

## Programme Specification

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### Marketing Management (2020-21)

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 s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of Study	Full-time
Duration in years	1
Accreditation details	Association to Advance Collegiate Schools of Business (AACSB)
Final award	Master of Science (MSc)
Name of Award	Marketing Management
Interim Exit awards	Postgraduate Certificate Postgraduate Diploma
FHEQ level of final award	Level 7
UCAS code	
Programme Code	3639
QAA Subject Benchmark or other external reference	Master's Degrees In Business And Management 2007
Programme Lead	Cheng Chen
Pathway Lead	

### Programme Overview

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#### Brief outline of the programme

Markets are dynamic, consequently business success relies heavily on good use of marketing techniques, for instance, consumer insights, marketing communication, digital marketing, marketing analytics, strategic branding, customer relationship management, market segmentation...etc. This means that a business must be aware of current market trends and evolving customer requirements caused by new fashions or changing economic conditions. Marketing has become essential in modern businesses and the demand for knowledgeable and skilled marketing professionals has never been greater.

The MSc Marketing Management provides full-time postgraduate Marketing education to graduates with little or no marketing experience or qualifications. It is suitable for Individuals who are seeking to become professional marketers or who want to develop detailed insight into the marketing discipline by integrating the most important and current marketing concepts, approaches and informing frameworks within an international and multicultural context. The programme also aims to develop the ability to undertake research on topics relevant to the context and content of marketing and marketing management.

The structure of the programme enables students to gain a grounding in the fundamental principles of the environment in which strategic decisions are made and the contribution made by the various functional areas of organisations, before moving on to a more focused look at the specific contribution of Marketing. Students have optional modules to choose from in both semesters, this enables our students to develop specific marketing skills for future employment.

The programme is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which is an internationally recognised award of excellence in business education.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

### **Learning and teaching**

Teaching and learning methods include:

- Lectures;
- Student-led discussions;
- Case studies to show practical application of concepts;
- Presentations of analysis, problem solving, findings and recommendations;
- Tutor and self-directed reading from a variety of online & offline sources;
- Individual and group work;
- Reflective practice and action based projects;
- Research via the Internet and databases.

### **Assessment**

Some modules will involve an assessed presentation, group work and practical computer work in a lab environment. Most modules require a written report and the award of MSc requires a 15,000-word dissertation/project.

- Formative and summative assessment;
- Exams;
- Individual/group written coursework (essays, reports and reviews);
- Presentations.

## **Special Features of the programme**

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We work closely with industry practitioners so that our students benefit from expert's real life experience as well as the latest sector trends when graduating from the programme.

Students are encouraged to join the Digital Champions Programme where they are offered paid opportunities to put their digital marketing skills into practice on behalf of the University. This year Sylvian Jesudoss and Elena Tsarkova have been valuable ambassadors for the School by helping staff and students to build their professional digital profiles, set up blogs, support live events, and advise on the use of social media for learning, network building and employability purposes. Nadir Tibi and Maria Jose Serres, (Digital Champions from previous years) have returned as Guest Speakers to advise current students on making the most of their time at the University and preparing for their careers.

Students are also invited to attend and contribute to the regular cutting-edge events organised by the University's Web Science Institute, of which the current Programme Leader of the Digital Marketing MSc is a Director.

After excellent feedback from the October 2014 running of the Digital Marketing MOOC with nearly 15,000 learners, it will be running again in October 2015. The introductory MSc modules will run alongside the MOOC, enhancing the learning experience for the new MSc intake by encouraging them to interact with MOOC learners from all over the world and build their learning and employability networks. There will also be opportunities for the best MSc students to gain experience as paid MOOC discussion facilitators. The International Office have also requested the MOOC to run again in Spring/Summer 2016 to act as a taster for students considering whether or not to apply to future FT programmes at the University.

**Please note:** As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's [programme validation process](#) which is described in the University's [Quality handbook](#).

