

**KEY PROGRAMME INFORMATION**

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Faculty of Media and Communication
<b>Final award(s), title(s) and credits</b> MA Marketing Communications 180 Credits (ECTS 90)	
<b>Intermediate award(s), title(s) and credits</b> PG Dip Marketing Communications 120 Credits (ECTS 60) PG Cert Marketing Communications 60 Credits (ECTS 30)	
<b>UCAS Programme Code(s) (where applicable and if known)</b>	<b>HECoS Code(s) and percentage split per programme/pathway</b>  100075 Marketing
<b>External reference points</b> <ul style="list-style-type: none"> <li>• QAA Frameworks for Higher Education Qualifications of UK Degree Awarding Bodies (2014)</li> <li>• The revised UK Quality Code for Higher Education (March 2018)</li> <li>• The Chartered Institute of Marketing (CIM) Professional Marketing Competencies report 2016</li> <li>• The Chartered Institute of Public Relations (CIPR) State of the Profession 2018 report with particular attention to Chapter 4: Skills, Attributes &amp; Knowledge.</li> <li>• The American Marketing Association (Atlanta) paper entitled 20/20 in 2020: Toward a New Vision in Marketing.</li> <li>• Findings from “The Industry Experts’ Views on Branded Content as a new Marketing Communications Concept” commissioned by the Brand Content Marketing Association.</li> <li>• The UN 2030 Agenda for Sustainable Development</li> </ul>	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> N/A	
<b>Places of delivery</b> Bournemouth University, Talbot Campus	
<b>Mode(s) of delivery</b> Full time Part time	<b>Language of delivery</b> English
<b>Typical duration</b> September start – full time - 12 months (without optional placement) September start – full time – 24 months (with optional placement (30 weeks))  January start – full time - 16 months full time (without optional placement) January start – full time – 24 months (with optional placement (30 weeks))  September start – part time - 24 months (without optional placement) September start – part time - 30 months (with optional placement (30 weeks))  January start – part time - 24 months (without optional placement) January start – part time - 30 months (with optional placement (30 weeks))	

### Programme Specification

<b>Date of first intake</b> September 2019	<b>Expected start dates</b> September starts – 12 months January starts – 16 months
<b>Maximum student numbers</b> N/A	<b>Placements</b> 30 week optional placement
<b>Partner(s)</b> Not applicable	<b>Partnership model</b> Not applicable
<b>Date of this Programme Specification</b> December 2019. Applies to cohorts from September 2020 intake.	
<b>Version number</b> V1.2-0920	
<b>Approval, review or modification reference numbers</b>  FMC 1920 13	
<b>Author</b> Dr Tauheed Ramjaun Programme Development Lead	

**FMC 1819 20, approved 26 July 2019;** previously version 1.0  
**EC 1819 38, approved 1 August 2019,** version 1.1  
**EC 1819 41, approved 8 August 2019,** remained version 1.1  
**FMC 1920 13, approved 16 December 2019** version 1.1-0919

**Programme Specification – Section 1**

**PROGRAMME STRUCTURE**

**Programme Award and Title: MA Marketing Communications**

**Stage 1/Level 7**  
Students are required to complete all 6 core units

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS code(s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HECoS Subject Code and %
Marketing Communications	Core	20		50%	50%	40	1.0	100449	
Consumer Insights	Core	20		100%		40	1.0	100075	
Digital Media Strategies	Core	20		40%	60%	40	1.0	100449	
Brands & Branding	Core	20		50%	50%	40	1.0	100449 (70%)	100074 (30%)
Research in Action	Core	20		100%		40	1.0	100075	
Corporate Communications	Core	20		40%	60%	40	1.0	100076 (30%)	100856 (70%)

**No progression requirements**

**Exit qualification:** PG Cert MA Marketing Communications requires 60 credits at Level 7 and PG Dip MA Marketing Communications requires 120 credits at Level 7

**Stage 2/Level 7**  
Students are required to complete the Final Project

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS code(s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HECoS Subject Code and %
Final Project	Core	60		100%		40	1.0	100075	

**No progression requirements**

**Exit qualification:** MA Marketing Communications requires 180 credits at Level 7

**Placement**

**Optional non-credit bearing placement of 30 weeks**

### AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

### AIMS OF THE PROGRAMME

This new conversion MA Marketing Communications (MAMKC) comprises of an innovative curriculum that is balanced in terms of academic rigour and practical relevance and will offer students the opportunity to develop insights into the latest techniques of marketing communications research and practice.

