



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

## MSc Marketing

Course Code: MMARKK

2024/25

[leedsbeckett.ac.uk](https://leedsbeckett.ac.uk)

## Section 1

### MSc Marketing (MMARK)

#### Material Information Summary for 2024/25 Postgraduate Applicants

Confirmed 01/2024

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#### General Information

<b>Award</b>	Master of Science Marketing
<b>Contained Awards</b>	Postgraduate Diploma Marketing Postgraduate Certificate Marketing
<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
<b>Course Lengths &amp; Standard</b>	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below.  The format is:
<b>Timescales</b>	1 year (full time), September start only 2 years (part time), September start only 3 years (part time), September start only
<b>Part Time Study</b>	The 2-year PT delivery is usually at half the intensity of the FT equivalent course, and the 3-year PT delivery is usually at a third of the intensity, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent.
<b>Location(s) of Delivery</b>	City Campus, Leeds. Teaching will be delivered using a blend of online and face to face sessions.  Some sessions may also be delivered at Headingley campus, as appropriate

## Entry Requirements

Applicants should have at least a second class honours degree in any discipline.

Applicants who do not have English as their first language are required to have IELTS 6.5 with no skills below 6.0, or an equivalent award.

All applications should be supported by a reference, either academic or professional.

Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: <https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/>

Admissions enquiries may be directed to:

[AdmissionsEnquiries@leedsbeckett.ac.uk](mailto:AdmissionsEnquiries@leedsbeckett.ac.uk).

## Course Fees

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to [Fees@leedsbeckett.ac.uk](mailto:Fees@leedsbeckett.ac.uk).

## Timetable Information

Timetables for Semester 1 will be made available to students during induction week via:

- i) The Student Portal (MyBeckett)
- ii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

We aim to make the course as accessible as possible, and to design a timetable that provides structure and certainty to make it easier to plan around work, other commitments and travel. Hence, we try to ensure that online lectures are delivered on one designated day, and we also try to ensure that face to face sessions are confined to no more than two further designated days. The designated days will be confirmed at enrolment, and we aim to ensure they remain constant for both semesters of the academic year.

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

This course adheres to the Academic Principles and Regulations set out by the University. Awards of distinction and merit may also 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 60-credit major project 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 60-credit major project at merit or above.

## Key Contacts

Your Course Director Alyson Finney

Your Academic Advisor Alyson Finney

Your Course Administrator Lindsey Eden ([marketingadminPG@leedsbeckett.ac.uk](mailto:marketingadminPG@leedsbeckett.ac.uk))

## Course Overview

### Aims

The aims of the programme are to:

- Provide students with non-marketing backgrounds with the opportunity to engage in a programme of advanced and challenging study in the marketing field that provides them with a gateway to further study or a professional marketing role;
- Meet the increasing demand of graduates who want to develop knowledge and skills in the area of marketing and boost their marketability by acquiring a master's qualification;
- Provide students with both a wide academic context and a course experience that encourages an understanding of the application of relevant concept 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 field of marketing
2	Demonstrate analytical and evaluative skills in the application of marketing theory and concepts
3	Learn independently and inter-dependently and accept responsibility for subsequent career and continuing professional development
4	Critically apply relevant theory in the field of marketing to a range of complex, open ended marketing problems, using a full range of transferable professional skills and, thereby, generate innovative solutions

<b>5</b>	Make informed decisions and recommendations, sometimes based on incomplete data, in a given marketing environment.
<b>6</b>	Conduct an extended research project which will involve research with due regard to ethical considerations and research methodologies.

## Teaching and Learning Activities

### Summary

The course is underpinned by a blended approach to teaching and learning. Teaching is usually delivered using a mix of online lectures (either live or in the form of video recordings), and face-to-face seminars, practical lab sessions and/or workshops. Module Page resources are designed to encourage a community of learning which invites and enables all participants to engage in discussions, to be visible, valued and respected for their individual contribution.

The teaching and learning strategy to be used by each module is set out in the individual Module Specifications. For a typical 20 credit module, online lectures will be used to introduce students to new topics and explain the key theories and context. They will typically be followed by seminars. Seminars on each module are usually face-to-face, and will consist of a mix of group and individual activities, workshops and case study analysis. Where appropriate, students will be given opportunities to relate the material covered to the organisational practices. Module content at H7 is characterised by more advanced knowledge, a deeper level of critical analysis and more open ended tasks which require critical thinking and problem solving.

For the Marketing Project 60 credit module, there will be a series of online and / or face to face sessions to cater for the range of approaches students will be able to take. Students will have input from a tutor initially to help establish their pathway and area of study. Once these have been decided on, future meetings will be with an assigned supervisor. MSc Marketing students can choose a project with any marketing-related theme.

All modules will be supported by the University's VLE, which will be used to communicate key information and will host key content such as online lectures, discussion boards and assessment information.

Study at this level will leave students with a thorough understanding of academic research and be able to transfer that research to real world applications and diverse and complex situations.

### Your Modules

This information is correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Level 7 – Full time			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Marketing in the Post-Digital Era (20 credits)	Y	Social Media Marketing and Management (20 credits)	Y
Strategic Communications Planning and Management (20 credits)	Y	Strategic Brand Management (20 credits)	Y
Consumer Behaviour and Culture (20 credits)	Y	Marketing Metrics (20 credits)	Y
Semesters 1 & 2	Core (Y/N)		
Marketing Project (60 credits)	Y		

Level 7 – Part time (over 2 years)			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Marketing in the Post-Digital Era (20 credits)	Y	Strategic Brand Management (20 credits)	Y
Strategic Communications Planning and Management (20 credits)	Y	Social Media Marketing and Management (20 credits)	Y
Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Consumer Behaviour and Culture (20 credits)	Y	Marketing Metrics (20 credits)	Y
Year 2 Semesters 1 & 2	Core (Y/N)		
Marketing Project (60 credits)	Y		

Level 7 – Part time (over 3 years)			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Marketing in the Post-Digital Era (20 credits)	Y	Strategic Brand Management (20 credits)	Y
Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Strategic Communications Planning and Management (20 credits)	Y	Social Media Marketing and Management (20 credits)	Y
Year 3			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Consumer Behaviour and Culture (20 credits)	Y	Marketing Metrics (20 credits)	Y
Year 3 Semesters 1 & 2	Core (Y/N)		
Marketing Project (60 credits)	Y		

## Assessment Balance and Scheduled Learning and Teaching Activities

The assessment balance and overall workload associated with this course have been carefully designed. A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning, independent study and assessment. Modules may have more than one component of assessment.

### Assessment

On this course students will be assessed predominantly by coursework with some practical assessments. Students will also undertake a major independent study module.

### Workload

Overall Workload	
Teaching, Learning and Assessment	244 hours
Independent Study	1556 hours
Placement	0

## **Learning Support**

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 specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

## **Student Services**

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers are available 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. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be contacted via email at [studentadvice@leedsbeckett.ac.uk](mailto:studentadvice@leedsbeckett.ac.uk), telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

## **Support and opportunities**

Within MyBeckett 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.