

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	MSc Marketing Communications (Level 7)
Name and title of any exit qualification(s)	Postgraduate Diploma Postgraduate Certificate
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) October
Professional, statutory or regulatory body	Chartered Institute of Marketing (CIM) (see below)
QAA subject benchmark group(s) Higher Education Credit Framework for England	N/A
Birkbeck Course Code	TMSMKCOM_C
HECoS Code	100075
Start date of programme	Autumn 2011
Date of programme approval	Spring 2010
Date of last programme amendment approval	November 2022
Valid for academic entry year	2023-24
Date of last revision to document	27/02/2023

Admissions requirements

1. Normally a second class honours degree in any area.
2. An overseas qualification of an equivalent standard obtained after a programme of study extending over not less than three years in a university or educational institution of university rank.
3. A professional or other qualification obtained by written examinations approved by the college.
4. Relevant experience may be taken into consideration in the case of non-standard applications.

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

Course aims

Main Aim:

The main aim of the programme is to provide a high level, sustainable educational offering in Marketing Communications, which attracts high quality, highly motivated students from around the globe. Those undertaking the programme of study will be provided with a comprehensive understanding of the relevance and applications of Marketing Communications, and the research findings referred to throughout the programme of study will allow those completing the programme of study to develop objective insights into the subject matter and learn about marketing communication's role within marketing and business in general.

The programme of study will link theory and practice, and will be of benefit to those individuals that either have already acquired an appreciation of Marketing and wish to develop further insights into the Marketing Communications element or those individuals that have limited knowledge of the marketing in general but wish to develop their understanding and appreciation of Marketing Communications specifically and/or use the knowledge gained to embark on a Marketing Communications or related career. The programme will be of interest to various stakeholders and it is envisaged that agencies, advertisers including for-profit and not-for-profit organizations will either sponsor and/or recruit students from the programme.

Students will be confronted with a number of relevant issues such as viral marketing, the findings of neuroscience and how influencers are chosen to represent organisations for example, and will find the programme of study up-to-date, intellectually inspiring and relevant. Critical thinking and problem focused decision-making using case studies will be part of the programme of study. The programme will explore and investigate the marketing communications business, how marketing communications work, how to plan a marketing communications campaign and ethical considerations when implementing marketing communications in practice.

Distinctive Features:

1. It will appeal to those with a Marketing background and those with a non-Marketing background, all of whom wish to avail themselves of a high level, educational provision with the objective of broadening their knowledge and/or undertaking a career in Marketing Communications or a related one.
2. The research active academic members of staff within the Department of Management will contribute to the programme of study.
3. It is envisaged that a number of Marketing Communications practitioners will be invited to deliver guest lectures, and this should be an enriching experience for the students.

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 1 year					
7	BUMN066H7	Brand Management	15	Compulsory	T1
7	BUMN007H7	Consumer Behaviour	15	Compulsory	T1
7	BUMN016H7	Strategic Marketing Management	15	Compulsory	T1
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	T2
7	BUMN180H7	Marketing Analytics	15	Compulsory	T2
7	BUMN047H7	Relationship Marketing	15	Compulsory	T2
7	BUMN017H7	Advertising and Promotion	15	Compulsory	T3
7	BUMN055H7	Public Relations	15	Compulsory	T3
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory	
7	BUMN061D7	MSc Dissertation	60	Core	
Part-time – 2 years					
Year 1					
7	BUMN007H7	Consumer Behaviour	15	Compulsory	T1
7	BUMN016H7	Strategic Marketing Management	15	Compulsory	T1
7	BUMN180H7	Marketing Analytics	15	Compulsory	T2
7	BUMN047H7	Relationship Marketing	15	Compulsory	T2
7	BUMN017H7	Advertising and Promotion	15	Compulsory	T3
Year 2					
7	BUMN066H7	Brand Management	15	Compulsory	T1
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	T2
7	BUMN055H7	Public Relations	15	Compulsory	T3
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)

Option: Student can choose to take this module

Additional programme information - PSBR details

The programme is accredited by the Chartered Institute of Marketing (CIM). The accreditation with CIM gives students the opportunity to gain CIM professional marketing qualifications through their Graduate Gateway Accreditation (GGA) scheme. The programme provides exemption from the CIM Marketing and Digital Strategy module of the CIM Diploma in Professional Marketing and Diploma in Professional Digital Marketing.

