

## PROGRAMME SPECIFICATION

### Course record information

Name and level of final award:	<b>MA Marketing Communications</b> The MA in Marketing Communications is a Masters degree that is Bologna FQ-EHEA second cycle degree or diploma compatible.
Name and level of intermediate awards:	Postgraduate Diploma in Marketing Communications Postgraduate Certificate in Marketing Communications
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Marylebone Campus
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	Full time September entry: One academic year Full time January entry: 13 months Part time: 2 years
<a href="#">QAA subject benchmarking group(s)</a> :	
Professional statutory or regulatory body:	N/A
Date of course validation/review:	1997 / 2001 / 2004 / 2007 /May 2013
Date of programme specification approval:	May 2013
Course Leader:	Carol Blackman
Course URL:	<a href="http://westminster.ac.uk/courses/postgraduate">westminster.ac.uk/courses/postgraduate</a>
Westminster Course Code:	
JACS code:	
UKPASS code:	

## Admissions requirements

There are standard minimum [entry requirements](#) for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

[westminster.ac.uk/courses/postgraduate/how-to-apply](http://westminster.ac.uk/courses/postgraduate/how-to-apply)

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: [westminster.ac.uk/courses/postgraduate/how-to-apply](http://westminster.ac.uk/courses/postgraduate/how-to-apply)

## Aims of the course

The Master of Arts degree, Marketing Communications, (MAMC), provides advanced specialist training through the planning and application of Integrated Marketing Communications (IMC) based solutions in the delivery of marketing strategy. The emphasis throughout the programme will be on selecting and using communication techniques to change, for the better, the environment within which an organisation operates.

The resulting programme, as a whole, will:

- Operate on modular principles to offer a Master's degree in one year of full-time study or two years part time block mode. There are two entry points: September at the beginning of the academic year and January at the beginning of the calendar year for both full and part time modes.
- Reflect the demand for training in the principles and applications of marketing communications processes, which are crucial both for the success of organisations and the careers of the individuals working in them.
- Conceptualise and pioneer original thinking worthy of a Master's degree in Marketing Communications.
- Be practical and career orientated, while maintaining a high degree of academic rigour.
- Capitalise on the advantages of the University's location in Central London by deploying guest lecturers from the marketing communications industry sector.
- Recognise the changing nature of the industry and Incorporate current and new concepts and practices as evidenced in research or adopted in practice within the industry.

The principal aim of this course is to enable individuals to improve their managerial effectiveness in the field of marketing communications. We seek to achieve this by providing students with a sound knowledge of the theories and practice of marketing and marketing communications by covering the principles of marketing, consumer behaviour and research and the selection and application of the main communication tools available to an organisation in pursuit of its marketing goals.

This work involves both strategic thinking and the development of creative solutions which, often, call for a blend of research based knowledge and analysis, high level creative skills and judgements of considerable complexity. This is a process that must accommodate the aspirations of the organisation with the attitudes and behaviour that characterise the external environment.

The ultimate aim is to enhance the job effectiveness and satisfaction for the individual, thereby improving his or her career advancement prospects.

## **Employment and further study opportunities**

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Students are encouraged to take up both the mentoring scheme and an internship
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

## **Learning outcomes**

On completion of the MA in Marketing Communications, students will:

### **Knowledge and understanding**

- 1) Attain an extensive, in-depth, knowledge of the available tools, techniques and approaches to the analysis, planning, researching, implementation, delivery and control of the marketing communications process.
- 2) Attain and demonstrate specialist and systematic insights into the key disciplines of marketing communications, including advertising, direct marketing, public relations, sales promotion, digital and web-based media, along with ethical considerations relating to each area.
- 3) Be able to apply this knowledge practically to marketing communications situations and issues, in both team and autonomous situations, leading to an ability to appreciate how to initiate and manage marketing communications projects through their conceptualisation, costing, implementation, delivery and evaluation in both Business to Consumer and Business to Business markets.
- 4) Comprehend the significance and importance of integrated communications campaigns in proposing effective solutions to marketing issues, including a critical awareness of their place in overall marketing and corporate strategy.

### **Specific skills**

- 5) Appreciate the potential existence of problems at the interfaces of the client/supplier relationship, both internal and external, along with the importance of managing such relationships.
- 6) Be aware of the complexities of enacting integrated marketing communications programmes across multi-cultural communities and business environments subject to differing legislative regimes.
- 7) Be very familiar with key data sources, be aware how to access them, assess their utility and understand how to use and analyse the data, leading to a critical appreciation of the role and contribution of information and technology in marketing communications management and in the evaluation of campaign effectiveness.

