

PROGRAMME SPECIFICATION

for the award of

MSc Marketing Communications Management

Managed by Oxford Brookes Business School

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| Date approved: | Proposed December 2019 |
| Applies to students commencing study in: | September 2019, January 2020– |

RECORD OF UPDATES

SECTION 1: GENERAL INFORMATION

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| Awarding body: | Oxford Brookes University |
| Teaching institution and location: | Oxford Brookes University, Oxford |
| Language of study: | English |
| Final award: | Master of Science (MSc) |
| Programme title: | MSc Marketing Communications Management |
| Interim exit awards and award titles available: | PGC-MKT: Postgraduate Certificate in Marketing Communications Management PGD-MKT: Postgraduate Diploma in Marketing Communications Management |
| Brookes course code: | MSC-MCM |
| UCAS code: | 52717 |
| JACS code: | N500 |
| HECoS code: | See guidance note G2.2, section 1 |
| Mode of delivery: | Full-time (face to face/on-campus) Part-time (face to face/on-campus) Sandwich mode (full-time) |
| Mode/s and duration of study: | 1 Year for full-time 2 Years for part-time 2 years for sandwich mode (full-time) Maximum duration is 5 years. |
| QAA subject benchmark statement/s which apply to the programme: | Master's degrees in Business and Management (2015) |
| Professional accreditation attached to the programme: | IDM accreditation is being sought for this programme. This programme has been designed to ensure that its students meet the learning outcomes of the Institute of Direct and Digital Marketing (IDM) Certificate in Direct and Interactive |

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| | <p>Marketing, which students will gain if they complete the compulsory modules and register with the IDM and pass the IDM's own externally set examination (additional registration and examination fees are payable to the IDM). (http://www.theidm.com).</p> <p>Accreditation by the Chartered Institute of Marketing (CIM) is being sought, allowing exemption for core assessments for the diploma award from the Institute for students who successfully obtain the MSc in Marketing. Students must register for and pass the CIMs own remaining external Diploma modules (additional course fees are payable to the CIM) (www.cim.co.uk)</p> |
| <p>University Regulations:</p> | <p>The programme conforms to the University Regulations for the year of entry as published/archived at: http://www.brookes.ac.uk/regulations/</p> <p>Specific Regulations for Postgraduate Taught Programmes also apply. http://www.brookes.ac.uk/regulations/current/specific/b4/</p> |

SECTION 2: WHY STUDY THIS PROGRAMME?

2.1 Rationale for/distinctiveness of the programme

The programme offers students an opportunity to gain relevant knowledge, skills and competencies to complete a Master's degree in Marketing Communications Management. It will prepare you for careers as a professional marketer with a particular focus on marketing communications and enable you to work in the communications agency sector. This could include working in advertising agencies, public relations agencies, digital agencies, social media agencies and integrated agencies. This is a conversion programme designed for students who have limited marketing experience. However, the programme has sufficient flexibility to offer students with some marketing background the opportunity to further develop their knowledge and skills, particularly in the areas related to marketing communications management, such as brand communication strategies or the use of branded content and content marketing integrated with more traditional methods such as advertising and PR.

Research continues to show that contemporary organisations are looking for individuals who have not only theoretical understanding but also the skills and competencies to apply this knowledge to manage effective marketing communications strategies. In response to this need, our approach to programme development has been to design a coherent and co-ordinated series of modules that blend conceptual and theoretical marketing thinking with the opportunity to develop practical insight and application in the general marketing context as well as the specifics of marketing communications management.

Within this context students are expected to be independent learners and for many this is a new experience. Therefore the programme includes support not only in developing the academic skills of students as they transition into the programme, but also the skills required for future employment and career development. Most notably, but not exclusively, this occurs in the module P58204: Professional and Academic Development. Not only does this support provide an element of additional distinctiveness to this programme, it helps create an overall learning environment in which students can grow in confidence in their own abilities and gain the knowledge and skills needed to meet their own career aspirations.