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## Educational Aims of the Programme

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This programme provides you with education and training in the theory and application of the principles, concepts, approaches, purpose and practice of Marketing Management in contemporary organisations.

The aims of the programme are to:

- Provide an appreciation of the value of the consumer insight in modern organisations and provide opportunities to understand the nature of marketing decision-making and decision support, communication, planning, problem solving and working in collaboration with people. This will be primarily set in the context of business to consumer relationships rather than in business-to-business relationships;
- Develop your appreciation and understanding of the range and relationship of management disciplines such as, strategic marketing decisions, integrated marketing communications, data based marketing and customer led marketing in preparation for your career;
- Introduce you to, and develop a breadth of knowledge in, key Marketing disciplines such as marketing strategy, consumer insight, data based marketing, marketing communications and the marketing tactics that make up the value proposition experienced by customers;
- To provide practicable training in applying the tools and techniques of key Marketing Management disciplines;
- To provide the opportunity to gain experience of applying the concepts and approaches learned through case studies and a project involving examination of the marketing activities of a company;
- Develop your ability to undertake rigorous, independent research.

## Programme Learning Outcomes

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### Knowledge and Understanding

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On successful completion of this programme you will have knowledge and understanding of:

- A1. The advanced marketing concepts and analytical techniques that provide effective solutions of Marketing Management in contemporary organisations;
- A2. The decisions faced by organisations and the techniques and approaches that support the development of marketing strategic and tactical decisions across a broad range of functional areas.

### Teaching and Learning Methods

You will gain understanding and knowledge of the techniques and approaches of Marketing Management through a mixture of lectures, discussions, workshops, case studies, seminars, reading and assessed coursework as well as individual and group practical exercises which include the use of proprietary marketing research software.

Teaching and learning methods particularly relevant to A1 and A2 are:

- Lectures;
- Seminars (tutor and student led);
- Group discussions;
- Visits (within the UK)

### Assessment Methods

Modules are assessed through differing combinations of examination and coursework with some using exclusively one of these forms. Many modules include group work but your grade for the module will derive predominantly or entirely from your individual contribution to this work using illustrations which will indicate how a range of assessment methods are used, related to learning outcomes.

Assessment methods are intentionally varied to cater for different learning styles. The knowledge and understanding outcomes (A1 and A2) will be most specifically assessed through:

- Exams;
- Written assignments (essays, reports and reviews);
- Presentations.

This will require students to read and research module topics actively on their own to broaden their knowledge of theory and practice.

## **Subject Specific Intellectual and Research Skills**

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On successful completion of this programme you will be able to:

- B1. Critically assess business and management problems;
- B2. Select and apply advanced marketing tools and techniques for approaching a particular problem, and then reflect upon the selected approach;
- B3. Think analytically, reflectively, creatively and logically, drawing on useful approaches developed in a wide range of cognate disciplines. The disciplines include accounting, organisational behaviour, strategy, marketing information systems, product management, marketing communications, pricing strategy, distribution and logistics and digital marketing;
- B4. Approach the practice of Marketing Management in a manner characterised by a systemic view, a capability to deal with “soft” features of problems, the skills required to adopt mathematical analysis where appropriate;
- B5. Develop advanced technical, analytical and presentational skills relevant to marketing;
- B6. Apply the methods, techniques and skills learned in the taught part of the programme to a large marketing project.

### **Teaching and Learning Methods**

You will learn about and practice the techniques and approaches of Marketing Management through a mixture of lectures, individual and group practical exercises, workshops, case studies, and reading. Your reflective and creative skills are developed in most modules, through exercises, case studies, coursework, and discussion groups, which primarily focus on the delivery of B1, B2, B3, B4, B5 and B6.

### **Assessment Methods**

Modules are assessed typically by coursework, which is designed to examine the application of marketing theory and concepts. The coursework will consist of a major case study or examination of the marketing activities of an actual firm and will, in such cases, primarily assess learning outcome B1, B2, B3, B4, B5 and B6.