The term marketing communications encompasses a range of dynamic and fast-paced disciplines, which supports organisations and institutions in every sector globally with customer experience, reputation management, advertising, developing and delivering key messages, internal and external communications, promotional events, etc. Marketing communications professionals increasingly need an integrated knowledge of advertising, public relations, direct marketing, and social and digital media in order to deliver relevant, clear and consistent messages to consumers, the public, and stakeholders.

This programme aims at equipping students with key and cutting-edge knowledge and skills in marketing communications, allowing graduates to be flexible and agile in industry. In all, the programme is designed to enable students to consider and critique industry practice of today to inform the practice of tomorrow. Our graduates will be able to define new industry practice and benchmarks for excellence in marketing communications, advertising, public relations, and digital media marketing; they will be facilitated and supported in becoming independent, innovative, strategic, creative, entrepreneurial, responsible and ethical practitioners.

This degree is being introduced as a **conversion** programme, i.e. an intensive postgraduate programme that targets students who would not have necessarily undertaken an undergraduate degree in a marketing communications related field. Such a conversion degree also targets individuals who are changing career tracks and would require developing their knowledge and understanding of the marketing communications discipline. Throughout the programme development phase, Egan's (2007) working definition of marketing communications has been used as follows:

The means by which a supplier of goods, services, values and/or ideas represent themselves to their target audience with the goal of stimulating dialogue leading to a better commercial or other relationships (p. 1).

This definition has proved useful in ensuring that the development team proposes a programme that covers adequately all the main components of marketing communications – where the focus is one the communication aspect on marketing. This clearly differentiates this degree (which is housed within the Faculty of Media & Communication) with other marketing-related degrees delivered in business schools.

The overall aim of the **MA Marketing Communications** is to enable students to develop, implement and critically evaluate marketing communications strategies, from both a theoretical and practical perspective, in order to be able to contribute effectively as practitioners as well as becoming change agents in the marketing communications fields. As such, it aims to prepare students for a career in advertising, marketing, public relations, branding or any other marketing communications related field.

## Programme Specification - Section 2

Within this context, students who graduate from the MA Marketing Communications degree will:

- be equipped with the knowledge, skills and insights to contribute effectively as strategic practitioners or researchers practice;
- acquire appropriate professionally and academically relevant transferable skills that will contribute to successful practice in the workplace;
- be well-versed in a number of pervasive issues that shape and set the parameters for contemporary marketing communications practice;
- be able, more specifically, to develop, implement and evaluate effective marketing communications programmes.

### PROGRAMME STRUCTURE

Seven core units have been developed in order to provide students with a solid and holistic perspective of the discipline. These units have been carefully crafted so as to provide students with the required knowledge and skills to excel within the fast changing world of marketing communications. It is expected that after having completed these six units, students will have a holistic understanding of both the science and art of marketing communications.

#### Marketing Communications

The unit aims to introduce the principles of marketing and marketing communications as the underpinning knowledge for their degree. Students will develop a critical understanding of the development of marketing communications as both an academic discipline and in practice. Students will also learn how to apply the tools, techniques and theories of marketing communications to develop integrated marketing communications campaigns.

#### Consumer Insights

This unit aims to develop students' understanding of consumer culture and behaviour theory to support marketing communications activity. Through applied work, students will gain a critical appreciation of the role of theory in generating commercially consumer viable insights and in marketing communications practice. Throughout, the importance of understanding consumer culture and behaviour for the effective development and implementation of marketing communications is explored and analysed.

#### Digital Media Strategies

The aim of this unit is to enable students to understand the impact of emerging digital technologies on marketing communications as well as developing relevant digital media strategies for promotional purposes. Students will also be able to evaluate and assimilate new digital trends in a constantly moving arena.

