

# Addendum to the Programme Specification

## 3639 MSc Marketing Management

This Addendum has been produced to highlight the key changes made to the existing Programme Specification as a result of the University's response to the Covid-19 Pandemic. You should read it in conjunction with the relevant Programme Specification from the year you started your programme.

[Programme Specification for entry in 2020-21](#)

## University level information

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In view of COVID-19, the University has had to make changes to some elements of programme delivery for 2020-21. These changes have included the method of delivery, such as face-to-face and online, and the number of modules available.

The University aims to provide as much of a face-to-face component to your education as prevailing conditions at the time allow, combined with its new blended approach that will develop active independent and group online learning.

As the COVID-19 pandemic develops, the University's response to this and other issues may likewise need to evolve. The University will consult with student representatives as necessary and appropriate and will communicate changes to you as soon as practicable so that you have the information you need to understand how a change may impact you and what steps you need to take next. The University remains committed to supporting you as you learn.

## Programme Information

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With our unique focus on the digital and analytical aspects of marketing, we have retained all programme learning outcomes in our carefully revised MSc Marketing Management in 20-21 academic year. Students are able to learn and comprehend marketing theories and apply the theories in real life business environment via online/offline settings.

## Programme Structure

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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 that, in some instances, modules have limited spaces available.

### Part 1

Semester 1				Semester 2			
Modules	ECTS	CATS	Module type	Modules	ECTS	CATS	Module Type
MANG6390 Academic and Professional Skills for Business					0	0	Comp
MANG6095 Dissertation					30	60	Core
MANG6398 Measuring Marketing Effectiveness	7.5	15	Comp	MANG6131 Strategic Marketing Decisions	7.5	15	Comp

MANG6262 Marketing in the 21 <sup>st</sup> Century	7.5	15	Comp	MANG6230 Data Driven Marketing	3.75	7.5	Comp
MANG6267 Building customer insight	7.5	15	Comp	MANG6330 Designing and Managing Research Projects	7.5	15	Comp
				MANG6397 Digital Marketing	7.5	15	Comp
<b>Semester 1 Optional Modules</b>							
Please select 15 CATS from the following modules:							
Modules	ECTS	CATS	Module type	Modules	ECTS	CATS	Module Type
MANG6091 Business Ethics	3.75	7.5	Option				
MANG6333 Luxury Marketing	3.75	7.5	Option				
MANG6334 Strategic Brand Management	3.75	7.5	Option				
<b>Semester 2 Optional Modules</b>							
Please select 7.5 CATS from the following modules:							
Modules	ECTS	CATS	Module type	Modules	ECTS	CATS	Module Type
				MANG6233 Web Analytics	3.75	7.5	Option
				MANG6293 Project Management	3.75	7.5	Option

## Part 2

Semester 1				Semester 2			
Modules	ECTS	CATS	Module type	Modules	ECTS	CATS	Module Type
MANG6095 Dissertation					30	60	Core