## **Transferable and Generic Skills**

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On successful completion of this programme you will be able to:

- C1. Collect and critically evaluate qualitative and quantitative information;
- C2. Communicate ideas and arguments fluently and effectively in a variety of written formats;
- C3. Communicate ideas and arguments orally and through formal presentations;
- C4. Work effectively in a team and recognise problems associated with team working;
- C5. Manage your workload, time and resources effectively;
- C6. Use library and other resources effectively, and apply bibliographical skills;
- C7. Understand and, where appropriate, use leadership skills;
- C8. Effectively tackle planning and problem solving.

### **Teaching and Learning Methods**

All modules develop some combination of the above skills (C1, C2, C3, C4, C5, C6, C7 and C8). Other key skills will be explicitly taught in lectures, seminars and individual private study, for example, oral presentation skills, negotiation, and teamwork and leadership skills. In addition presentation and negotiation skills are taught through a compulsory key skills module.

### **Assessment Methods**

Some modules will involve an assessed presentation, group work and practical computer work. Group work presentations will be used to assess C3, C4 and C7; the dissertation will be a key piece of work assessing C1, C2, C5, C6 and C7.

## **Subject Specific Practical Skills**

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On successful completion of this programme you will be able to:

- D1. Apply marketing theory to practice and show a real understanding of both;
- D2. Appraise and apply a range of approaches to decision making from a marketing management perspective.

### **Teaching and Learning Methods**

D1 and D2 will be achieved through a series of lectures, guest lecturers, seminars, group discussions and case studies.

### **Assessment Methods**

Some modules (D1 and D2) will involve an assessed presentation, group work and practical computer work. Most modules require a written report and the award of MSc requires a 15,000-word dissertation/project. The assessed work for many modules and the dissertation/project will require the use of library resources to achieve satisfactory results.

## **Disciplinary Specific Learning Outcomes**

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On successful completion of this programme you will be able to:

- E1. Critically discuss a detailed understanding of marketing management theory and practice;
- E2. Apply a range of skills, including: report writing/ presentation skills/ problem solving and decision making/ team working/ verbal communication/ managing self and self-development/ research skills and information technology.

### **Teaching and Learning Methods**

E1 and E2 will be delivered through a series of lectures, guest lecturers, seminars, group discussions and case studies.

### **Assessment Methods**

The assessed work (E1 and E2) for many modules and the dissertation/project will require the use of library resources to achieve satisfactory results.

## Programme Structure

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The programme structure table is below:

Information about pre and co-requisites is included in individual module profiles.

Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note in some instances modules have limited spaces available.

### Pathway

Part I

Typical Course Content

There is a range of compulsory and optional modules on this MSc Marketing Management programme. Compulsory modules provide a balanced grounding in the skills of the discipline. Optional modules provide opportunities to broaden understanding or to specialise in specific areas such as luxury marketing, project management, business ethics or web analytics.

Programme Details

The programme will normally be completed in 12 months on a full-time basis. The first 9 months involves taught study, divided into two 14 weeks semesters (including examinations). All modules are at Masters level and are taught at the Highfield campus. The taught component of the programme consists of core, compulsory and optional modules worth in total 60 ECTS (120 CATS).

Part I Compulsory (must take) Semester 1

Code	Module Title	ECTS	Type
MANG6336	Customer Insight	7.5	Compulsory
MANG6335	Integrated Marketing Communications	3.75	Compulsory
MANG6256	Introduction to Marketing	7.5	Compulsory
MANG6227	Measuring Marketing Effectiveness	3.75	Compulsory

Part I Compulsory (must take) Semester 2

Code	Module Title	ECTS	Type
MANG6230	Data Driven Marketing	3.75	Compulsory
MANG6330	Designing and Managing Research Projects	7.5	Compulsory
MANG6332	Digital Marketing	3.75	Compulsory
MANG6131	Strategic Marketing Decisions	7.5	Compulsory

