

**MSc Marketing (Digital Marketing) (full-time)**  
**For students entering in 2017/8**

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	
Faculty:	Henley Business School at Univ of Reading
Programme length:	12 months
Date of specification:	30/Jan/2018
Programme Director:	
Programme Advisor:	
Board of Studies:	HBS Pre Exp BOS
Accreditation:	Chartered Institute of Marketing

**Summary of programme aims**

The programme is designed to provide students with a comprehensive understanding of Marketing and Marketing Strategy in the context of international management, with the opportunity for students to specialise on core contemporary aspects of the discipline, namely Digital Marketing, International Marketing or Consumer Behaviour, depending on which pathway is selected. The compulsory marketing modules explore the key concepts upon which modern marketing practice is based. Students are provided with a broad analytical toolkit that will enable them to understand why marketing is so central as a feature of business activity; when and how marketing strategies can be developed on a global scale; the relationship between firms and consumers (and the role of marketing in shaping/responding to social change); and the way in which marketing is undertaken between firms within supply chains. In addition, the programme requires students to develop the kind of critical understanding of business strategy, finance, research methods, responsibility and ethics that would be expected of any marketing executive.

Students on this programme will receive a rigorous grounding in both the theory and practice of marketing, with a deliberate emphasis on the contemporary issues and developments impacting most on the discipline. The aim is to produce graduates who understand not only why firms operate the marketing practices that they do, but how these practices are likely to evolve in a complex and changing international business environment. A compulsory dissertation or business project will enable students to apply their learnings to aspects of their selected degree pathway.

**Transferable skills**

The programme requires a substantial amount of independent reading, research and study, and students are expected to take personal responsibility and show initiative in developing their knowledge and understanding of the field of study. In following this programme students will also have the opportunity to enhance and develop their skills relating to communication (oral and written), presentations, information handling, problem solving, team-working, and the use of information technology. Students will learn to work independently, under time pressures, and will learn to set priorities and manage their time in order to meet strict deadlines.

Graduates will have developed an international and multicultural perspective on business and will have also developed the managerial, professional and ethical skills required to become an effective global citizen in an international organisation.

Graduates will therefore demonstrate a range of cognitive, personal and intellectual skills and techniques specific to Marketing.

They should be aware of cultural differences and the different approaches of a range of international students and be able to make adaptations to their natural styles to overcome difficulties. They will therefore need to develop and demonstrate relevant personal and interpersonal skills.

**Programme content**

**Core/Compulsory Modules**

<i>Code</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
MMM043	Principles of Marketing	20	M
MMM059	Market Research	20	M
MMM031	Financial Management	20	M
MMM001	International Strategic Management	20	M

Pathway modules - modules compulsory to the specified pathway

**International Marketing Pathway**

<i>Code</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
MMM006	Global Marketing Management	20	M

MMM071	International Business Environment	20	M
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[1] HBS are mapped and the students have an exemption from the Strategic Marketing module from the Diploma in Professional Marketing. This leaves them with the following modules to complete to obtain the qualification: Mastering Metrics AND one of either Driving Innovation OR Digital Strategy. HBS opted not to offer the top ups for these modules so students would need to find a study centre to complete these modules.

### Digital Marketing Pathway

All students must choose one of the following 40 credit modules:

<i>Code</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
MMM077	Digital Marketing	20	M
MMM124	Marketing Communications: Digital, Social and Integrated	20	M

All Pathways: Project or Dissertation – the content has to be aligned to the principal discipline of the chosen pathway (i.e. International Marketing or Digital Marketing)

A series of research methods classes will prepare students for their dissertation or business project in the summer, along with stimulus-providing workshops.

<i>Code</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
MMM084	Marketing Dissertation	40	M
MMM114	Marketing Business Project	40	M
MMM070	Study and Research Skills: Sources, Methods and Practice	0	M

In addition to the Study and Research Skills module, a series of research methods classes will prepare students for their dissertation or business project.

All pathways must choose one further additional twenty credit option/elective, to reach a total of 180 credits from a list which will be made available at the time of entry to the programme. The pathway-specific modules detailed above also form elective options for the other pathways (timetable permitting). There is no guarantee specific options will be available from one year to the next. In addition to the pathway-specific modules listed above, typical optional modules are listed below:

<i>Code</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
MMM092	Consumer Behaviour	20	M
MMM044	Business to Business Marketing	20	M
MMM105	Business and Economic: Development in Resource Rich Countries	20	M
MMM129	Consumer Intelligence: New Consumers, New Markets	20	M
MMM130	Branding	20	M
MMM131	Business Clusters	20	M

### Part-time or modular arrangements

There is no part-time option.