### **Key transferable skills**

- 8) Be able to communicate and present effectively in both individual and group situations, thereby learning how to contribute with confidence in work and related environments, so as to enhance the development of professional credibility and opportunity.
- 9) Develop the ability to reflect on their learning experience and practice, relating this to the identification of future employment opportunities.

## Learning, teaching and assessment methods

The course philosophy is based on teaching strategies to address the theoretical and practical requirements of marketing communications. The main teaching approach will be based on a combination of structured lectures backed by seminar sessions. The teaching style will tend to be participative and the seminar sessions frequently include case study analysis and discussion.

- Lectures are used to enable the core concepts and learning outcome objectives to be explained. They are interactive; frequent question and answers are undertaken, short exercises also occasionally undertaken to reinforce learning points and to ensure audience interest is maintained over the 90 minute session
- Technology is used. Note taking by students is facilitated by their having access, during the lectures, to the relevant lecture slides via VLE (Blackboard) on their I pads or lap tops
- Group work is a feature of the course both in seminar preparation and for assessments.
- The seminars are used for and in a variety of ways
  - Expand and develop points covered during lecture.
  - Conduct exercises relevant to the learning outcomes
  - Examining current marketing communications campaigns from relevant business magazines, and national media.
  - Examining current marketing communication campaigns on video and TV. You tube and Creative Club are used frequently.
  - Examining Newspaper, magazine, weblog, website media content and sourcing the origin of the news report, often sourcing origin as a PR initiative via the organizations website.
  - Student group analysis and feedback on scholarly work on set assignments, where students can discuss with tutor their progress against the objectives e.g. validity of topic and objectives, scope, sources, tactics and measurement

The MA Marketing Communication course introduces the context of marketing decision making with modules covering marketing, competitor and brand strategy, buyer behaviour, marketing and media research to achieve consumer insight. It then considers the selection and application of the main communications tools: Advertising, Direct & Digital Marketing, Promotional Marketing, Event Management, Sponsorship and Public Relations/Corporate Reputation Management. It also introduces students to other key supporting areas, such as packaging, personal selling and branding, that are available to an organisation in pursuit of its marketing objectives. There is a particular emphasis on the use of social media and digital marketing in recognition of the changing environment in which marketing communications operates. The design and delivery of marketing communications is often delegated to agencies but involves both strategic thinking and the development of creative solutions.

The course provides those working, or wishing to work, in the industry with the necessary intellectual tools to exercise professional judgement. By covering all the main marketing communication techniques, it will enable graduates to make strategic decisions about the choice and balance of the most appropriate communication mix, as well as well as helping them function in their chosen specialism, so that they can work with facility within the marketing communications industry.

### **Special features and delivery strengths**

Marketing Forum - The course is able to draw on local, London based marketing communications professionals to provide specialist contributions on a guest lecturer basis. In addition a regular programme of guest speakers from industry covering marketing and strategic issues and case studies is offered to students.

Module leaders are encouraged to invite an average of two guest lecturers per session. These guest appearances have been highly rated by past students in providing insights into the commercial world, sometimes acting as the focus for subsequent career choice. MA Marketing Communications alumni frequently visit to explain the work they are doing in agencies or companies in and around London.

An off-site residential workshop is held during the summer devoted to aspects of campaign planning in terms of fully exploring the viability and appropriateness of the marketing communications tools in a wide range of business scenarios. A case study based approach is used and involves both course staff and external practitioners.

A workshop is held at the Tower of London where students build marketing communications plans for the Tower Marketing department.

Guidance on how to reference, how to use the reading lists, prepare presentations and prepare for lectures and seminars is given during the orientation week and monthly workshops. It also includes a tour of the library and an introduction to using their reference sources and databases. During the course a visiting speaker from Mediatel gives guidance on how to access and use Mediatel data

All students are required to write a personal development plan indicating how they will use the knowledge and skills they have gained in their future careers. This is incorporated in the Contemporary issues in Marketing Communications module.

## Assessment

The course provides a varied range of assessment methods, including individual and group coursework, presentations and exams. The assessment regime on this course emphasises knowledge, analytical ability and capability for autonomous and creative synthesis of information and ideas. Capacity for both independent and collective working is tested in the coursework component of the assessment and tends to concentrate more on the underlying theoretical frameworks and understanding of working hypotheses applicable to the subject areas, but case histories are also an option.

