



LEEDS
BECKETT
UNIVERSITY

Course Specification

MSc Management and Marketing

Course Code: MSMAM

2024/25

leedsbeckett.ac.uk

MSc Management and Marketing (MSMAM)

Applicant Facing Course Specification for 2024/25 Postgraduate Entrants

Confirmed Jan 2024

General Information

| | |
|---|--|
| Award | Master of Science Management and Marketing |
| Contained Awards | Postgraduate Diploma in Management and Marketing Postgraduate Certificate in Management |
| Awarding Body | Leeds Beckett University |
| Level of Qualification and Credits | 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 and Standard Timescales | <p>Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below:</p> <p>The format is:</p> <ul style="list-style-type: none">• 1 year (full time, campus based)• 2 years (part-time, campus based) |
| Part Time Study | PT delivery is usually at half the intensity of the FT equivalent course, 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. Please note that the work placement option is not generally available to PT students. |
| Location(s) of Delivery | <p>City Campus, Leeds.</p> <p>Some sessions may be delivered online or at Headingley campus, as appropriate.</p> |
| Entry Requirements | 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.

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.

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.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

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 / research 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 dissertation / research project at merit.

Key Contacts

| | |
|----------------------------------|---|
| Your Course Director | Stratis Koutsoukos |
| Your Pathway Lead | Dr Carl Clare |
| Your Course Administrator | Julie Barrow (managementadminPG@leedsbeckett.ac.uk) |

Professional Accreditation or Recognition Associated with the Course

N/A

Course Overview

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, consultancy project or research project), which will involve secondary and primary research with due regard to ethical considerations and research methodologies.

Teaching and Learning Activities

Summary

A mix of lectures, tutorials and online 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.

Modules at this level will be characterised not only by the inclusion of more advanced knowledge, but also by being more open-ended in the realistic situations in which students are required to identify and tackle problems. The progressive problem-solving philosophy, together with the complementary encouragement of independent learning, will shift the mix of work away from that done in class and towards that done outside.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. 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) |
| Contemporary Marketing (20 credits) | Y | Corporate Strategy (20 credits) | Y |
| Management, People & Organisations (20 credits) | Y | Social Media Marketing and Management (20 credits) | Y |
| Managing Financial Resources (20 credits) | Y | Strategic Brand Management (20 credits) | Y |
| Work Based Organisational Consultancy Project (60 credits) | | OR Marketing Project (60 credits) | N |

| Level 7 (Part Time) | | Year 1 | |
|---|------------|--|------------|
| Semester 1 | Core (Y/N) | Semester 2 | Core (Y/N) |
| Contemporary Marketing (20 credits) | Y | Corporate Strategy (20 credits) | Y |
| Management, People & Organisations (20 credits) | Y | Social Media Marketing and Management (20 credits) | Y |
| Level 7 (Part Time) | | Year 2 | |
| Semester 1 | Core (Y/N) | Semester 2 | Core (Y/N) |
| Managing Financial Resources (20 credits) | Y | Strategic Brand Management (20 credits) | Y |
| Work Based Organisational Consultancy Project (60 credits) | | OR Marketing Project (60 credits) | N |

Assessment Balance and Scheduled Learning and Teaching Activities

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director, but applicants should note that the specific option choices students make may influence both assessment and workload balance.

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

Assessment

On this course students will be assessed predominantly by coursework with some examinations and practical assessments. At the end of the course, students may choose between producing a dissertation, a consultancy project or a marketing project.

Workload

| Overall Workload | |
|-----------------------------------|------------|
| Teaching, Learning and Assessment | 264 hours |
| Independent Study | 1536 hours |
| Placement | 0 hours |

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, 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.