### Progression requirements

Assessment of taught modules in the Summer Term. Re-assessment of failed modules in August /September. Submission of dissertation/project in mid-August or a month thereafter where there are re-sits/first sittings.

Students wishing to proceed to a higher degree by research should normally have undertaken a dissertation and obtained an average of at least 60% in the modules and at least 60% in the dissertation.

### Summary of Teaching and Assessment

Teaching is organised in modules. Teaching delivery methods varies amongst the modules, especially in the proportion of time allocated to lectures and seminars.

Assessment is carried out in a number of ways and is module led. Typically, modules have one or more elements of coursework and some, but not all, have a final 2 hour examination. The balance of the coursework and the exam is specified in each module description.

The University's classification scheme is:

Mark	Interpretation
70% - 100%	Distinction
60% - 69%	Merit
50% - 59%	Good standard (Pass)

Failing categories

40% - 49%  
0% - 39%

Work below threshold standard  
Unsatisfactory Work

### **For the Master's Degree:**

To qualify for Distinction, students must gain an overall average of 70 or more over 180 credits and a mark of 60 or more for the dissertation/business project, and must not have any mark below 40.

To qualify for Merit, students must gain an overall average of 60 or more over 180 credits and a mark of 50 or more for the dissertation/business project, and must not have any mark below 40.

To qualify for Pass, students must gain an overall average of 50 or more over 180 credits and a mark of 50 or more for the dissertation/business project. In addition, the total credit value of all modules marked below 40 must not exceed 30 credits and of all modules marked below 50 must not exceed 55 credits. In addition, no mark below 40 in the modules of special significance, these are: MMM043 Principles of Marketing for all MSc Marketing (International Marketing) and MSc Marketing (Digital Marketing); in addition, MMM006 Global Marketing Management for MSc Marketing (International Marketing); MMM077 Digital Marketing for MSc Marketing (Digital Marketing).

### **For a PG Diploma:**

To qualify for Distinction, students must gain an overall average of 70 or more over 120 credits and must not have any mark below 40.

To qualify for Merit, students must gain an overall average of 60 or more over 120 credits and must not have any mark below 40.

To qualify for Pass, students must gain an overall average of 50 or more over 120 credits. In addition, the total credit value of all modules marked below 40 must not exceed 30 credits and of all modules marked below 50 must not exceed 55 credits.

### **For PG Certificate**

To qualify for a Postgraduate Certificate, students must gain an overall average of 50 or more over 60 credits. In addition, the total credit value of all modules marked below 40 must not exceed 10 credits.

### **Admission requirements**

Entrants to this programme are normally required to have obtained a first degree at British Upper Second Class honours level, or the appropriate international equivalent. An acceptable English language certificate, at the appropriate level, may also be required. Acceptance is at the discretion of the Programme Director.

**Admissions Tutor:** The Programme Director is responsible for admissions.

### **Support for students and their learning**

University support for students and their learning falls into two categories. Learning support is provided by a wide array of services across the University, including: the University Library, In-session English Support Programme, the Study Advice and Mathematics Support teams and IT Services. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Personal Tutors, School Senior Tutors, the Students' Union, the Medical Practice and the Support Centres. If a student has a general enquiry and is unsure where to seek help, they should visit their Support Centre. There are five Support Centres across the University, including one based at the London Road Campus. The Support Centre will be able to advise on matters such as extenuating circumstances, module selection, suspensions, withdrawals, timetable queries and transferring programme. The Support Centre will also be able to signpost students to Carrington building where other University services related to disability, financial support, counselling and wellbeing, accommodation and careers can be found. More information on what student services are available can be found here: <http://student.reading.ac.uk/essentials>.

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issues (eg problems with module selection) and exam related queries. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student Services also offer drop-in sessions and runs workshops and seminars on a range of topics. For more information see [www.reading.ac.uk/student](http://www.reading.ac.uk/student)

### **Career prospects**

MSc Marketing prepares students to undertake a range of careers in the broader marketing field. Those careers are related to strategic marketing and branding (eg, marketing manager, marketing executive, product manager, brand manager, digital marketing manager, social media manager etc.); or careers in various agencies (digital, PR etc.), creative industries and boutiques; as well as careers in market research area. Students can expect to undertake work in a range of industries, typically in the private sector, including leading organisations. Henley Business School's history and its identity is that of a blend of academic learning and practitioner skills and practical aspect is at the core of everything we do at Henley. Our recent graduates have secured roles in digital marketing, brand management and market research with well-established corporations and other companies of varying sizes worldwide.

### **Opportunities for study abroad or for placements**

None

### **Programme Outcomes**

Educational aims of the programme:

The programme forms part of a wider portfolio of postgraduate education at Henley Business School.

