

## PROGRAMME SPECIFICATION

**for the award of**

MSc Marketing and Brand Management

**Managed by Oxford Brookes Business School**

<b>Date approved:</b>	May 2018 (Programme first validated in February 2016)
<b>Applies to students commencing study in:</b>	September 2020, January 2021

## RECORD OF UPDATES

<b>Date amended*</b>	<b>Nature of amendment**</b>	<b>Reason for amendment**</b>
11.01.18	<p>Removal of placement option for January start students and changes to length of placement</p> <p>PG marketing and International events programme to have their own dissertation run, relevant for specialist subjects and allowing the marketing team to manage</p>	<p>To address logistical issues in terms of students being able to secure placements.</p> <p>To enable the Department to manage its own dissertation run, relevant for specialist subjects and to allow staff to manage the dissertation process more efficiently staff.</p>
May 2018	<p>Replace P58208 / MARK-7007 with P58219 / MARK-7020 Marketing Practice for sandwich mode students.</p> <p>Duration of sandwich mode extended to 2 years.</p> <p>Replace P58217 / MARK-7015 with P58201 / MARK-7001 Digital and Social Media Marketing Strategy</p>	<p>To address problems caused by the difficulties facing students in securing shorter term placement positions. To better reflect the change in length of the placement.</p> <p>Changes to the digital curriculum were developed by a digital task group within the Department that was responsible for evaluating and updating the digital provision across the programmes delivered by the Department.</p>

## SECTION 1: GENERAL INFORMATION

<b>Awarding body:</b>	Oxford Brookes University
<b>Teaching institution and location:</b>	Oxford Brookes University, Oxford
<b>Language of study:</b>	English
<b>Final award:</b>	Master of Science (MSc)
<b>Programme title:</b>	MSc Marketing and Brand Management
<b>Interim exit awards and award titles available:</b>	PGC-MKT: Postgraduate Certificate in Marketing and Brand Management PGD-MKT: Postgraduate Diploma in Marketing and Brand Management
<b>Brookes course code:</b>	BH76/ MSC-MBR
<b>UCAS code:</b>	52717
<b>JACS code:</b>	N500
<b>HECoS code:</b>	See guidance note G2.2, section 1
<b>Mode of delivery:</b>	Full-time (face to face/on-campus) Part-time (face to face/on-campus) Sandwich mode (full-time)
<b>Mode/s and duration of study:</b>	1 Year for full-time 2 Years for part-time 2 years for sandwich mode (full-time) Maximum duration is 5 years.
<b>QAA subject benchmark statement/s which apply to the programme:</b>	<a href="#">Master's degrees in Business and Management (2015)</a>
<b>Professional accreditation attached to the programme:</b>	This programme has been designed to ensure that its students meet the learning outcomes of the Institute of Direct 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). <a href="https://www.theidm.com/">https://www.theidm.com/</a>  This programme is accredited 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) <a href="http://www.cim.co.uk">http://www.cim.co.uk</a>
<b>University Regulations:</b>	The programme conforms to the University Regulations for the year of entry as published/archived at: <a href="http://www.brookes.ac.uk/regulations/">http://www.brookes.ac.uk/regulations/</a>  Specific Regulations for Postgraduate Taught Programmes also apply. <a href="http://www.brookes.ac.uk/regulations/current/specific/b4/">http://www.brookes.ac.uk/regulations/current/specific/b4/</a>

## 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 and Brand Management. 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 brand management.

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 in the marketing and brand management context. 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 functions concerned with brand and image 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 modules Research Methods for Events and Marketing and 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 and Brand Management programme provides postgraduate marketing education to graduates seeking to become professional marketers with a particular focus on brand management or who want to work in the brand agency sector. Not only do students develop detailed insight into the brand management sector, they also gain a strategic marketing perspective. This broadens their understanding of marketing, and brand management and the integration into an overall corporate strategy and structure.