2.2 Aims of the programme

The MSc Marketing Communications Management programme provides postgraduate marketing education to graduates seeking to become professional marketers with a particular focus on marketing communications management or who want to work in the communications agency sector. Not only do students develop detailed insight into marketing communications, they also gain a strategic brand management perspective. This allows for a deepening expertise in developing integrated strategic brand and marketing communication strategies.

The MSc Marketing Communications Management takes students with a limited knowledge of brand image, marketing communications and markets to an advanced level of critical understanding of the concepts and informing frameworks within an international and multicultural context. This develops students' ability to undertake research on topics relevant to the context and content of marketing communications management.

On successful completion of this MSc programme, students will be able to analyse the marketing and brand management environment from a variety of perspectives and manage marketing communications in a variety of goods and services sectors. Students will be able to critically evaluate the relationship between the marketing, brand communication strategy and communication decision-making, and to do so with an emphasis on ethical practice, corporate social responsibility and cultural diversity.

The achievement of these aims will provide MSc Marketing Communications Management graduates with the entry-level skills and knowledge required to build a range of careers in marketing communications. Possible roles include: communications manager, advertising manager, public relations executive, media planner, media buyer, content marketing executive, marketing researcher, customer relationship manager, strategic planner, creative planner, partnership manager, sponsorship coordinator, account manager, social media executive, and sales manager, across commercial and non-

commercial sectors as well as communications agencies. The choice of Dissertation or Client Project modules provides scope for students to further develop their interest in marketing communications, by focussing on a specialist area that interests them. The capstone project is either a dissertation or a client project.

SECTION 3: PROGRAMME LEARNING OUTCOMES

On successful completion of the programme, graduates will demonstrate the following Brookes Attributes:

3.1 ACADEMIC LITERACY

1. Critically apply relevant marketing communications management knowledge to a range of complex business situations taking account of the relationship and interaction between marketing and its organisation and environment.
2. Engage in critical debates on the theory and practice of marketing communications management
3. Critically evaluate and apply a range of decision-making frameworks from a marketing communications management perspective.
4. Organise and manage the design, planning, control, and evaluation of effective integrated marketing communications campaigns, with an appreciation of the difference between strategic and operational activities in brand management practice

3.2 RESEARCH LITERACY

5. Construct complex arguments integrating qualitative and/or quantitative sources.
6. Critically evaluate evidence and the arguments of others using judgement to assess the validity of conclusions drawn.
7. The ability to design and undertake a sustained piece of research on a topic relevant to the context and content of marketing communications management (also Digital and information literacy).
8. Undertake analysis of complex marketing research and communicate findings using a range of media e.g. reports, presentations, (also Digital and information literacy).
9. Demonstrate a practical understanding of marketing theories and methodologies underpinning systematic management research and the ethical issues that inform research methods (also Active citizenship).
10. Be creative and innovative in the synthesis of knowledge, ideas and information.

3.3 CRITICAL SELF-AWARENESS AND PERSONAL LITERACY

11. Be adaptable and show originality, insight and critical and reflective abilities for problem solving to a deadline.
12. Critically assess the capabilities of self and others and conceptualise this into personal development plans.
13. Identify, critically evaluate and maintain capabilities and qualities to support effective communications in specialised marketing, brand and communications management contexts.

3.4 DIGITAL AND INFORMATION LITERACY

14. Apply appropriate analytical, digital and research tools for marketing communications management
15. Effectively utilise information communication technologies and digital media as tools to aid marketing decision-making, research, communication and presentation (also critical self-awareness and personal literacy).

3.5 ACTIVE CITIZENSHIP

16. Demonstrate cross-cultural awareness in communication, team working, leadership and problem solving (also critical self-awareness and personal literacy).
17. Critically evaluate the context, nature and significance of strategic brand and marketing communications management from a cross-cultural marketing management perspective.