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (see relevant section below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Your learning for this course will be organised around the activities outlined below.

The teaching strategy deployed will allow the needs of mature students that undertake either full-time or part-time study, as well as highly motivated younger students without work experience, to gain up-to-date knowledge which enhances their career prospects. The planning of the programme of study has taken into account:

1. The need for evening lectures and seminars to be adequately scheduled.
2. An acceptable workload and its distribution throughout the terms.
3. A range of assessment methods to stimulate interaction.
4. Accurate information which is in the form of details in the postgraduate handbook, which acts as a guide and which supports independent learning.

As regards the modules associated with the MSc Marketing Communications, it can be noted that the lectures are sequenced in a logical manner and will allow the student to build up their understanding of the subject, week by week. The modules have been designed so that the lectures provide an overview of the relevant issues and the seminars that accompany the lectures allow the problems, issues and comparative facts and approaches, to be interpreted and explained in a logical manner. The aims and objectives for each module will be further enhanced by the aims and objectives for each lecture, and students will be able to develop a number of in-depth insights and question the subject matter. Learning outcomes are defined for all taught courses each week and are detailed in the module/subject leaflet. The aims and objectives of each module are cited in the module/subject leaflet. Furthermore, the module/subject leaflet also outlines the readings for each lecture and the seminar topics are listed on a weekly basis as well. The contact details of the staff responsible for teaching the modules is provided and essential information relating to the assignment and the overall assessment are provided. Further materials are distributed in class each week as is necessary and when appropriate, guidance is provided with respect to dissertations, revision and examination technique. Appropriate use is also made of on-line learning facilities such as Moodle.

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. For most of the modules associated with this course, your assessment will be through the following types of assessment.

Essays which will develop in length and expected complexity as you progress through your studies, quizzes and multiple-choice questionnaires, practical assessments, exams and individual coursework.

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

On successful completion of this programme a student will be expected to be able to:

Subject Specific:

1. Gain insights into Marketing Communications theory and practice, in a range of industries and different types of organization, such that students are able to identify the appropriate practical tools.
2. Gain an understanding of the processes and requirements underpinning Marketing Communications decision-making within organizations to enable students to contribute towards marketing communications management.
3. Gain an overall appreciation of how Marketers formulate and implement Marketing Communications policies, programmes and strategies.
4. Demonstrate a critical understanding and appreciation of Marketing Communications issues and how Marketers define and solve problems.
5. Demonstrate an all-round appreciation of how the Marketing Communications function relates to other business functions.

Intellectual:

6. Solve complex Marketing Communications problems by linking theory and practice.
7. Critically assess the Marketing communications body of knowledge.
8. Compile and analyse data and present a report.
9. Interpret and place in context various Marketing Communications related research.
10. Apply Marketing Communications tools and techniques in a logical manner.
11. Acquire the necessary learning and research skills, and competencies that are viewed as transferable and career enhancing.
12. Write an extended dissertation in the area of Marketing Communications.

Practical:

13. Demonstrate library and archive skills including the ability to conduct relevant literature searches using electronic databases.
14. Apply appropriate essay/report writing skills and write in a management report style.
15. Demonstrate an appropriate level of analytical/numerical and IT skills.

Personal and Social:

Through coursework, class discussion and group work exercises and presentations gain:

16. Oral presentation and communication skills
17. Writing skills
18. Ability to work in teams and independently
19. Have the confidence to lead others and implement decisions
20. Learn and/or develop citation skills.

Careers and further study

You will find Marketing Communications postgraduates in the following kinds of roles: marketing analysts, assistants, managers or executives; consultants in the private, public and third sectors; working for organizations in the public and private sector. The MSc Marketing Communications also provides a strong foundation for PhD research in the area.

Birkbeck offers a range of careers support to its students. You can find out more on the careers pages of our website: <https://www.bbk.ac.uk/student-services/careers-service>

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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