



Course Specification

MSc Management and Marketing

Course Code: MSMAM

2026/27

leedsbeckett.ac.uk

MSc Management and Marketing (MSMAM)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed Nov 2025

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	• 12 months (full time, campus based) • 24 months (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 from that defined within this information set but the modules offered within each level are consistent. Please note that a work placement option is not generally available to PT students.
Location(s) of delivery	The majority of teaching will be at City campus but on occasion may be at Headingley campus.
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 are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Policies, Standards and Regulations

<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>

Standard regulations apply to this course.

Awards of distinction and merit may be also 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.

Professional Accreditation or Recognition Associated with the Course

N/A

Timetable

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.

Key Contacts

Your course director

Stratis Koutsoukos

Your course administrator

Julie Barrow (managementadminPG@leedsbeckett.ac.uk)

Course Overview

Aims

The aims of the programme 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 undertake an extended, independent project and critically apply postgraduate study skills and academic practices to solve complex problems by which new solutions or actions emerge that affect self and others

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.

Compulsory modules (Full time)

Module title	Credits	Semester/ teaching period
Contemporary Marketing	20	1
Management, People & Organisations	20	1
Managing Financial Resources	20	1
Corporate Strategy	20	2
Social Media Marketing and Management	20	2
Strategic Brand Management	20	2
<i>Number of credits of compulsory modules</i>	120	

Option modules

Module title	Credits	Semester/ teaching period
Navigating the Future	60	YL
Dissertation	60	YL
Consultancy Project	60	YL
Marketing Project	60	YL
<i>Number of credits of option modules a student should choose</i>	60	

Compulsory modules (Part time)

Module title	Credits	Semester/ teaching period
Contemporary Marketing	20	Y1 S1
Management, People & Organisations	20	Y1 S1
Corporate Strategy	20	Y1 S2
Social Media Marketing and Management	20	Y1 S2
Managing Financial Resources	20	Y2 S1
Strategic Brand Management	20	Y2 S2
<i>Number of credits of compulsory modules</i>	120	

Option modules

Module title	Credits	Semester/ teaching period
Navigating the Future	60	Y2 YL
Dissertation	60	Y2 YL
Consultancy Project	60	Y2 YL
Marketing Project	60	Y2 YL
<i>Number of credits of option modules a student should choose</i>	60	

Assessment 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 a dissertation, a consultancy project, employability module or marketing project.

Workload

The number of hours of workload generally equates to 1200 per level for an honours degree or 1800 for a Master's programme, corresponding to the national standard of 10 notional hours of learning for each UK HE credit point.

Overall Workload	Level 7
Teaching, learning and assessment	276 hours
Independent study	1524 hours
Placement	N/A