

## Template C4



# Programme Specification

**Title of Course:** *MSc Marketing Communications & Advertising*

<b>Date first produced</b>	30/06/2012
<b>Date last revised</b>	30/01/2024
<b>Date of implementation of current version</b>	16/09/2024
<b>Version number</b>	6
<b>Faculty</b>	Faculty of Business and Social Sciences
<b>School</b>	Kingston Business School
<b>Department</b>	Department of Strategy, Marketing and Innovation
<b>Delivery Institution</b>	Kingston University

This Programme Specification is designed for prospective students, current students, academic staff and employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

## SECTION 1: GENERAL INFORMATION

<b>Award(s) and Title(s):</b> <i>Up to 10 pathways</i>	MSc Marketing Communications & Advertising
<b>Intermediate Awards(s) and Title(s):</b> <i>There are 4 Intermediate awards for each pathway</i>	PgDip Marketing Communications & Advertising PgCert in Marketing Studies PgCert Marketing Communications & Advertising
<b>Course Code</b> <i>For each pathway and mode of delivery</i>	PFMCA1MCA02
<b>UCAS code</b> <i>For each pathway</i>	

<b>RQF Level for the Final Award:</b>	Masters
<b>Awarding Institution:</b>	Kingston University
<b>Teaching Institution:</b>	Kingston University
<b>Location:</b>	Kingston Business School, Faculty of Business and Social Sciences, Kingston Hill
<b>Language of Delivery:</b>	English
<b>Modes of Delivery:</b>	Full-time
<b>Available as:</b>	
<b>Minimum period of registration:</b>	Full-time - 1 year
<b>Maximum period of registration:</b>	Full-time - 3 years
<b>Entry Requirements:</b>	<p>The minimum entry qualification for the MSc Marketing Communications and Advertising is a Bachelor's degree in any discipline at 2:2 honours degree level, or equivalent.</p> <p>Holders of overseas degree qualifications are subject to the University's normal entry procedures with regard to the assessment of the equivalence of overseas qualifications. Typically a Grade Point Average in excess of 3 might be appropriate, subject to the standing of the awarding institution.</p> <p>Candidates with non-standard qualifications will be considered. Evidence of satisfactory knowledge of the foundation subjects through the possession of an appropriate qualification, training, or work experience will be required.</p> <p>International students whose first language is not English shall normally be required to demonstrate</p>

	<p>evidence of satisfactory competence by holding one of the following recognised qualifications:</p> <ul style="list-style-type: none"> <li>• British Council International English Language Testing Service (IELTS) test with an overall score of 6.5 and no individual element lower than 6.0. (Those students with IELTS of less than 6.5 or equivalent may be considered if they agree to attend a pre-sessional English Language Course run by Kingston University);</li> <li>• Test in English as a Foreign Language (TOEFL Test) with a minimum score of 600 with a written English test score of 6;</li> <li>• Computer based test in English as a Foreign Language (TOEFL test) with a minimum score of 250;</li> <li>• Internet based TOEFL test with a minimum score of 90.</li> </ul>
<b>Programme Accredited by:</b>	AACSB
<b>QAA Subject Benchmark Statements:</b>	Masters Awards in Business and Management
<b>Approved Variants:</b>	This programme is approved to use 15-credit modules.
<b>Is this Higher or Degree Apprenticeship course?</b>	

***For Higher or Degree Apprenticeship proposals only***

<b>Higher or Degree Apprenticeship standard:</b>	n/a
<b>Recruitment, Selection and Admission process:</b>	n/a
<b>End Point Assessment Organisation(s):</b>	n/a

## **SECTION 2: THE COURSE**

### **A. Aims of the Course**

The Kingston MSc Marketing Communications & Advertising programme is designed for graduates of any discipline who want to pursue a career in marketing communications, in areas such as advertising, public relations, sales promotion or direct marketing. The programme draws on Kingston Business School's long and highly respected track record of providing marketing education. On graduating from this programme you will join a large and prestigious group of alumni, many of whom hold senior positions in organisations all over the world.

Our MSc Marketing Communications & Advertising programme is underpinned by current theory, utilising the latest research in marketing communications. It is not just about theory, however, and the practitioner perspective is integrated throughout the programme via case studies, guest speakers, projects, competitions and industry workshops.

The distinctive features of this programme are the Marketing Communications & Advertising, Interactive Communications and Public Relations modules which deliver the specialist subject matter. In addition, you will study modules covering the fundamentals of marketing management and buyer behaviour together with modules designed to equip you with the necessary knowledge and skills required for advanced, independent research in the form of a dissertation. Throughout the programme, students are encouraged to engage with current issues of global concern such as ethics, sustainability and social responsibility, and to examine how these relate to contemporary marketing communications and advertising practice.

