

Programme Specification

Programme title: Master of Science in International Strategic Marketing

Academic Year:	2018/19
Degree Awarding Body:	University of Bradford
Partner(s), delivery organisation or support provider (if appropriate):	
Final and interim award(s):	[Framework for Higher Education Qualifications (FHEQ) level 7] MSc Postgraduate Diploma Postgraduate Certificate
Programme accredited by (if appropriate):	n/a
Programme duration:	1 Year (Full-time)
QAA Subject benchmark statement(s):	Business and Management
Date of Senate Approval:	August 2012
Date last confirmed and/or minor modification approved by Faculty Board	February 2018

Introduction

In accordance with the University's mission 'Making Knowledge Work', the School of Management aims to provide programmes that educate students as a manager and business specialist, and thus improve the quality of management as a profession.

The MSc in International Strategic Marketing programme is designed to enable students from a range of backgrounds to develop the specialist knowledge and skills to pursue appropriate careers in the field of international Strategic Marketing.

The programme will enable students to gain a strong understanding of core principles and acquire the specialist skills needed for careers in a wide variety of organisations. Throughout the programme, there is strong emphasis on the practical application of specialist knowledge and skills, with opportunities for students to practice their analytical and problem solving abilities through the use of case study and marketing simulations.

The MSc in International Strategic Marketing is a specialist level career entry programme: type 1 under the Quality Assurance Agency for Higher Education's "Benchmarks for Master Degrees in Business and Management". Structured in three distinct stages (see below for further details) the programme represents 1800 hours of study or 180 UK credits, necessary for the award of a Master's degree.

The programme is suitable for students with a first degree from a wide range of appropriate subjects from an approved university, or for those with an acceptable professional qualification.

Programme Aims

The programme is intended to:

- Develop international Strategic Marketing professionals to be well prepared for careers in international strategic marketing planning, product and service portfolio management, consultancy, market research advertising and other specialist marketing related disciplines within a wide range of organisations, from large multi- national firms to SME's within the private sector, and public service and non- profit organisations.
- Provide a sound theoretical understanding of organisational activities and the complexities that arise in the management of these as a consequence of the interrelationships that exist between them.
- Develop a critical analysis of the theory and practice of marketing.
- Provide the knowledge, technical skills and expertise to assist organisations in developing marketing strategies which deliver a sustainable competitive advantage through customer satisfaction.
- Develop an understanding of the range of marketing tools and techniques, and how to integrate them to plan and implement successful marketing programmes.
- Provide the knowledge and skills to assist students to take an active role in their future development as professional managers in a dynamic and changing global environment.
- Help those with knowledge and expertise in other disciplines to make the transition to the marketing and business world and assist them in developing their existing skills and knowledge within this context.

Programme Learning Outcomes

To be eligible for the award of Postgraduate Certificate at FHEQ level 7, students will be able to:

- LO1 Explain the strategic context in which organisations conduct marketing activities and how the environment influences strategic and operational decision making in a national and international context;
- LO2 Describe in detail the international strategic marketing activities of an organisation and the difficulties and management complexities that arise in this context
- LO3 Effectively communicate complex ideas clearly, both orally and in writing to a broad range of recipients

Additionally, to be eligible for the award of Postgraduate Diploma at FHEQ level 7, students will be able to:

- LO4 Critically discuss the international strategic marketing and management activities of an organisation and evaluate their effect on business policy, strategy, performance and stakeholder expectations

- LO5 Synthesise and critically appraise emerging marketing information and knowledge using qualitative and quantitative techniques to generate creative solutions to a range of international strategic marketing problems
- LO6 Develop solutions to complex international strategic marketing problems through the application of appropriate theoretical models, and frameworks
- LO7 Develop original solutions to complex problems, and to work cooperatively with others providing ethical leadership in effecting change
- LO8 Develop the knowledge and skills required to practice as a professional manager through critical self-awareness and reflective practice skills

Additionally, to be eligible for the award of Degree of Master at FHEQ level 7, students will be able to:

- LO9 Identify the information needs of an organisation and design, conduct and manage research into a range of organisational and management issues/activities to inform the development of marketing strategies
- LO10 Design, conduct and manage research into a range of international strategic marketing issues/activities to inform the development of business strategies.