### SEMESTER 2 UNITS

#### Brands & Branding

This unit will introduce students to the role of branding within marketing communications. It will aim at consolidating their understanding of why a brand is a strategic asset for an organisation; how is that asset realised, protected and valued not as a cost but as a source of revenue / value. Students will also appreciate how branding and brand communications need to evolve in the world of 24/7/always on connected audiences. Students will also be exposed to new and emerging forms of brand communication such as branded content, branded entertainment and transmedia storytelling.

#### Corporate Communications

This unit aims to provide students with a critical understanding of the professional communicator's role at a strategic level. It introduces students to the conceptual frameworks, paradigms and processes that underpin effective internal and external corporate communication strategies. It also aims to convey to students the complexities of communicating to internal and external audiences so as to recognise and address challenges in applied communication scenarios. The unit also enables students to critically reflect upon the corporate communicator's role in shaping the organisation's narrative and managing reputational risk.

## Programme Specification - Section 2

### **Research in Action**

This unit draws together students' previous research knowledge and undergraduate level experience, challenging their understanding of academic research and applied research within the communications industries. The unit aims at offering students a broad grounding in social science research methods and prepares them with the understanding and skills needed to rigorously and reflexively design, conduct, report and evaluate research. This unit will prepare students for their final dissertation.

### **Final Project**

This unit will give the opportunity to enable students to critically apply the principles and techniques of systematic research to produce either a piece of scholarly research or to intervene within an organisational setting to solve a practical marketing communications issue. It builds upon, and consolidates, knowledge and experience from all the earlier units in the course. This unit will be underpinned by previous learning in *Research in Action* in which students will have developed advanced knowledge and skills in research design, application and analysis.

**Programme Specification - Section 2**

		Indicative sequence of Units- Full time delivery		Indicative sequence of Units- Part time delivery	
		September Entry- Full Time	January Entry- Full Time	September Entry- Part Time	January Entry- Part Time
Academic Year 'A'	Autumn Semester (September)	Marketing Communications Consumer Insights Digital Media Strategies		Marketing Communications Digital Media Strategies	
	Spring Semester (January)	Research In Action Corporate Communications Brands & Branding	Research In Action Corporate Communications Brands & Branding	Corporate Communications Brands & Branding	Corporate Communications Brands & Branding
	Summer Semester	Final Project	<i>[Project Preparation]</i>	<i>[Tutorial Support]</i>	<i>[Tutorial Support]</i>
Academic Year 'B'	Autumn Semester		Marketing Communications Consumer Insights Digital Media Strategies	Consumer Insights	Marketing Communications Digital Media Strategies
	Spring Semester		Final Project [Dissertation OR Academic Paper]	Research In Action Final Project [Dissertation OR Academic Paper]	Research In Action
	Summer Semester			Final Project [Dissertation OR Academic Paper]	Final Project [Dissertation OR Academic Paper]
Academic Year 'C'	Autumn Semester				Consumer Insights Final Project [Dissertation OR Academic Paper]
	Spring Semester				
	Summer Semester				

## Programme Specification - Section 2

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The new vision of the university is to be “recognised worldwide as a leading university for inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice”. The university’s values have also been updated to reflect feedback from staff and students and are now: excellence, inclusivity, creativity and responsibility. The proposed programme will be aligned with the core principles of BU2025 so that the MA Marketing Communications students will:

- get a learning experience is personalised, inter-disciplinary and consistently excellent;
- learn in a diverse and inclusive environment that enables achievement for all;
- participate in vibrant Fusion communities which are collaborative, inclusive resilient and connected worldwide.

In line with the updated strategic direction of the university, we shall also aim at producing graduates that will, not only be **more responsible and sustainable** marketing communications professionals, but will also the enrich society as active citizens in their communities. Each of the programme specifications identify specific activities and aspects of the curriculum that align with BU2025 values of excellence, inclusivity, creativity, and responsibility. Additionally, with the growing importance of sustainable marketing communications, the programme embeds elements of the **UN Sustainable Development goals** implicitly and explicitly to develop reflective, critical citizens who are globally aware and understand how political, societal, cultural, and economic systems are interconnected.