18. Analyse and appraise the impact of the business environment and considerations of ethics and corporate social responsibility upon decision making from an international marketing and brand management perspective.

SECTION 4: CURRICULUM CONTENT & STRUCTURE

4.1 PROGRAMME STRUCTURE AND REQUIREMENTS:

| Code | Module Title | Credits | Level | Status | Coursework : Exam ratio |
|-----------|---|---------|-------|--|----------------------------|
| MARK-7003 | Professional and Academic Development | 10 | 7 | Compulsory | 100% CW |
| MARK-7004 | Brands and Marketing Communications | 20 | 7 | Compulsory | 100% CW |
| MARK-7006 | Research Methods for Events and Marketing | 10 | 7 | Compulsory | 100% CW |
| MARK-7010 | Strategic Brand Management | 20 | 7 | Compulsory | 40% CW 60% Written Exam |
| MARK-7013 | Understanding Customer Behaviour | 20 | 7 | Compulsory | 100% CW |
| MARK-7001 | Digital Marketing and Social Media Marketing Strategy | 20 | 7 | Compulsory | 100% CW |
| MARK-7046 | Content Marketing Management | 20 | 7 | Compulsory | 100% CW |
| MARK-7045 | Introduction to the Principles of Marketing | 10 | 7 | Compulsory | 100% CW |
| MARK-7020 | Marketing Practice | 20 | 7 | Compulsory for Sandwich Mode Students only | 100% CW |

One module from:

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|-----------|--|----|---|------------------------|---------|
| BMGT-7028 | Client Project | 50 | 7 | Alternative Compulsory | 100% CW |
| MARK-7022 | Dissertation for Events and Marketing (in Marketing Communications Management) | 50 | 7 | Alternative Compulsory | 100% CW |

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|-----------|--|----|---|-------------|---------|
| BMGT-7011 | International Business in Practice: Study Trip | 0 | 7 | Alternative | 100% CW |
| BMGT-7036 | Independent Study | 20 | 7 | Alternative | 100% CW |
| INSE-4001 | Academic English for Postgraduate Studies | 0 | 4 | Alternative | 100% CW |
| INSE-4002 | Academic English for Postgraduate Research | 0 | 4 | Alternative | 100% CW |

4.2 PROGRESSION AND AWARD REQUIREMENTS

For the PG Certificate and PG Diploma there are no compulsory modules. Students must achieve 60 Credits for the PG Certificate and 120 Credits for the PG Diploma from the above list of modules.

4.3 PROFESSIONAL REQUIREMENTS

This programme has been designed (subject to IDM accreditation) to ensure that its students meet the learning outcomes of the Institute of Direct and Digital Marketing (IDM) Certificate in Direct and Interactive Marketing, which students will gain if they complete the compulsory modules and register with the IDM and pass the IDM's own externally set examination (additional registration and examination fees are payable to the IDM). (<http://www.theidm.com>). The programme is seeking accreditation.

This programme is seeking accreditation by the Chartered Institute of Marketing (CIM), allowing exemption for core assessments for the diploma award from the Institute for students who successfully obtain the MSc in Marketing. Students must register for and pass the CIMs own remaining external Diploma modules (additional course fees are payable to the CIM) (www.cim.co.uk)

SECTION 5: TEACHING AND ASSESSMENT

5.1 Teaching, Learning and Assessment

The MSc Marketing Communications Management programme, is one of a portfolio of five Marketing MSc programmes. The programme shares a core of modules that with the other programmes in this portfolio. Some of those modules are also shared with the MSc Business and Management (Marketing pathway). The remainder of the programme is made up of three specialist 20-credit modules (Brands and Marketing Communications, Strategic Brand Management and Content Marketing Management) and a 50-credit 'capstone' module; these all focus on the study of aspects of marketing communications management. These three 20 credit modules are offered as electives on the MSc Marketing programme. Students have the opportunity to engage in optional paid work experience (placement) at the end of the programme, this is assessed by Marketing Practice which is compulsory for the Placement Mode and although work experience is not guaranteed WAVES provide students with support to help secure a placement. Placements are only available to students who start in September.