Curriculum

MSc in international Strategic Marketing will build on both specialist marketing modules and broader management modules in stage 1. At the end of this stage students will have a broad understanding of some of the main areas of international strategic marketing, general marketing and management and be able to discuss (and apply) these in the context of a modern business/organisation.

Stage 1: students will take three core modules of a international strategic marketing and management nature (Marketing Planning & Strategy, International Business Environment, and Operations Management). Students will also take three modules with specialist marketing content in order to develop a fundamental marketing knowledge base (Consumer Behaviour, Market Research and Marketing Communications).

Stage 2: students will take three further core modules that are strategic, marketing and managerial in nature (Strategic Management, Entrepreneurship & Innovation, CSR) plus two modules from the list of specialist modules. Students will also take a Marketing Strategy simulation module which will provide an opportunity for them to put their learning into practice by developing strategies for a company in a competitive computer simulated environment.

At the end of this element of the programme students will have had substantial coverage of modules which are of major strategic importance to organisations and be able to discuss (and apply) these in the context of a modern business/organisation. Students will also have developed a significant knowledge bank of the tools, frameworks and policies that can be used to make and implement ethical decisions that will enhance sustainable performance in any business environment.

Stage 3: the personal research project is assessed by dissertation. This allows students to tailor the application of their knowledge through their subject-matter

selection and the approach they take to their dissertation. In addition it enable students to further personalise their degree and make it more specifically transferable to their employer.

Dissertations are an extended piece of written work involving an original and in-depth investigation of a specific management issue. They are based upon a significant amount of student self-study under academic guidance.

Examples of recent dissertations covered: entry strategies into the UK insurance sector; the sustainability of eco-tourism in Greece; designing a strategy for a card-based loyalty scheme in a national supermarket. At the end of this element of the programme students will have demonstrated the ability to conduct research into practical business problems concerned with management. Students will be able to operate as an effective manager helping to guide organisations through the complex changes that will continue to be required to operate in the future. We encourage students, where appropriate, to undertake their project in a practical environment, which may be overseas.

Postgraduate Certificate

FHEQ Level	Module Title	Core/ Option/ Elective	Credits	Study Period	Module Code
7	Marketing Planning & Strategy	Core	10	1	MAR7007-A
7	International Business Environment	Core	10	1	SIB7008-A
7	Marketing Communications	Core	10	1	MAR7008-A
7	Consumer Behaviour	Core	10	1	MAR7011-A
7	Market Research: Theory & Practice	Core	10	1	MAR7012-A
7	Operations Management	Core	10	1	OIM7023-A

Students will be eligible to exit with the award of Postgraduate Certificate if they have successfully completed 60 credits and achieved the award learning outcomes.

Postgraduate Diploma

FHEQ Level	Module Title	Core/ Option/ Elective	Credit	Study Period	Module Code
7	Strategic Management	Core	10	2	SIB7010-A
7	Entrepreneurship & Innovation	Core	10	2	EAE7002-A
7	Strategic Marketing (Simulation)	Core	10	2	MAR7010-A
7	International Marketing	Core	10	2	MAR7006-A
7	Corporate & Social Responsibility	Option	10	2	SIB7014-A
7	Cross-cultural management	Option	10	2	SIB7006-A

7	International Business Strategy	Option	10	2	SIB7009-A
7	International Master's Summer School	Option	10	3	MAL7004-A
7	Research Methods	Option	10	2	MAL7003-A
7	International Business in Emerging Economies	Option	10	2	SIB7011-A
7	Elective	Elective	Up to 20	2	

Students will be eligible to exit with the award of Postgraduate Diploma if they have successfully completed at least 120 credits and achieved the award learning outcomes.