The MSc Marketing and Brand Management takes students with a limited knowledge of brand image, marketing 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 and brand 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 in a variety of goods and services sectors. Students will be able to critically evaluate the relationship between the global marketing environment, and brand 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 and Brand Management graduates with the entry-level skills and knowledge required to build a range of careers in marketing and brand management. Possible roles include: product and brand management, marketing research, customer relationship management, sales and account management, media planning, public relations and advertising, across commercial and non-commercial sectors. The choice of dissertation or Client Project, modules provides scope for students to further develop their interest in brand management, 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 and brand management knowledge to a range of complex business situations taking account of its relationship and interaction with other areas of the organisation.
2. Demonstrate a critical understanding of how current brand management theories are interpreted and applied to professional practice.
3. Critically evaluate and apply a range of decision-making frameworks from a marketing and brand management perspective.
4. Understand how to discriminate between strategic and operational courses of action 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. Demonstrate the ability to design and undertake a sustained piece of research on a topic relevant to the context and content of marketing 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 work 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 image management contexts.

### 3.4 DIGITAL AND INFORMATION LITERACY

14. Apply appropriate analytical, digital and research tools in the luxury business environment
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 global strategic marketing and brand 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-7001	Digital Marketing and Social Media Marketing Strategy	20	7	Compulsory	100% CW
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-7018	Global Marketing Strategy	20	7	Compulsory	100% CW
MARK-7020	Marketing Practice	20	7	Compulsory for Sandwich Mode Students only	100% CW
MARK-7045	Introduction to the Principles of Marketing	10	7	Compulsory	100% CW

#### One module from:

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

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

This programme is accredited 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 CIM's own remaining external Diploma modules (additional course fees are payable to the CIM) ([www.cim.co.uk](http://www.cim.co.uk))

Template updated May 2016

## SECTION 5: TEACHING AND ASSESSMENT

### 5.1 Teaching, Learning and Assessment

The MSc Marketing and Brand Management programme, is one of four awards in the Department of Marketing's MSc programme portfolio. Half of this programme is made up of modules that are shared with the other programmes in this portfolio. Some of those modules are also shared with the MSc Business and Management (Marketing pathway) offered in the Business and Management Department. The other half of the programme is made up of two specialist 20-credit modules (Brands and Marketing Communications and Strategic Brand Management) and a 50-credit 'capstone' module; these all focus on the study of aspects of brand management. These two 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 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, Research Methods for Events and Marketing has been developed, in part, to extend 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. Professional and Academic Development picks up this support and development in the second and final semester. 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 in to the programme to preparation 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, presentations by experts and practising managers, and online market simulations (see Global Marketing Strategy). There are also opportunities for work-based learning (see Client Project – an alternative to the dissertation where you work to a client brief 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 an assessment *of* learning (for example the online market simulation on Global Marketing Strategy). 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 brand 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 Brands 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 three compulsory modules (Understanding Customer Behaviour, Global Marketing Strategy, and Brand and Marketing Communications). This enables 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. In addition, most modules include a coursework surgery as part of the support provided for students; this has the added benefit of enabling staff to compare the student's knowledge at surgery with the coursework submitted.

#### **Brookes Attributes:**

The development of **Academic Literacy** is embedded within the subject area of the degree 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 Global Marketing Strategy, Brands and Marketing Communications, and Strategic Brand 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-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. 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, for example the on-line simulation for Global Marketing Strategy; 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, in particular Global Marketing Strategy examines the key arguments for ethical and socially responsible marketing policies and practices from a global perspective. 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/ocslcd/consultancy/consultancy-areas/>

# 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.

The MSc Marketing and Brand Management Programme provides essential knowledge in Introduction to the Principle of Marketing, Understanding Customer Behaviour, Digital Marketing and Analytics, Global Marketing Strategy, Research Methods for Marketing, Professional and Academic Development for Marketers, and Dissertation or Client Project. Students who secure a paid placement will gain valuable experience in the workplace. This learning enables our graduates to choose career pathways as follows:

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

- Market/Marketing Research
  - Business Consultancy
  - Retailing (online/offline)
  - Customer Relationship Management
  - Advertising/Promotion
  - Ethical/Green Marketing
  - Non-Profit Organisations
  - International Marketing
  - Marketing Communications
- a) Visiting speakers have included:
- IBM Marketing Director on client and project management.
  - SEO Executive, SEOptimise Limited.
  - PR Director and Senior Accounts Director, Freestyle Interactive Digital Agency.
  - Chief Executive Officer (CEO), Purely Group
  - Chief Executive Officer (CEO), Fat Face.
  - Member of the Oxford Institute of Retail Management (OXIRM) at Said Business School, University of Oxford.
  - Marketing Director at Fujitsu.
  - SEO Executive, White.Net.
- 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.

BMGT-7028 - 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.

#### MARK-7020 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.