

Part one: Programme Specification

Course record information

Name and level of final award:	MA Marketing Communications
Name and level of intermediate awards:	Postgraduate Diploma Marketing Communications Postgraduate Certificate Marketing Communications
Awarding body/institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Marylebone
Language of delivery and assessment:	English
Course/programme leader:	Carol Blackman
Course URL:	
Mode and length of study:	Full time September entry: One academic year Full time January entry: 13 months Part time - 2 years
University of Westminster course code:	
JACS code:	
QAA subject benchmarking group:	General
Professional body accreditation:	N/A
Date of course validation/review:	May 2013
Date of programme specification:	Initial validation: 1997 Revised May 2001 Revised 29 th March 2004 Revised May 3, 2007 Reviewed 1 May 2013

Admissions requirements

These are:

Normally, a first degree from a recognised institution (minimum lower second class honours or its international equivalent).

Exceptionally, non-graduates with significant practitioner experience of marketing and/or marketing communications (6 years in a marketing or marketing communications post in either an agency or marketing department of a company) can also be considered.

Where English is not the first language, IELTS 6.5, with a minimum score of 6 in each element, is required or 92 in the IBT.

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:

- a) 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.
- b) 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.
- c) Conceptualise and pioneer original thinking worthy of a Master's degree in Marketing Communications.
- d) Be practical and career orientated, while maintaining a high degree of academic rigour.
- e) Capitalise on the advantages of the University's location in Central London by deploying guest lecturers from the marketing communications industry sector.
- f) 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.

4.2.1 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.

4.2.2 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 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.

Assessment Summary

Module Profiles & Assessments					
Module Title	Module Code	Core/ Option	Credit value	Course work %	Exam %
Marketing and Brand Strategy	4MMC7B7	Core	20	40	60
Buyer Behaviour for Marketing Communications	4MMC714	Core	20	30	70
Marketing & Media Research Management	4MMC7A1	Core	20	50	50
Advertising Management	4MMC7B3	Core	20	30	70
Direct Marketing and Social Media in the Digital Age	4MMC713	Core	20	40	60
Public Relations and Reputation Management	4MMC7B1	Core	20	50	50
Promotional Marketing and Event Management	4MMC712	Core	10	100	
Contemporary Issues in Marketing Communications	4MMC711	Core	20	100	
IMC Campaign Planning Project	4MMC7A5	Core	30	100	

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.

Time	Module	Credits	Assessment
<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 & Summer</i>	IMC Campaign Planning Project	30	August Project

Staff will take registers at the beginning of each seminar.

Academic regulations

The MA marketing Communications and its intermediate awards operate in accordance with the University's Academic Regulations and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland published by the Quality Assurance Agency for Higher Education (QAA) in 2008.

All students should make sure that they access a copy of the current edition of the general University handbook called Essential Westminster, which is available at westminster.ac.uk/essential-westminster. The following regulations should be read in conjunction with Section 18: Modular Framework for Postgraduate Courses and relevant sections of the current Handbook of Academic Regulations, which is available at westminster.ac.uk/academic-regulations

Award

To qualify for the award of MA Marketing Communications a student must have:

- i) obtained a minimum of 180 credits at Level 7
- ii) attempted modules worth no more than 240 credits;

Note: A first attempt of any module will count as an attempt, and a re-attempt of any module that a student has failed will count as a further, separate attempt. Re-assessment following referral at the first sit will not count as a further separate attempt.

- iii) satisfied the requirements contained within any course specific regulations for the relevant Course Scheme.

The University may award:

- a Masters Degree with Merit to a student whose marks average at least 60% across modules at Level 7.
- a Masters Degree with Distinction to a student whose marks average at least 70% across the modules at Level 7.

Support for Students

Upon arrival, an induction programme will introduce you to the staff responsible for your course, the campus on which you will be studying, the Library and IT facilities and to the School Registry. You will be provided with the Course Handbook, which provides detailed information about the course, a handbook covering the induction and CIM certificate programme and also two text books to help you at the start of your course. These will be:

- De Pelsmacker, , Geuens M, & Van Den Bergh J. (2013) *Marketing Communications, a European perspective*. Pearson
- Gbadamosi, Ayantunji; Bathgate, Ian K; Nwankwo, Sonny, (2013) *Principles of marketing – a value-based approach*. Palgrave Macmillan

The Course Leader and Deputy Course Leader act as personal tutor to the students and can provide advice and guidance on academic matters.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at their School. Students 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 rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their School. Students can also securely connect their own laptops and mobile devices to the University wireless network.

The University uses a Virtual Learning Environment: Blackboard where students access their course materials, and can communicate and collaborate with staff and other students.

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

[Student Affairs](#) provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers and the chaplaincy providing multi-faith guidance. The Student Affairs Hub is located at 101 New Cavendish Street, Cavendish House (1st Floor), with an additional office located at the Harrow Campus.

<http://www.westminster.ac.uk/study/new-students/when-you-arrive>

The [University of Westminster Students' Union](http://www.uwsu.com/) also provides a range of facilities to support all students during their time at the University. <http://www.uwsu.com/>

Reference points for the course

- QAA Subject benchmark for Masters in Business and Management
- The programme incorporates the Professional diploma of the Digital Marketing Institute

Quality management and enhancement

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.

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.

Course approval, monitoring and review

The course was initially approved by a University Validation Panel in 1997 and has been reviewed in 2001, 2004, 2007 and 2013.. The panel included internal peers from the University and external subject specialists from academia and industry to ensure the comparability of the course to those offered in other universities and the relevance to employers. Periodic course review helps to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers.

The course is monitored each year by the School 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 each Course Committee, evidence of student progression and

achievement and the reports from external examiners, to evaluate the effectiveness of the course. The Annual Monitoring Sub-Committee considers the School action plans resulting from this process and the outcomes are reported to the Academic Council, which has overall responsibility for the maintenance of quality and standards in the University.

Student involvement in Quality Assurance and Enhancement

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways. The most formal mechanism for feedback on the course is the Course Committee. Student representatives will be elected to sit on the Committee to represent the views of their peer group in various discussions. The University and the Students' Union work together to provide a full induction to the role of the Course Committee.

All students are invited to complete a Module Feedback 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 elicits feedback from students about their course and University experience.

Students meet with review panels when the periodic review of the course is conducted to provide oral feedback on their experience on the course. Student feedback from course committees is part of the Schools' quality assurance evidence base.

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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.

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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.

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