

Course record information

Name and level of final award	<ul style="list-style-type: none"> • Master of Arts - Marketing Management • Master of Science - Marketing Management <p>The award is Bologna FQ-EHEA second cycle degree or diploma compatible</p>
Name and level of intermediate awards	<ul style="list-style-type: none"> • Postgraduate Diploma (Pg Dip) - Marketing Management • Postgraduate Certificate (Pg Cert) - Marketing Management
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Central London
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Business and Management
Professional statutory or regulatory body	<p>MA and MSc Marketing Management are accredited by the Chartered Institute of Marketing (CIM) with a Graduate Gateway Programme status.</p> <p>MA and MSc Marketing Management are accredited by the Digital Marketing Institute (DMI) at the CDMA level.</p>
Westminster course title, mode of attendance and standard length	<ul style="list-style-type: none"> • MA Marketing Management FT, Full-time, September or January start - 1 year standard length • MSc Marketing Management FT, Full-time, September or January start - 1 year standard length
Valid for cohorts	From 2026/7

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. 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: <https://www.westminster.ac.uk/courses/postgraduate/how-to-apply>.

Aims of the course

The **MA/MSc Marketing Management** programme aims to develop critically informed, ethically responsible, and strategically minded marketing professionals who are capable of applying advanced theoretical knowledge and practical skills to solve complex marketing challenges in a dynamic global environment. Through a balance of academic rigour and real-world application, the programme prepares students for leadership, innovation, and lifelong learning in the field of marketing and related disciplines.

Master of Arts (MA) Marketing Management

The MA Marketing Management route aims to cultivate creative, culturally aware, and socially responsible marketing professionals who can design innovative and sustainable marketing strategies across diverse media and international contexts. The programme emphasises creativity, strategic thinking, and communication excellence—equipping students with the insight and confidence to lead brand and marketing initiatives in dynamic, consumer-driven industries.

Master of Science (MSc) Marketing Management

The MSc Marketing Management route aims to develop data-literate and analytically skilled marketing professionals who can apply advanced quantitative and research-based methods to inform evidence-based marketing decisions. The programme emphasises analytical rigour, critical evaluation, and strategic problem-solving—preparing students to lead marketing analysis, strategy, and planning in data-intensive and technology-driven business environments.

MA

The MA and MSc Marketing Management courses have been designed to enable participants, and hence the organisations they will work for, to improve their managerial effectiveness in the increasingly digitised, automated and globalised field of marketing. This will be achieved by giving students the opportunity to acquire and apply the latest thinking and practice in strategic marketing management in a fast-changing high-tech international environment.

Both courses are carefully curated for people who wish to develop a strategic approach to marketing management and to develop careers in marketing, and also for those wishing to move into marketing from a non-marketing background. They will enhance lifelong learning skills and personal development appropriate to a postgraduate career in marketing and business, and will equip participants for marketing management careers in a wide range of industries and international markets, and prepare them for senior management positions or further study.

MA Marketing Management

Special emphasis in the MA is laid on enhancing participants' analytical and creative skills that are crucial for sound innovative decision-making, imaginative problem solving, and developing and implementing marketing strategies in a fast-changing, global business environment.

MSc

MSc Marketing Management

Special emphasis in the MSc is laid on enhancing participants' analytical and data-handling skills that are crucial for sound decision making and evidence-based problem solving for developing and implementing marketing strategies in a fast-changing, resource-constrained global business environment.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. career/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
- 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.

Both the **MA** and **MSc Marketing Management** routes share ten core learning outcomes, ensuring a unified foundation in marketing theory, strategy, ethics, and professional practice.

The **MSc** pathway strengthens quantitative and analytical capability through the **Data Analytics for Marketing** module, developing high-level competence in data handling, interpretation, and strategic insight generation. Its distinctive course learning outcome (012 MSc only) reflects advanced mastery of analytical and computational techniques for evidence-based marketing management.

Conversely, the **MA** pathway accentuates creativity, innovation, and socio-cultural awareness through the **Marketing Creativity and Innovation**, enabling students to devise original, responsible, and design-led marketing strategies. Its distinctive course learning outcome (011 MA only) highlights creative synthesis and cultural sensitivity across media and global contexts.

Together, both routes cultivate graduates with complementary skill sets — analytical rigour and creative vision — who can lead, innovate, and make informed, ethical marketing decisions in diverse professional environments. All skillsets will be applied thoroughly and continuously in the Marketing Dissertation module.

What will you be expected to achieve?

Course learning outcomes

Learning outcomes are statements of what successful students have achieved as a result of learning.

These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU)

Graduate attributes are characteristics that you will have developed during the duration of your course (GA)

Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

Cognitive Skills, are learning outcomes that help build conceptual understanding that is necessary to devise and sustain arguments, and/or to solve problems and comment on research.

Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Upon successful completion of the the programme, students will have acquired the requisite knowledge and understanding to:

- 001 Demonstrate a systematic and critical understanding of key concepts, theories, and frameworks in marketing and strategic marketing management. (KU)
- 002 Apply advanced analytical and research skills to diagnose marketing problems and develop evidence-based solutions in complex, dynamic market environments. (KU)
- 003 Critically evaluate and integrate the marketing mix and strategic planning tools to design effective marketing strategies across diverse contexts. (KU)

- 004 Incorporate ethical reasoning, social responsibility, and sustainability principles into marketing analysis and decision-making. (KU)
- 005 Generate innovative and creative marketing solutions that respond to changing consumer behaviours, cultural trends, and technological developments. (SS)
- 006 Apply appropriate research and insight-generation methods to inform marketing evaluation, planning, and decision-making. (SS)
- 007 Demonstrate professional communication and content creation skills appropriate to diverse marketing audiences and platforms. (SS)
- 008 Collaborate effectively within diverse teams, showing leadership, adaptability, and intercultural awareness in achieving shared objectives. (KTS)
- 009 Show autonomy, initiative, and self-management in achieving objectives within both supervised and independent work settings. (KTS)
- 010 Critically reflect on current and emerging marketing practices and demonstrate the capacity for continuous learning and professional development. (KTS)
- 011 MA Students: Synthesise creative thinking, design principles, and cultural awareness to develop original and socially responsible marketing solutions across diverse media and global contexts. (KTS SS)

Additionally, the students of the MSc pathway will be able to:

- 012 MSc Students: Apply advanced quantitative and computational techniques to analyse complex marketing data, extract actionable insights, and support strategic, evidence-based decision-making in professional practice. (KTS SS)

How will you learn?

Learning methods

Learning in this course is a partnership between the student, their peers, and the module leader. It combines timetabled teaching and the student's own independent study. **Scheduled Contact/Activity Time** (i.e., *Contact Hours*) involves direct interaction with, or supervision from, teaching and associated staff, as well as engagement in the activities they design to support learning. These sessions are intended to shape and guide students' studies—introducing new ideas and concepts, demonstrating practical skills for independent practice, providing guidance on project work, and offering personalised feedback. Contact activities may take place face-to-face or online.

Alongside scheduled sessions, **independent study** forms a vital part of the learning process. This is time devoted to study without direct supervision and typically represents the largest component of the student's workload. Independent learning activities may include background reading, preparation for seminars or tutorials, follow-up study, practice exercises, completion of assignments, revision, and reflection. Some independent study will be structured by module leaders as an integral part of learning, while additional independent effort allows students to deepen their understanding and extend their academic and professional development.

To summarise, in broad terms, a student's study activity typically comprises:

- **Scheduled contact/activity time:** Lectures, seminars, tutorials, supervisions, and other directed learning activities.
- **Structured independent study:** Preparation or follow-up work related to scheduled learning activities.
- **Module and course-based wider study:** Engagement with marketing and business media, additional academic reading and research, employability and professional development activities, and personal tutoring.
- **Assessment:** Preparation and completion of coursework, projects, and presentations.

Students can find the recommended activity schedule for each module in the relevant module handbook. As a general guideline, a 20-credit taught module requires approximately **200 hours** of learning and study time, while the 40-credit (**Marketing Dissertation**) module requires approximately **400 hours** of learning, research, and independent study.

Teaching methods

Teaching and learning on the course combine academic rigour with practical application. The interactive teaching approach emphasises a critical understanding of key marketing theories and their application to real-world contexts through practical examples, case studies, and live projects. A problem-based learning model encourages active engagement between students and lecturers, fostering discussion, creativity, and independent thinking. Formative and summative feedback are integral to the learning process, supporting continuous reflection and improvement.

Taught modules follow a structured timetable throughout each semester and are delivered primarily through lectures and seminars. Lectures provide up-to-date, research-informed content designed to achieve the module learning outcomes, introducing students to core marketing management theories, frameworks, and contemporary applications. Many modules also feature guest lectures from industry professionals, offering insight into current marketing practices and providing opportunities for students to connect theory to the realities of the profession.

A variety of learning tools and activities enhance the delivery of teaching, including field visits, practical workshops, and the use of computer-based applications. The virtual learning environment (Blackboard) supports teaching and assessment, offering resources such as discussion forums, blogs, and digital presentation tools. Modules that involve specialist software are taught through hands-on sessions or computer-lab workshops to build technical competence.

Seminars and workshops are designed to be interactive, providing students with opportunities to engage in marketing-related exercises, discussions, and simulations. Case studies, problem-solving activities, and group work are central components that develop analytical thinking, collaboration, and practical skills. Some modules are delivered in intensive or block-teaching formats to enable in-depth exploration of key topics.