Part I Core (must take and pass) Semester 2

Code	Module Title	ECTS	Type
MANG6095	Dissertation	30	Core

Part I Optional Semester 1

Code	Module Title	ECTS	Type
MANG6091	Business Ethics	3.75	Optional
MANG6329	Data Analytics	7.5	Optional
MANG6333	Luxury Marketing	3.75	Optional
MANG6334	Strategic Brand Management	3.75	Optional

Part I Optional Semester 2

Code	Module Title	ECTS	Type
MANG6264	Design Thinking in Marketing	3.75	Optional
MANG6293	Project Management	3.75	Optional
MANG6233	Web Analytics	3.75	Optional

## Progression Requirements

The programme follows the University's regulations for [\*Progression, Determination and Classification of Results : Undergraduate and Integrated Masters Programmes\*](#) or [\*Progression, Determination and Classification of Results: Postgraduate Master's Programmes\*](#). Any exemptions or variations to the University regulations, approved by AQSC are located in [\*section VI of the University Calendar\*](#).

## Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling. Support includes daily Drop In at Highfield campus at 13.00 – 15.00 (Monday, Wednesday and Friday out of term-time) or via on-line chat on weekdays from 14.00 – 16.00. Arrangements can also be made for meetings via Skype.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia)
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career and Employability services, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV.
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls and in the local community (18.00-08.00).
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Students' Union provides

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; SUSU provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

## Methods for evaluating the quality of teaching and learning

You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation questionnaires for each module of the programme.

- Acting as a student representative on various committees, e.g. Staff/Student Liaison Committees, School Programmes Committee OR providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation.
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group.

Further details on the University's quality assurance processes are given in the [\*Quality handbook\*](#).

## Career Opportunities

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The programme offers students an opportunity to gain relevant knowledge, skills and competencies which will be of great value for a career or as a stepping-stone to higher degree studies. Whatever you have previously studied, based upon the Business School's experience, we know that you can do well. You should now have greater maturity and will have gained study skills which can be applied to this programme. Lifelong learning is a fairly modern concept and the MSc should be seen as another step in this process. The programme is aimed primarily for recent graduates from countries all over the world but will also be attractive to those wishing to make a career change.

## External Examiner(s) for the programme

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Name: Dr Sena Ozdemir – Coventry University

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their Personal Academic Tutor in the first instance.

**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 they take full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook.



## Appendix 1:

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme also have to pay for:

### Additional Costs

Type	Details
Approved Calculators	Candidates may use calculators in the examination room only as specified by the University and as permitted by the rubric of individual examination papers. The University approved models are Casio FX-570 and Casio FX-85GT Plus. These may be purchased from any source and no longer need to carry the University logo.
Printing and Photocopying Costs	<p>In most cases, written coursework such as essays; projects; dissertations are submitted online and by hard copy. The costs of printing a hard copy for submission of such coursework will be the responsibility of the student.</p> <p>The cost of photocopying will also be the responsibility of the student.</p> <p><a href="https://www.southampton.ac.uk/isolutions/students/printing">https://www.southampton.ac.uk/isolutions/students/printing</a></p>
Stationery	You will be expected to provide your own day-to-day stationary items, e.g. pens, pencils, notebooks, etc). Any specialist stationery items will be specified under the Additional Costs tab of the relevant module profile.
Textbooks	<p>Where a module specifies core texts these should generally be available on the reserve list in the library. However due to demand, students may prefer to buy their own copies. These can be purchased from any source.</p> <p>Some modules suggest reading texts as optional background reading. The library may hold copies of such texts, or alternatively you may wish to purchase your own copies. Although not essential reading, you may benefit from the additional reading materials for the module.</p>

In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at [www.calendar.soton.ac.uk](http://www.calendar.soton.ac.uk).