From a **Fusion** perspective, this degree evolves from the expertise built within the department and especially the research and professional practice of staff specialising in marketing communications. The programme team has wide-ranging and interdisciplinary expertise grounded in years of research and professional practice within the fields of marketing communications, public relations, advertising, politics and political communications, consumer behaviour, branding, organisational behaviour, sociology, and cultural studies. The programme is designed to balance academic rigour with the expectations of a demanding and fast-paced industry to develop the reflective, critical, strategic, creative practitioners that would become change agents in the diverse fields of marketing communications.

Although the department’s programmes have always provided a dynamic curriculum that leads to highly employable graduates, the new MA Marketing Communications degree enhances this through further aligning with industry-standard qualifications).

The new programme content and structure builds on the success of the past and the solid foundation that the department’s marketing communications, advertising, and public relations programmes provided. This programme will further contribute to this emphasis on providing an industry-relevant and authentic curriculum, opportunities for all students to achieve their personal and professional goals, and an outstanding student experience, which aligns with BU2025 values of excellence, inclusivity, creativity and responsibility.

### LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.



## Programme Specification - Section 2

As a general rule, time devoted to assessment should normally represent approximately 25% of the student learning time for a unit, leaving the rest for specific programme-related activities, including lectures, seminars, preparatory work, practical activities, reading, critical reflection and independent learning.

### STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

### INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

The overall teaching, learning and assessment strategy of the department is to provide the full range of opportunities for students to learn, recognising that different topics, concepts, theory and practice can best be assimilated by students through a variety of means. In doing so, it aims to be inclusive of all students. The acquisition of the knowledge and understanding, intellectual, practical and transferable skills will depend on the nature of the unit undertaken. Learning and teaching strategies include lectures, practical sessions, group discussion and debate, seminars, structured reflection, tutorial, supervision in practice and enquiry based study. All students have access to the University VLE the programme leader and relevant unit leaders for support and guidance in their studies.

There will be a range of learning and teaching methods and strategies employed across the programme, which reflect an emphasis on the acquisition and application of knowledge, as well as a strong focus on professional development. Students will be exposed to a range of pedagogic strategies, which provide opportunities to engage within blended learning experiences. Methods include lectures, seminars, workshops, live briefs, individual tutorials and independent study through computer-aided materials. It is critical that students are supported through tutorial contact, both through the delivery of units, and through their master's project. Students will be encouraged to learn from each other, and to informally link up with postgraduate students across the school. Details of the pedagogic approaches to be adopted within units are provided within the Unit Specifications.

**Knowledge and understanding** of the subject will be developed through lectures, seminars and workshops and master classes, in which learning activities may include discussions, presentations, critiques of academic papers and case studies. Knowledge and understanding will be assessed within all units via a variety of methods such as essays, reports and case studies.

**Intellectual skills** such as critical analysis, synthesis, evaluation and problem solving will be demonstrated through active learning processes involving marketing communications campaign analysis, brand or digital audits, in-class debates, group-based workshops and individual tutorials. Intellectual skills linked to specialist knowledge, understanding and practical skills will be assessed via independent course work such as analysis of brand communication strategies, the design of marketing communication plans, academic essays and an individual final project.

**Practical skills** will be developed through opportunities to practice relevant activities within seminar/workshops. Assessment of competence in exercising practical skills will include presentations, responses to live briefs and professional pitches, preparation of a career plan and portfolio development.

## Programme Specification - Section 2

**Transferable/key skills** will be developed through naturally arising opportunities within the curriculum. For example, cross-cultural perspectives, critical reflection and independent learning will be developed through a variety of formative and summative coursework such as strategic analysis and campaign development, essays, report writing and other forms of self-directed study; creativity in tackling problems and professional presentation skills through the design and development of communication campaigns and team working skills through a variety of collaborative projects.

The unit specifications provide detail on the planned assessment strategy for the units. The programmes adopt a range of assessment methods as appropriate to each unit and its intended learning outcomes. The assessment landscape is reviewed annually through a paper board/internal review to ensure student assignment calendars and staff workloads are spread appropriately, as well as to review balance of assessment approaches (e.g. individual vs group work; written, oral, practical, etc.). Coursework takes a variety of forms, including individual and group written assessments (e.g. essay, report, case study analysis), oral assessments (e.g. presentations, debates, pitches), practical projects (e.g. responding to live briefs, developing campaign materials, digital/social media audit).