The Approach to Teaching, Learning and Assessment

The approach to teaching, learning and assessment on this programme is progressive, in so much as learning is intended to be developmental and supportive; and inclusive to accommodate the range of learners that this programme caters for. For example, whilst this is a conversion programme, there will be students with varying degrees of previous marketing exposure (knowledge and/or experience). The international appeal of this programme means that students will also enter the programme with very different prior learning experiences. As such, the triple-semester module Professional and Academic Development, in part extends induction and orientation activities to ease the transition experience. It includes for example contextualised academic development sessions such as (level 7) critical thinking, information/database searching and assessment preparation. As the module progresses, it provides students with the opportunity for personalised skills/knowledge reflection and subsequent action-planning, ultimately enabling the student to gain a critical understanding of themselves in relation to their career aspirations. In this sense, the module moves learners through an individualised continuous developmental continuum, from transition into the programme to preparation for life beyond graduation.

Teaching methods throughout the programme are student-centred, typically within a lecture/seminar or longer workshop format. Classes involve, for example, tutor input, analysis of case studies, problem-solving activities, presentation of papers, analysis of data for decision making, directed reading and research, student-led discussions and debates and presentations by experts and practising managers. There are also opportunities for work-based learning (see Client Project and Marketing Practice). Students are encouraged to contribute through both individual and group activities during classes but also in similar activities outside of normal classroom contact time. For example, students will be expected to organise themselves to undertake group or individual research activities, directed reading, assessment preparation, and other autonomous learning activities. The programme has an emphasis on the development and application of research skills, reflecting the view that a successful career is likely to depend increasingly on a capacity for conducting well-grounded empirical and literature-based research and analysis.

Teaching, Learning and Assessment Methods

Assessment methods have been designed to support the teaching and learning process, and where possible provide a vehicle *for* learning rather than only an assessment *of* learning for example the video presentation in Understanding Customer Behaviour. Module-level interactions will prepare students for the assessment process through structured activities with both peer and tutor feedback. It is important to help students develop their assessment literacies and ability to make informed judgements, and activities

on each module are therefore designed to encourage dialogue between tutors and students so that this can be achieved. The Dissertation and Client Project are self-managed activities organised by students and focus on a marketing communications management topic. They are supported by a tutor in the role of Supervisor who will provide regular feedback on progress. Students may gain highly relevant experience during their optional paid supervised work experience (placement). They are supported in securing a placement by a dedicated team of staff to ensure that their placement matches their aspirations and abilities, and through preparation in their first year of study, ultimately, the placement position is secured by the student. A placement is only available to students who start in September.

In terms of assessment-type, students are assessed in a number of ways, including individual and group reports and presentations, portfolios, reflective statements, and open briefs that encourage individual creativity (e.g. Understanding Customer Behaviour and Brand and Marketing Communications). Whilst students are actively encouraged throughout the programme to work in teams to facilitate and enhance their own and collective learning, group work is only summatively assessed in two modules (Understanding Customer Behaviour and Strategic Brand Management). This gives students the opportunity to adequately develop their skills as much as possible prior to assessment, and be rewarded more frequently for their own contributions and individual performance. A variety of assessments are used, including a range of coursework formats, and examination. All assessment aligns with the University's Assessment Compact, and students will be provided with an assessment schedule at the beginning of each module. Students' abilities to construct robust arguments are tested by examination, this represents 60% of the grade in Strategic Brand Management.

