

Programme Specification

MSc Marketing (Consumer Marketing/ International Marketing/ Digital Marketing)

For students entering in September 2019

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This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	12 months
Accreditation	
Programme Start Dates	September

Programme information and content

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 Marketing, 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. In addition, the programme requires students to develop the kind of critical understanding of business strategy, 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.

Module information

The programme comprises of 180 credits, allocated across a range of compulsory and optional modules. Compulsory modules are listed.

Compulsory Modules:

Module	Name	Credits	Level
MMM043	Principles of Marketing	20	7
MMM059	Market Research	20	7
MMM147	Measuring Marketing Performance	20	7
MMM070	Study and Research Skills (non credit-bearing)	0	7
MMM001	International Strategic Management	20	7

PATHWAYS***In addition to the MSc Marketing compulsory modules above:*****To qualify for MSc Marketing (Consumer Marketing)**

In addition to the modules listed above students must take 40 credits of modules related to Consumer Marketing, as specified by Henley Business School

The remaining credits will be taken from the list of optional modules from Henley Business School.

To qualify for MSc Marketing (Digital Marketing)

In addition to the modules listed above students must take 40 credits of modules related to Digital Marketing, as specified by Henley Business School

The remaining credits will be taken from the list of optional modules from Henley Business School.

To qualify for MSc Marketing (International Marketing)

In addition to the modules listed above students must take 40 credits of modules related to International Marketing, as specified by Henley Business School

The remaining credits will be taken from the list of optional modules from Henley Business School.

Part-time or flexible modular arrangements

This programme is only available for full time study.

Additional costs of the programme

There are no textbooks which you must buy and students are encouraged to discuss the purchase of textbooks or other resources with the module convenor before purchasing. Some books may be available second-hand, which will reduce costs.

A range of resources to support your curriculum, including textbooks, electronic resources and computer facilities, are available through the Central Library and the Business School Academic Resource Centre.

Printing and photocopying facilities are available on campus at a cost per A4 page of £0.05 (black and white) and £0.30 (colour). Essential costs in this area will be low as most coursework is submitted electronically.

Students will have the opportunity for an international field trip. More information on costs for the trip can be obtained from the Programme Director.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations.

Optional modules:

Students must choose 80 credits of option modules from Henley Business School so as to complete a total of 180 credits.

A complete list of option modules is available from the Programme Director, and a list of current options can be found in the relevant Programme Handbook. There is no guarantee that in any one year all modules will be available. New option modules may also be added.

Placement opportunities

The international dimension of this programme is important, and all students will have the opportunity to undertake some portion of their studies outside the UK in the form of an international study visit.

Teaching and learning delivery:

Teaching is organised in modules. The delivery of material varies among the modules, especially in the proportion of time allocated to lectures, classes and seminars.

Total study hours for your programme will be 1800 hours. The contact hours for your programme will depend upon your module combination; an average for a typical set of modules on this programme is 290 hours. In addition to your scheduled contact hours, you will be expected to undertake guided independent study. Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Accreditation details

N/A

Assessment

All modules involve coursework, which takes a variety of forms reflecting the aims of the

module. Final assessment of the modules usually involves a two hour examination and coursework. A project supervisor is appointed for each student.

Assessment of taught modules will take place by May/June. Students will have the opportunity to re-sit any failed modules in late August or early September. The business project must be submitted in the second half of August (or a month thereafter if there are re-sits).

Classification

The University's taught postgraduate marks classification is as follows:

Mark Interpretation

70 - 100% Distinction

60 - 69% Merit

50 - 59% Good standard (Pass)

Failing categories:

40 - 49% Work below threshold standard

0 - 39% 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), MSc Marketing (Digital Marketing) and MSc Marketing (Consumer Marketing); in addition, MMM006 Global Marketing Management for MSc Marketing (International Marketing); MMM077 Digital Marketing for MSc Marketing (Digital Marketing) and Consumer Behaviour for MSc Marketing (Consumer 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.