All 20 credit modules with the exception of Contemporary Issues in Marketing Communications have an exam which gives students the opportunity to demonstrate individually the depth and breadth of their knowledge and understanding of the subject and the application of theory to specific situations and contexts. The 10m credit module, Promotional Marketing and Event Management, is assessed individually.

The examinations are generally closed book but vary in format. Some include case studies which may be pre-seen, or advertising examples which require analysis and evaluation.

The balance of assessed work to exam varies depending on the range of assessments used. This can include work on case studies or exercises, with students preparing work individually, in pairs or groups of 4-5. The group work may be spread throughout the module with regular presentations on progress and iterative feedback. It can include videos uploaded on to YouTube, the preparation of journal articles, press releases or campaign plans. Students also prepare presentations as much of their future work in marketing communications will involve making pitches to clients. Where group work forms a major part of the assessed work an element of peer review or individual reflection will be included

All module marks for assessed work and exams are aggregated. 4MMC712, Promotional Marketing and Event Management and 4MMC711, Contemporary Issues in Marketing are assessed by course work, mainly on an individual basis.

## Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year.

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
7MARK008W	Marketing and Brand Strategy	Core	20	10
7MARK002W	Buyer Behaviour for Marketing Communications	Core	20	10
7MARK009W	Marketing & Media Research Management	Core	20	10
7PROM005W	Advertising Management	Core	20	10
7MARK004W	Direct Marketing and Social Media in the Digital Age	Core	20	10
7MARK017W	Public Relations and Reputation Management	Core	20	10
7MARK016W	Promotional Marketing and Event Management	Core	10	5
7MARK003W	Contemporary Issues in Marketing Communications	Core	20	10
7MARK007W	Integrated Marketing Communications Project	Core	30	15

## Course structure September Cohort

The course consists of nine compulsory modules taken over two semesters (**one academic year**).

All modules are specific to MAMC and there are no options.

<b>Time</b>	<b>Module</b>	<b>Credits</b>	<b>Assessment</b>
<i>Semester 1 Autumn</i>	Marketing and Brand Strategy	20	January Exam
	Buyer Behaviour for Marketing Communications	20	January Exam
	Marketing & Media Research Management	20	January Exam
	Contemporary Issues in Marketing Communications ( <i>year-long module</i> )	20	Part 1 : Jan Assessment
<i>Semester 2 Spring</i>	Promotional Marketing and Event Management	10	May Assessment
	Advertising Management	20	May Exam
	Direct Marketing and Social Media in the Digital Age	20	May Exam
	Public Relations & Reputation Management	20	May Exam
	<i>Contemporary Issues in Marketing Communications</i>		Part 2: May Assessment
<i>S 2 &amp; Summer</i>	IMC Campaign Planning Project	30	August Project

## Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations)

## How will you be supported in your studies?

### Course Management

Carol Blackman:	Course Leader:
Anne Barker	Deputy Course Leader
Spinder Dhaliwal	Director of Post Graduate Studies
Paula Chambers	Programme Administrator

Management and co-ordination of the programme as a whole are the responsibilities of the Course Leader (CL), assisted by the Deputy Course leader (DCL).

Each module has a Module Leader (ML) (See page 28 for list). The course leader acts as the personal tutor, but students can also contact the school senior tutor: Henryetta Simpson [H.Simpson@westminster.ac.uk](mailto:H.Simpson@westminster.ac.uk).

The course team comprises the course leader and deputy leader and the module leaders. The team meets regularly to discuss course development and delivery. The course committee also includes representatives of registry, library, IT and administration, together with course reps for each cohort and seminar group. The course committee meets twice a year.

### Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Faculty Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students  
Learning Support

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students<sup>1</sup> can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer

---

<sup>1</sup> Students enrolled at Collaborative partners may have differing access due to licence agreements.

rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

### **Support Services**

The University of Westminster Student Affairs department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University.

### **How do we ensure the quality of our courses and continuous improvement?**

The course was initially approved by a University Validation Panel in 20XX. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each Faculty puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

### **How do we act on student feedback?**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of their peer. The University and the Students' Union work together to provide a full induction to the role of the student representatives.
- Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty and university committees.
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- The University also has an annual Student Experience Survey which seeks the opinions of students about their course and University experience. Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

**Copyright of University of Westminster 2017 ©**