## Programme Specification - Section 2

### PROGRAMME AND LEVEL 7 INTENDED PROGRAMME OUTCOMES

<b>A: Subject knowledge and understanding</b>  This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
<b>A1</b> Critically engage with bodies of knowledge relevant to marketing communications  <b>A2</b> Achieve a critical appreciation of the organisational, political, social, commercial and economic contexts of marketing communications  <b>A3</b> Make informed judgements about the role of marketing communications plans within organisations  <b>A4</b> Demonstrate a detailed understanding of marketing communications practice and the role of the individual and the organisation in a global, competitive, fast-moving environment  <b>A5</b> Understand the importance of current wider issues that impact on the theory and practice of marketing communications	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>• lectures (A1 – A5);</li> <li>• seminars (A1 – A5);</li> <li>• directed reading (A1, A3);</li> <li>• use of the VLE (A4, A5);</li> <li>• independent research (for dissertation and coursework) (A5).</li> </ul>
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>• coursework (A1 – A5);</li> <li>• final project (A5).</li> </ul>
<b>B: Intellectual skills</b>  This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:
<b>B1</b> Develop and apply critical frameworks for the analysis of complex problems and issues in marketing communications  <b>B2</b> Devise methods for the investigation and resolution of academic and professionally oriented research and marketing communications problems  <b>B3</b> Identify and apply appropriate techniques for the comprehensive analysis, evaluation and synthesis of data from a wide variety of research methods  <b>B4</b> Demonstrate the ability to develop new meanings and new critiques of established models and theories in the marketing communications industries	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>• lectures (B1 - B4);</li> <li>• seminars (B1 – B4);</li> <li>• directed reading (B1 – B4);</li> <li>• use of the VLE (B1 – B4);</li> <li>• independent research (for dissertation and coursework) (B1 – B4).</li> </ul>

**Programme Specification - Section 2**

	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (B1 – B4);</li> <li>• final project (B1 – B4).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>C1</b> Make an effective contribution as an individual to the design, development, implementation, control and evaluation of marketing communication plans, strategies and materials from the perspective of marketing communications</p> <p><b>C2</b> Commission and conduct exploratory, conclusive and performance-monitoring research in qualitative and quantitative vein</p> <p><b>C3</b> Demonstrate critical thinking and analytical skills in a variety of professional and academic contexts</p> <p><b>C4</b> Practice the marketing communications discipline in a knowledgeable, skilled, critical and responsible way</p> <p><b>C5</b> Demonstrate a well-informed appreciation of the likely future shape of the marketing communications industry</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C5);</li> <li>• seminars/workshops (C1 - C5);</li> <li>• independent research for dissertation &amp; coursework (C2, C3, C5);</li> <li>• group exercises (C3 – C5).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (C1 – C5);</li> <li>• dissertation (C3, C5).</li> </ul>

**Programme Specification - Section 2**

<p><b>D: Transferable skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>D1</b> Effectively communicate concepts, plans, proposals and issues to diverse audiences and constituencies</p> <p><b>D2</b> Work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p><b>D3</b> Consider and critically evaluate their own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions</p> <p><b>D4</b> Produce accurately referenced work to a given format, brief and deadline</p> <p><b>D5</b> Professionally present and rigorously defend ideas in a variety of forms, including orally, in writing, online and other business contexts</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D1 – D5);</li> <li>• seminars (D1- D5);</li> <li>• use of the VLE (D1 – D5);</li> <li>• directed reading (D1- D5);</li> <li>• group exercises (D2, D3)</li> </ul> <hr/> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (D1 – D5);</li> <li>• dissertation (D1, D3- D5).</li> </ul>