Overall, the programme team aims to provide a learning environment where students feel supported, prepared and confident to readily participate in the learning process. Students will be actively involved with, and contribute to, their own learning through structured and creative activities at module level, and constructive discussions led by tutors and fellow students. Emphasis will be placed upon an applied approach to resolving environmental, managerial and individual marketing issues informed by theoretical models and acquired practice, utilising the accumulated knowledge within the programme community. Assessment, both summative and formative, is central to learning and is seen as a fundamental and integral part of programme design, and one that is intended to shape and develop learning.

Brookes Attributes:

The development of **Academic Literacy** is embedded within the subject area of the programme and focuses on the learning synthesis of the theories explored and critique of marketing practices. For example, the underpinning knowledge for Introduction to the Principles of Marketing and Understanding Customer Behaviour, covers multi-disciplinary concepts within the marketing field; this enables the student to draw from a range of academic disciplines. This foundation is built on in subsequent modules, and in particular Brands and Marketing Communications, Strategic Brand Management and Content Marketing Management. The overall aim is for students to engage with and apply marketing theory in a critical and professional manner. This is possible via the continuous development of their own knowledge, expertise and skills. This enables them to, autonomously, approach new and complex problem-solving with the necessary insight and confidence.

Aspects of **Research Literacy** is embedded within every module. It is most explicit in the compulsory module Research Methods for Events and Marketing, which develops the skills appropriate to undertake either Dissertation or Client Project and Understanding Customer Behaviour necessarily requires students to research a wide range of issues, particularly those relating to behavioural and communications research.

Much of **Critical Self-awareness and Personal Literacy** is embedded within the Professional and Academic Development module, which supports self-development. Personal Development Planning is central to this module, and its wider value is continually reinforced. It is the intention of the programme that students will develop the skills required to manage their learning consciously, to assist their academic studies whilst on the programme and to help them longer term in their future careers. As students move through the programme, they are encouraged to recognise and build on individual areas of strength, and identify ways in which they can continue to develop. The initial stages of the first semester encourages students to focus on more academic areas for personal-reflection, moving on to an emphasis on employability and career planning as the programme progresses. Other modules within the

programme therefore become, in this context, vehicles or opportunities for continual self-reflection in terms of both the skills and knowledge the student has developed and their individual distance travelled.

An element of **Digital and Information Literacy** is embedded within the curriculum on modules such as Digital and Social Media Marketing Strategy, where students develop skills that they will be able to apply in the workplace to solving digital marketing challenges and in developing communication strategies. Students will also develop core skills throughout the programme, such as the ability to search for, retrieve and store information online, and to evaluate online/digital information; communicate and interact effectively online with both tutors and peers; manage group collaborations digitally, using for example Google docs and discussion boards; completing assessments, and using digital tools/platforms such as the BRISC app (BRookes Individual Skills Catcher) to reflect on, record and manage learning.

Active Citizenship is again embedded in the programme; Strategic Brand Management looks at this attribute from a brand strategy perspective. Similarly, Understanding Customer Behaviour adopts a responsible/sustainability theme throughout. Students are also encouraged to engage with the wider University and participate in co-curricular activities, such as those offered by OBSEA (Oxford Brookes Social Entrepreneur Awards: see <http://www.brookes.ac.uk/business-and-employers/social-entrepreneur-awards/>).

5.2 Assessment regulations

The programme conforms to the University's Academic Regulations; section B4 **Specific Academic Regulations for Postgraduate Taught Programmes**

<http://www.brookes.ac.uk/regulations/current/specific/b4/>

The Programme also embeds the principles and practices within the **Brookes Assessment Compact**. Assessments are carefully designed to contribute to formative developmental feedback and can incorporate peer feedback as well. All module guides include specific assessment criteria which are clearly communicated and an assessment calendar is also produced.

https://www.brookes.ac.uk/services/ocslid/resources/assessment/assessment_compact_09.pdf

SECTION 6: ADMISSION TO THE PROGRAMME

6.1 ENTRY REQUIREMENTS

A minimum of a second class honours degree (2:2) in any academic discipline, or equivalent overseas degree from a recognised institution or equivalent professional or other qualification.