Students may also have the opportunity to participate in a study trip that integrates learning across modules. The trip typically involves a live project or consultancy-style case study, enabling students to apply marketing planning and analysis skills in a professional team environment and gain valuable first-hand industry experience.

Assessment methods

The course employs rigorous and transparent assessment criteria to ensure that learning outcomes are achieved to postgraduate standards. A diverse range of assessment methods is used across modules to challenge students and evaluate their knowledge, critical understanding, research capabilities, problem-solving, analytical, and transferable skills, aligning with each module's aims and learning outcomes.

Collaborative learning is a key feature of the course. Group-based assessments are designed to foster teamwork, communication, and leadership—skills essential for professional marketing practice in contemporary organisational environments.

Students are expected to demonstrate mastery of complex and specialised marketing knowledge, applying advanced analytical and research skills to generate insights, evaluate alternatives, and support informed marketing management decision-making.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	012
Literate and effective communicator	012
Entrepreneurial	012
Global in outlook and engaged in communities	
Socially, ethically and environmentally aware	

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. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

MA

Level 7

MA Marketing Management

All students will be initially enrolled on the MA Marketing Management, to give them time to appreciate the different emphasis of each degree, reflecting on their own ability and strengths and future career development before committing to the MA or the MSc route. Students wishing to transfer to the MSc will be required to complete an Internal Transfer Form, which must be approved by the course leader before submission to the Registry.

Module Code	Module Title	Status	UK credit	ECTS
7MARK021W	Consumer Psychology for Marketing	Core	20	10
7MARK014W	Creating and Communicating Brand Value	Core	20	10
7MARK005W	Distribution and Price Management	Core	20	10
7LEAD029W	Effective Leadership	Core	20	10
7MARK010W	Marketing Creativity and Innovation	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
7MARK013W	Marketing Research Insights	Core	20	10
7MARK020W	Strategic Marketing Management in an International Context	Core	20	10

MSc

Level 7

MSc Marketing Management

All students will be initially enrolled on the MA Marketing Management, to give them time to appreciate the different emphasis of each degree, reflecting on their own ability and strengths and future career development before committing to the MA or the MSc route. Students wishing to transfer to the MSc will be required to complete an Internal Transfer Form, which must be approved by the course leader before submission to the Registry.

Module Code	Module Title	Status	UK credit	ECTS
7MARK021W	Consumer Psychology for Marketing	Core	20	10
7MARK014W	Creating and Communicating Brand Value	Core	20	10
7MARK018W	Data Analytics for Marketing	Core	20	10
7MARK005W	Distribution and Price Management	Core	20	10
7LEAD029W	Effective Leadership	Core	20	10
7MARK011W	Marketing Dissertation	Core	40	20
7MARK013W	Marketing Research Insights	Core	20	10
7MARK020W	Strategic Marketing Management in an International Context	Core	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

MA and MSc Marketing Management are accredited by the Chartered Institute of Marketing (CIM) with a Graduate Gateway Programme status.

MA and MSc Marketing Management are accredited by the Digital Marketing Institute (DMI) at the CDMA level.

Course management

Management and co-ordination of MA/MSc Marketing Management programmes are the responsibilities of the Course Leader.

At the module level, the academic, teaching and learning-related management are the responsibilities of the module leaders.

All members of the team have student consultation and academic support hours when you can arrange to meet them. Course Representatives are elected in the first few weeks. This is a really valuable role and as a rep you would have regular formal meetings with the course team and less formally throughout the course in reflecting the student voice. This helps us work together to communicate and respond to any issues as they arise, to provide a strong course community.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

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 and additional support available. You will be provided with a Course Handbook, which provides detailed information about the course. Each course has a course leader or equivalent. 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 utilises a Virtual Learning Environment called Blackboard, where students access their course materials and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. In addition to online resources in Blackboard, students can also attend Study Skills workshops and schedule one-to-one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](https://www.westminster.ac.uk/academic-learning-development).

Learning support includes our libraries, each of which holds a collection of resources related to the subjects taught at that site. 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.

Support Services

The University of Westminster's Student and Academic Services department provides a range of advice and guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

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

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored annually by the College to ensure it is running effectively and that any issues that might affect the student experience have been appropriately addressed. Staff will consider evidence from various sources, including student surveys, student progression and achievement, and reports from external examiners, to evaluate the effectiveness of the course and make necessary changes.

Periodic reviews are also conducted to ensure that the curriculum remains up-to-date and that the skills acquired on the course continue to be relevant to employers. Representative students meet with a panel to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess the course's performance.

How do we act on student feedback?

Student feedback is important to the University, and student views are taken seriously. Student feedback is collected in various ways.

- Through student engagement activities at the course and module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire for each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be improved.
- Final-year undergraduate students will be asked to complete the National Student Survey, which helps inform the national university league tables. Postgraduate students will be asked to complete the Postgraduate Taught Survey (PTES).

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student may reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2025©