It conforms to the requirements of the accreditation agency, Association to Advance Collegiate Schools of Business (AACSB) which requires Business Schools to provide evidence of Assurance of Learning (AoL) for each of their programmes.

In this programme, the 4 Learning Goals below (LGs) each have a subset of 3-5 Learning Objectives (LOs).

For each LO, a 'core' module assessment has been identified as the mechanism by which 'Assurance of Learning' for the specific LO is evidenced (if passed).

A variety of assessment evidence ensures that the overall LGs are achieved by students upon completion of the programme.

The programme Learning Goals are as follows:

Academic business knowledge and analytical skills: Graduates will have developed the academic knowledge and the analytical and managerial skills needed to develop their own professional performance.

International perspective: The cohort is international with opportunities for cultural and business exchange.

Graduates will have developed an international and multicultural perspective on business and will have also developed the managerial, professional and ethical skills required to become an effective global citizen for a career in an international organisation.

Personal development: Graduates will have developed the personal skills to enable them to better understand themselves and develop positive relationships with colleagues. They will be equipped to take on responsibilities within an organisation, and will also be able to confidently express themselves and their understanding of new ideas and practices within a variety of settings.

Awareness of business practice: Graduates will develop a practical understanding of business that enables them to develop their potential and enhance their employability.

## **Knowledge and Understanding**

### **A. Knowledge and understanding of:**

1. Principles on which different aspects of marketing practice are based.
2. The essential strategic, financial and ethical basis on which businesses function - and against which they are judged.
3. Most recent developments in relevant empirical work, business and marketing practices, and the international business environment.
4. The structure and practices of selected international business enterprises. Marketing

### **Teaching/learning methods and strategies**

1-5  
Formal lectures, guest lectures from industry, discussions, individual and group presentation, group exercises, case studies, guided readings and guidance on key sources of reference material. Feedback and guidance are important elements complementing an emphasis on self-study.

### **Assessment**

Unseen examinations and coursework comprising of

- and management within these enterprises.
5. An understanding of the importance of international business in driving change in marketing practices and business cultures throughout the world.

long essays. Seminar presentations are also used as a means of assessment in some modules.

### **Skills and other attributes**

#### **B. Intellectual skills - *able to:***

1. Structure, analyse, and evaluate theoretical issues, and practical business dynamics and challenges.
2. Think logically and analytically and to understand the difference between positive and normative statements.
3. Identify key business and marketing relationships and evaluate them with reference to practice.
4. Comprehend the rapidly evolving state of marketing and international business knowledge and factors influencing both the change and the pace of change.

#### **Teaching/learning methods and strategies**

Students are frequently challenged in all teaching situations to complete logical arguments, analyse problems and alternative strategies, and justify statements. Long essays, debate, group work, and presentations provide the principal vehicle for developing intellectual skills.

#### *Assessment*

Unseen examinations and coursework, case study analysis, research project.

#### **C. Practical skills - *able to:***

1. Evaluate current theoretical and empirical research in the field of study.
2. Evaluate alternative business strategies.
3. Evaluate the behaviour, culture and strategy of firms.
4. Effectively apply key professional skills learnt in classes to the business world.
5. Observe practitioners during workshops and guest talks.

#### **Teaching/learning methods and strategies**

Students are required to undertake and understand a wide range of reading, both of specific references and through researching their own sources of information. Discussion in lectures and seminars emphasises the use of statistical and empirical evidence and the strengths and weaknesses in alternative theories, methodologies, and international business practices.

1-5 are achieved through lectures, seminars, presentations, case studies, and group exercises.

#### *Assessment*

Long essays, presentations, and unseen examinations.

#### **D. Transferable skills - *able to:***

1. Communicate effectively with a wide range of individuals using a variety of means.
2. Evaluate his/her own academic professional performance.
3. Utilise problem-solving skills in a variety of theoretical and practical situations.
4. Manage change effectively and respond to changing demands.
5. Take responsibility for personal and professional learning and development (personal Development Planning).
6. Manage time, prioritise workloads and manage personal emotions and stress.
7. Understand career opportunities and begin to plan a career path.
8. Information management skills (eg: IT skills).

#### **Teaching/learning methods and strategies**

The presentation of well-researched written work is a fundamental element of the programme and requires the application of all the skills listed in 1-5. This is reinforced by the breadth and depth of the syllabuses for each module and the highly structured system of deadlines for assessed work, and examinations, which develop the students' skills of time management. Oral skills are developed through lecture and seminar discussions and individual and group presentations.

#### *Assessment*

Unseen examinations and coursework.

9. Research methods skills and project management.

**Please note - This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.**