Those who do not meet any of the above criteria may be eligible for entry, provided they have compensatory work experience. This should include, in particular, further professional training and accreditation and the demonstration of appropriate career development.

This course attracts students from a wide range of backgrounds and nationalities. Applications are welcome from those in work and seeking continuing professional development.

Entry will also be subject to two satisfactory references (one of these must be an academic reference).

Please also see the university's [general entry requirements](#).

English language requirements

If English is not your first language you will need to satisfy the university's English language requirements:

- IELTS minimum level 6.0 (with a minimum of 6.0 in reading and writing, and 5.5 in listening and speaking) or equivalent
- If you have completed your undergraduate degree in the UK (at least one full year of study) you will automatically meet our English language requirements

Please also see the university's [standard English language requirements](#)

6.2 DBS AND OTHER PRE-COURSE CHECKS REQUIRED

Not applicable.

SECTION 7: PREPARATION FOR EMPLOYMENT

Careers Centre support

The University Careers Service offers guidance on career planning as well as practical advice on CV writing, mock interviews and assessment centres, tutorials and careers counselling. Its online vacancies database Talent Bank details internship and graduate job opportunities plus volunteering and project work.

Students in the Faculty of Business can benefit from the services of the Work and Voluntary Experience Service (WAVES), which also supports students in identifying volunteering or internship opportunities. Students who secure a paid placement will gain valuable experience in the workplace.

The MSc Marketing Communications Management Programme provides essential knowledge through the core modules Introduction to the Principles of Marketing, Understanding Customer Behaviour, Digital and Social Media Marketing Strategy, Research Methods for Events and Marketing and Professional and Academic Development. The programme further develops specialist content through Brands and Marketing Communications, Strategic Brand Management and Content Marketing Management and the Dissertation or Client Project. This learning enables our graduates to choose career pathways in a range of marketing generalist and specialist areas as follows:

Marketing/Business Sector (which covers both Business to Business and Business to Customer disciplines)

- Marketing Communications
 - Communications Agencies (e.g. Advertising, PR, Media, Digital, Integrated, Social Media)
 - Market/Marketing Research
 - Business Consultancy
 - Retailing (online/offline)
 - Customer Relationship Management
 - Ethical/Green Marketing
 - Non-Profit Organisations
 - International Marketing
- a) Visiting speakers have included speakers from:
- Rolls Royce.
 - Tesco.
 - The Branded Context Marketing Association.
 - Chartered Institute of Marketing.
 - Ipsos MORI.
 - Fremantle (The X Factor).
 - Oxfam.
 - Amazon.
 - Lego.
 - Facebook.

b) Work-based learning programme

Students work on real-life case studies and consulting projects as part of various modules. In addition, the modules below provide an opportunity to link theory to practice and develop specific work-based marketing skills.

Client Project

This module provides students with the opportunity to link theory to practice by analysing a real organisational issue from the inside. Students will be tasked with investigating a particular issue and providing a workable approach that can be substantiated. The 'issue' in question may be, for example, a problem that the organisation is currently encountering or their search for future strategic choices. It will provide students with a significant learning and personal development experience.

Students undertaking this module will be governed by the University's rules on confidentiality and ethics. In addition (subject to discussion with the Programme Lead) students may also be required to agree and sign an organisation's confidentiality agreement.

Marketing Practice

This module provides students with the opportunity of applying the conceptual knowledge and skills gained in their previous modules

Students hone their analytical and critical skills, while also developing practical skills needed for the job of marketer, such as exploring how needs are identified, how resources are allocated and used for the purpose of achieving marketing objectives, and how the success of marketing initiatives is defined and measured. Students will conduct their research while embedded in a professional environment, and, thus, will be able to observe, interact with, and solve problems alongside marketing professionals.

The Marketing Practice module is only available to students who start in September.