Degree of Master

FHE Q Level	Module Title	Core/ Option/ Elective	Credits	Study Period	Module Code
7	Dissertation/project report	Core	60	ACYR	MAL7012-E

Students will be eligible for the award of Degree of Master if they have successfully completed at least 180 credits and achieved the award learning outcomes.

Learning and Teaching Strategy

Teaching on the programme will be directed, supported and reinforced through a combination of formal lectures, staff/student led group discussions, personal research and guided self-study, tutorials, seminars and directed reading. These activities will all be further supported by the use of a virtual learning environment. Generally the programme will aim to integrate applied and theoretical knowledge with assessment processes that test both knowledge of the discipline and understanding of its application and limitations. To facilitate learning, lectures and seminars will typically utilise case studies and simulations. Sessions may be delivered weekly or in blocks. Small Group sessions will use case studies and simulations with oral feedback given in class. Students will be guided to suitable primary and secondary data sources and be required to conduct research and presentation exercises. Resources to support the teaching and learning activity will be provided on the University's virtual learning environment.

Assessment Strategy

The programme is summatively assessed by a mixture of written examinations, assessed coursework, case studies, group projects and [multimedia] presentations. Assessment is integrated with learning and teaching to support and demonstrate achievement of the learning outcomes for individual modules and the programme as a whole. Emphasis is placed on the feedback function of formative assessment as part of the learning, teaching and assessment strategy as a whole.

Learning Outcomes 1, 2, 3 and 4 are focused on the acquisition of knowledge, understanding and communication. They are assessed by a mixture of closed book

examinations and individual pieces of coursework and group work, including [multimedia] presentations.

Learning Outcomes 5, 6 and 7 are focused on the application of knowledge and its communication. They are assessed by a mixture of individual coursework, group coursework, individual and group presentations (including multi-media), in workshops and by computer simulation.

Learning Outcomes 8 and 9 are focused on the transferable skills that are so important to employability, such as teamwork, practical creativity and self-awareness. They are assessed by a mixture of individual coursework, group coursework, individual and group presentations (including multi-media), examination and by management reports on the computer simulation

The dissertation is a capstone module assessing all learning outcomes.

Assessment Regulations

This Programme conforms to the standard University Assessment Regulations which are available at the link below

<http://www.bradford.ac.uk/aqpo/ordinances-and-regulations/>

However, there is one exception to these regulations as listed below:

On completion of the taught element of the programme and at the Interim Exam Board, a student who has 50 credits or more requiring supplementary assessment will not be permitted to proceed to the dissertation stage of the programme. The decision to allow progression will only be reconsidered at the Supplementary Exam Board.

Admission Requirements

The University welcomes applications from all potential students and most important in the decision to offer a place is our assessment of a candidate's potential to benefit from their studies and of their ability to succeed on this particular programme. Consideration of applications will be based on a combination of formal academic qualifications and other relevant experience.

The standard entry requirements for the programme are as follows:

Candidates for the MSc in International Strategic Marketing will normally have a first degree or its equivalent in any discipline from an approved higher education institute. Equivalent professional qualifications will also be eligible if supported with appropriate practical experience.

As the programme is delivered entirely in English, applicants must be able to demonstrate proficiency in the English language thus, UK educated students must have a GCSE grade 4 (C) or above. Non-native speakers must have a 6.5 score on IELTS test of English, or 94 in the internet-based TOEFL- exceptionally, holders of a UK degree awarded within 2 years prior to entry to the Bradford programme may be exempt from these English test requirements.

Applications are welcome from students with non-standard qualifications or mature students (those over 21 years of age on entry) with significant relevant experience.

Recognition of Prior Learning

If applicants have prior certificated learning or professional experience which may be equivalent to parts of this programme, the University has procedures to evaluate and recognise this learning in order to provide applicants with exemptions from specified modules or parts of the programme.

Minor Modification Schedule

Version Number	Brief description of Modification	Date of Approval (Faculty Board)
1		