

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	MSc Marketing Analytics (Level 7)
Name and title of any exit qualification(s)	PG Dip, PG Cert,
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Birkbeck Business School
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (1 year) Part-time (2 years) September
Professional, statutory or regulatory body	CIM (Chartered Institute of Marketing)
Birkbeck Course Code	TMSMKANL_C
HECoS Code	100078 Business and management 100370 Information management 100075 Marketing
Start date of programme	Autumn 2023
Date of programme approval	Spring 2023
Date of last programme amendment approval	February 2024
Valid for academic entry year	2023-24
Programme Director	Ammar Sammour
Date of last revision to document	29/02/2024

Admissions requirements

This degree is designed for graduates who are new to analytics and the application of analytical techniques within the marketing context. Our standard postgraduate entry requirement is a second-class honours degree (2:2 or above) from a UK university, or an equivalent international qualification. The programme is quantitative in nature therefore some prior experience in quantitative skills would be beneficial. For applicants with limited experience in statistics, the introductory module in the autumn term (Introduction to Analytics and Business) will provide grounding in the quantitative skills needed.

Non-native English speakers need to provide proof of English language ability: A minimum IELTS score of 6.5 (with a minimum of 6 in the sub-tests) and provide the certificate or in line with the College Specifications.

We will review every postgraduate application to Birkbeck on its individual merits and your professional qualifications and/or relevant work experience will be taken into consideration positively. We actively support and encourage applications from mature learners.

On your application form, please list all your relevant qualifications and experience, including those you expect to achieve.

Course aims

The MSc Marketing Analytics is designed for graduates that aim to have a specialization in data analytics with a core knowledge in digital marketing, social media and branding. The programme provides a blend of technical, quantitative modules in data analytics, alongside specific marketing modules that will develop learners' ability to apply data analytics and technology to related marketing, branding, and social media practices with real-world examples.

Course structure

Students take seven compulsory modules plus a 12,000-word dissertation that relates to marketing analytics.

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 1 year					
7	BUMN176H7	Introduction to Analytics and Business	15	Compulsory	Autumn
7	BUMN190H7	Brand Analytics	15	Compulsory	Autumn
7	BUMN016H7	Strategic Marketing Management	15	Compulsory	Autumn
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	Spring
7	BUMN180H7	Marketing Analytics	15	Compulsory	Spring
7	BUMN017H7	Advertising and Promotion	15	Compulsory	Summer
7	ARMC263S7	Digital Marketing Initiative, Work Placement	30	Compulsory	Summer
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory	
L7	BUMN061D7	MSc Dissertation	60	Core	

Part-time – 2 years					
Year 1					
7	BUMN176H7	Introduction to Analytics and Business	15	Compulsory	Autumn
7	BUMN016H7	Strategic Marketing Management	15	Compulsory	Autumn
7	BUMN180H7	Marketing Analytics	15	Compulsory	Spring
7	BUMN017H7	Advertising and Promotion	15	Compulsory	Summer
Year 2					
7	BUMN066H7	Brand Management	15	Compulsory	Autumn
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	Spring
7	ARMC263S7	Digital Marketing Initiative, Work Placement	30	Compulsory	Summer
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory	
7	BUMN061D7	MSc Dissertation	60	Core	

Core: Module must be taken and passed by student

Compulsory: Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)

How you will learn

Teaching on this course is a combination of lectures (pre-recorded) and seminars. Lectures are designed to provide learners with an outline or overview of the topic, to engage you with the material and direct you to other resources.

The programme will provide a blend of technical, quantitative modules in data analytics, alongside marketing modules that will develop your ability to apply data analytics and technology to related marketing practices. It will also provide students practical sessions on data analytics, simulation and other statistical data analysis exercises using available datasets and established analytical tools to understand how to apply these to within a marketing context to enhance your skills and in-depth knowledge.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. Assessments across the modules of this programme are designed to allow for formative assessment before summative assessment and use a wide range of assessment types: coursework, presentations, reports, quizzes and examinations.

Learning outcomes (what you can expect to achieve)

At the end of this course you should be able to:

- Demonstrate knowledge on the key areas of marketing and data analytics.
- Understand, apply and critically assess a wide range of digital marketing, social media and data analytics theories and relevant techniques in each subject area.
- Apply data analytics and technology to related marketing practices

- Demonstrate knowledge on data analytics, simulation and other statistical data analysis exercises, using available brand datasets and established analytical tools, valuation techniques and digital marketing modelling to inform marketing decisions
- Interpret and analyse case studies and live company marketing analysis, as well as social media analysis and brand performance.

Careers and further study

The MSc Marketing Analytics will prepare you for more technical and analytical roles in marketing that are relevant for different sectors and industries, and within both large as well as small organisations.

If you are interested in further study, it will also provide you with a strong foundation for PhD research in this area. Birkbeck offers a range of careers support to its students. You can find out more on [the careers pages of our website](#).

Academic regulations and course management

Birkbeck's academic regulations are contained in its [Common Award Scheme Regulations](#) and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

[Please check our website for more information about student support services](#). This covers the whole of your time as a student with us including learning support and support for your wellbeing

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is [available online](#).

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