develop strategies to deal with global challenges and the choices facing the business.
- 2) To meet the increasing demand of graduates who want to develop knowledge and skills in the broad areas of management and marketing and boost their marketability by acquiring a Master's qualification.
- 3) To provide students with both a wide academic context and a course experience that encourages an understanding of the application of relevant marketing concepts and theories.

## **Course Learning Outcomes**

At the end of the course, students will be able to:

1. Critically evaluate, synthesise and apply advanced and contemporary theories, debates and techniques to a range of complex and open-ended issues, problems and situations in the fields of management and marketing.
2. Demonstrate analytical and evaluative skills in the application of marketing theory and concepts, developing new insights into theory and practice.
3. Learn interdependently and independently and accept responsibility for subsequent career and continuing professional development.
4. Critically apply with a degree of creativity and sophistication, intellectual, transferable and subject / professional skills to a range of complex and open-ended business problems and situations in the fields of management and marketing.
5. Make informed judgements and decisions in dynamic, highly competitive and global operating environment relating to management and marketing.
6. Effectively carry out a project (either dissertation or consultancy project), which will involve secondary and primary research with due regard to ethical considerations and research methodologies.

### **Teaching and Learning Activities and Your Modules**

You will experience a blended approach to learning – this is a mix of face-to-face, on campus and remote teaching and learning. The learning content you will receive will be as planned for the academic year 2020/2021 before the Covid-19 outbreak.

We are working within government social distancing measures so we are not planning to deliver large-group teaching on campus throughout 2020/2021. This will ensure that maximum space will be available for small-group teaching.

In most cases, the taught content will also be available online so you can still access it if you can't attend campus due to the pandemic (for example, due to self-isolation, shielding or travel restrictions).

We will prioritise face-to-face teaching and practical teaching to meet any requirements of relevant professional, statutory and regulatory bodies (PSRB) if your course includes these elements. This will ensure that your course retains its full professional status.

We can confirm that the academic year 2020/2021 will start on the dates that we have already published in the [academic calendar](#). Course delivery will typically be in three 10-week blocks.

MSc Management & Marketing	2.5 hour consolidation sessions 4 times per teaching block.	3 teaching blocks of 10 weeks	All essential delivery will take place online. Face-to-face sessions will provide consolidation opportunities.
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Face to face consolidation sessions will take place in the Rose Bowl building at City Campus and will provide course level support for students to enhance their learning. As well as being offered face to face, these sessions will be recorded to ensure equity for those students who are unable to attend in person. Further details of the content of the consolidation sessions will be provided at induction.

### Your modules

The modules are a mixture of those grounded in the core marketing activities of an organisation (Contemporary Marketing, Strategic Brand Management) those grounded in some key strategic issues for an organisation (Corporate Strategy, Management, People & Organisations, Managing Financial Resources) and those at the forefront of contemporary practice (Social Media Marketing and Management).

The programme culminates with the choice of a Dissertation or Live Commercial Project. This means that individual PT students who already work for an organisation will be able to undertake a Live Commercial Project based around their own organisation and FT students who do not work for an organisation will be able to undertake a dissertation or complete a Live Commercial Project.

Full-time students who may anticipate further academic study will be able to do a traditional academic dissertation.

Students undertaking this pathway will need to undertake a dissertation / live commercial project in a topic relevant to the pathway

Part time students will study the programme for 24 months as opposed to 12 months for the full time route.

### Level 7 Core Modules

- Contemporary Marketing (20 credits)
- Management, People & Organisations (20 credits)
- Managing Financial Resources (20 credits)
- Corporate Strategy (20 credits)
- Strategic Brand Management (20 credits)
- Social Media Marketing and Management (20 credits)\*

### Level 7 Option Modules

- Live Commercial Project (60)
- Dissertation (60)

\*This is a new module from 2020/21 academic year and updates the information previously provided in the Online Prospectus.

### Delivery Plan

<b>Level 7</b>	
<b>Teaching Block 1</b>	<b>Core (Y/N)</b>
Managing Financial Resources	Y
Contemporary Marketing	Y
Dissertation OR Live Commercial Project	N
<b>Teaching Block 2</b>	<b>Core (Y/N)</b>
Management, People and Organisations	Y
Social Media Marketing and Management	Y
Dissertation OR Live Commercial project (ongoing)	N
<b>Teaching Block 3</b>	<b>Core (Y/N)</b>
Corporate Strategy	Y
Strategic Brand Management	Y
Dissertation OR Live Commercial project (ongoing)	N

### Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and a sample of option module choices undertaken by a typical student. They have been reviewed and confirmed as representative by the Course Director.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, placement activities and independent study. Modules may have more than 1 component of assessment.

On this course students will be assessed predominantly by coursework with some assessed examinations and practical activities.

At the end of the course, students may choose between producing a Dissertation or working on a Live Commercial Project.

<b>Overall Workload</b>	<b>Level 7</b>
Teaching, Learning and Assessment	264 hours
Independent Study	1536 hours
Placement	0 hours