## Programme Specification - Section 2

### LEVEL 7/ PG Dip INTENDED LEVEL OUTCOMES

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>A1</b> Engage with bodies of knowledge relevant to marketing communications and apply theory to practice</p> <p><b>A2</b> Achieve an appreciation of the organisational, political, social, commercial and economic contexts of marketing communications</p> <p><b>A3</b> Develop informed judgements about the role of marketing communications, plans and policies within organisations</p> <p><b>A4</b> Develop an appreciation and understanding of marketing communications practice and the characteristics of effective marketing communications campaigns</p> <p><b>A5</b> Demonstrate a meaningful understanding of the practitioner roles in each discipline</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1- A5);</li> <li>• seminars (A1 – A5);</li> <li>• directed reading (A1 – A5);</li> <li>• use of the VLE (A1 – A5);</li> <li>• independent research (for coursework) (A1, A5)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (A1 – A5);</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>B1</b> Identify and apply basic techniques for the collection, evaluation and synthesis of data from a wide variety of research methods</p> <p><b>B2</b> Develop and apply frameworks for the analysis of problems and issues in marketing communications</p> <p><b>B3</b> Understand the methods for the investigation and resolution of professionally oriented research and marketing communications problems</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1 – B3);</li> <li>• seminars (B1 – B3);</li> <li>• directed reading (B1 – B3);</li> <li>• use of the VLE (B1 – B3);</li> <li>• independent research for coursework (B1 – B3).</li> </ul>

## Programme Specification - Section 2

	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (B1 – B3)</li> </ul>
<p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>C1</b> Plan and implement marketing communications campaigns and materials to professional standards</p> <p><b>C2</b> Conduct small-scale exploratory, conclusive and performance-monitoring research in qualitative and quantitative vein</p> <p><b>C3</b> Produce acceptable professional writing and industry-specific visualisation and creative skills for the marketing communications context</p> <p><b>C4</b> Show evidence of the ability to practice the marketing communications discipline in a knowledgeable, skilled and responsible way</p> <p><b>C5</b> Make an effective contribution as part of a team to the design, development, implementation, control and evaluation of marketing communications plans and strategies</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (C1 – C5);</li> <li>seminars and workshops (C1 - C5)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (C1 - C5);</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>D1</b> Effectively communicate marketing communications concepts, plans, proposals and issues to a range of audiences and constituencies</p> <p><b>D2</b> Develop the ability to work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p><b>D3</b> Consider and evaluate their own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions</p> <p><b>D4</b> Produce appropriately referenced work to a given format, brief and deadline</p> <p><b>D5</b> Professionally present and rigorously defend ideas in a variety of forms, including orally, in writing, online and other business contexts</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (D1 – D5);</li> <li>seminars (D1- D5);</li> <li>use of the VLE (D1 – D5);</li> <li>directed reading (D1- D5).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (D1 – D5);</li> </ul>

## Programme Specification - Section 2

### LEVEL 7/PG Cert INTENDED LEVEL OUTCOMES

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>A1</b> Understand and identify with bodies of knowledge relevant to marketing communications</p> <p><b>A2</b> Achieve a foundational understanding of the organisational, political, social, commercial and economic contexts of marketing communications</p> <p><b>A3</b> Engage in debates on the common and emerging themes in the marketing communications industries</p> <p><b>A4</b> Demonstrate an understanding of marketing communications practice, particularly the role of the individual and the key artefacts in each discipline</p> <p><b>A5</b> Demonstrate an understanding of the role of marketing communications activity in society and culture</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1- A5);</li> <li>• seminars (A1 – A5);</li> <li>• directed reading (A1, A2, A5);</li> <li>• use of the VLE (A1 – A5);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (A1 – A5);</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>B1</b> Understand the appropriate techniques for the collection, evaluation and synthesis of data from a variety of research methods</p> <p><b>B2</b> Develop appropriate frameworks and case studies/examples for the discussion of problems and issues in marketing communications</p> <p><b>B3</b> Understand how to devise methods for the investigation and resolution of professionally oriented advertising problems</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1 – B3);</li> <li>• seminars (B1 – B3);</li> <li>• directed reading (B1 – B3);</li> <li>• use of the VLE (B1 – B3);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (B1 – B3);</li> </ul>



## Programme Specification - Section 2

<p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>C1</b> Understand how marketing communications campaigns and materials are planned and evaluate them</p> <p><b>C2</b> Conduct simple exploratory, conclusive and performance-monitoring research in qualitative and quantitative vein</p> <p><b>C3</b> Produce professional communications for the marketing communications context</p> <p><b>C4</b> Understand the importance of practicing the marketing communications in a knowledgeable, skilled, thoughtful and responsible way</p> <p><b>C5</b> Understand the design, development, implementation, control and evaluation of marketing communications plans and strategies</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C5);</li> <li>• seminars (C1 – C5);</li> <li>• use of the VLE (C1 – C5)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (C1 – C5)</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>D1</b> Develop a sense of self and voice in the marshalling of argument and debate</p> <p><b>D2</b> Understand how to work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p><b>D3</b> Consider and reflect on their own work and that of others with reference to academic and professional issues, debates and conventions</p> <p><b>D4</b> Produce appropriately referenced work to a given format, brief and deadline</p> <p><b>D5</b> Professionally present and rigorously defend ideas in a variety of forms, including orally, in writing, online and other business contexts</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D1 – D5);</li> <li>• seminars (D1- D5);</li> <li>• use of the VLE (D1 – D5);</li> <li>• directed reading (D1- D5).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (D1 – D5);</li> </ul>

## Programme Specification - Section 2

### ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Admission Regulations.

### PROGRESSION ROUTES

No internal progression

### ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Assessment Regulations.

### WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

This programme offers students the opportunity to carry out an **optional non-credit bearing** 30-week placement to be taken at the end the course. The student will be required to find a workplace related to the field of marketing communications. Following the placement, students must complete and submit a Logbook and Portfolio online which will be marked and graded as pass/fail.

## Programme Skills Matrix

	Units	Programme Intended Learning Outcomes																						
		A 1	A 2	A 3	A 4	A 5		B 1	B 2	B 3	B 4			C 1	C 2	C 3	C 4	C 5		D 1	D 2	D 3	D 4	D 5
L E V E L 7	Marketing Communications (20)	*	*	*		*		*	*	*	*			*	*	*	*	*		*	*	*	*	*
	Consumer Insights (20)	*	*	*		*		*	*	*	*			*	*	*	*	*		*	*	*	*	*
	Digital Media Strategies (20)	*	*	*	*			*	*		*				*			*	*		*	*	*	*
	Brands & Branding (20)	*	*	*		*		*	*	*	*			*	*	*	*	*		*	*	*	*	*
	Research in Action (20)	*	*	*	*	*		*	*	*					*						*	*	*	*
	Corporate Communications (20)	*		*	*	*			*	*	*			*	*	*	*	*		*	*	*	*	*
7	Final Project (60)	*	*		*	*		*	*	*	*				*	*		*			*	*	*	*
<b>A - Subject Knowledge and Understanding</b> A1 Critically engage with bodies of knowledge relevant to marketing communications A2 Achieve a critical appreciation of the organisational, political, social, commercial and economic contexts of marketing communications A3 Make informed judgements about the role of marketing communications plans within organisations A4 Demonstrate a detailed understanding of marketing communications practice and the role of the individual and the organisation in a global, competitive, fast-moving environment A5 Understand the importance of current wider issues that impact on the theory and practice of marketing communications													<b>C – Subject-specific/Practical Skills</b> C1 Make an effective contribution as an individual to the design, development, implementation, control and evaluation of marketing communication plans, strategies and materials from the perspective of marketing communications C2 Commission and conduct exploratory, conclusive and performance-monitoring research in qualitative and quantitative vein C3 Demonstrate critical thinking and analytical skills in a variety of professional and academic contexts C4 Practice the marketing communications discipline in a knowledgeable, skilled, critical and responsible way C5 Demonstrate a well-informed appreciation of the likely future shape of the marketing communications industry											
<b>B - Intellectual Skills</b> B1 Develop and apply critical frameworks for the analysis of complex problems and issues in marketing communications B2 Devise methods for the investigation and resolution of academic and professionally oriented research and marketing communications problems B3 Identify and apply appropriate techniques for the comprehensive analysis, evaluation and synthesis of data from a wide variety of research methods B4 Demonstrate the ability to develop new meanings and new critiques of established models and theories in the marketing communications industries													<b>D - Transferable Skills</b> D1 Effectively communicate marketing communications concepts, plans, proposals and issues to diverse audiences and constituencies D2 Work productively, responsibly and accountably in a team, able to listen, contribute and lead D3 Consider and critically evaluate their own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions D4 Produce accurately referenced work to a given format, brief and deadline D5 Professionally present and rigorously defend ideas in a variety of forms, including orally, in writing, online and other business contexts											