The 2 – year version of the programme also helps develop employment-ready students through an integrated business experience in the form of a one-year work placement. This integrated placement provides students with an exciting opportunity to apply and develop their knowledge and skills in a real-world setting, which enables them to develop their self-confidence and strengthen their CV.

The specific aims of the programme are:

- To provide an in-depth understanding of the concepts of marketing communications and advertising within the context of marketing management
- To develop subject-related practical skills
- To enable students to research specific areas of marketing communications and advertising in depth, via modules and, more specifically, the dissertation
- To equip students with the necessary skills to make an immediate effective contribution upon their employment in marketing communications and advertising.
- Give students a head start on the employment ladder, preparing them for employment, further study and lifelong learning

### **B. Intended Learning Outcomes**

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA subject benchmarks for Business and Management and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student.

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They must align to the levels set out in the [Sector Recognised Standards in England](#) (OFS 2022).

<b>Programme Learning Outcomes</b>					
	<b>Knowledge and Understanding</b>		<b>Intellectual Skills</b>		<b>Subject Practical Skills</b>
	On completion of the course students will be able to:		On completion of the course students will be able to		On completion of the course students will be able to
A5	Demonstrate an awareness and understanding of current issues of global concern such as sustainability, ethics and social responsibility and how these relate to contemporary marketing communications and advertising practice	B5	Critically evaluate marketing communications and advertising problems and issues in order to produce recommendations for decision and subsequent action	C5	Communicate the results of independent research
A4	Identify, source, critically appraise and apply the latest research approaches and literature in the subject area	B4	Plan, conduct and report on an individual research project on a marketing communications or advertising topic	C4	Apply appropriate ICT software in the analysis and reporting of both quantitative and qualitative data
A3	Demonstrate a critical understanding of the methodological issues in marketing communications and advertising and the ability to apply this knowledge to the analysis and evaluation of marketing communications and advertising problems	B1	Think in a critically reflective and creative manner	C3	Assemble and analyse qualitative and quantitative data (as appropriate) from a wide variety of sources
A1	Demonstrate an understanding of the role of marketing communications, and within this the role of advertising, and appraise these roles in the organisational environment and within the overall context of marketing	B2	Critically appraise relevant knowledge in the fields of marketing communications and advertising and apply it to the solution of complex marketing communications and advertising problems	C2	Plan and conduct independent research

A2	Critically reflect upon and demonstrate an advanced level of understanding of the theoretical frameworks relevant to marketing communications and advertising decisions	B3	Organise and synthesise complex information from a variety of data sources	C1	Operate as flexible and skilled business professionals.
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In addition to the programme learning outcomes, the programme of study defined in this programme specification will allow students to develop the following range of Graduate Attributes:

1. Creative Problem Solving
2. Digital Competency
3. Enterprise
4. Questioning Mindset
5. Adaptability
6. Empathy
7. Collaboration
8. Resilience
9. Self-Awareness

### C. Outline Programme Structure

The programme consists of seven modules, two at 30 credit points, four at 15 credit points and one at 60 credit points. A student must complete 180 credits for a Masters degree. All students will be provided with the University regulations. Full details of each module is provided in the module descriptors and student module handbooks.

Due to the nature of the degree, which provides students with a range of opportunities and the business experience within a two-year period, the course is intensive and requires hard work and dedication.

Students on the 2 year placement version of the programme should complete all of their taught modules and their project or dissertation by the end of September, and work in their placement area for a maximum of 12 months, starting in October. The student should confirm that their placement opportunity is available by the end of July and the course team will confirm whether this is acceptable within two weeks. Students on placement must complete a portfolio assessment which includes a reflection on how the theories they have learnt during their teaching year has helped them in their placement and demonstrate ability to apply their teaching in a real business situation.

### MSc Marketing Communications & Advertising

Level 7							
MSc Marketing Communications & Advertising							
Core modules	Module code	Credit Value	Level	Teaching Block	Pre-requisites	Full Time	Part Time
Buyer Behaviour	BM7005	15	7	2			
DIGITAL COMMUNICATIONS AND ANALYTICS	BM7034	15	7	2			
GLOBAL MARKETING MANAGEMENT	BM7017	15	7	1			



MARKET RESEARCH AND DATA ANALYSIS	BM702 4	30	7	2		1	
Marketing Communications and Advertising Strategy	BM703 6	30	7	1		1	
Professional Placement	BA777 7	120	7	TB3- TB1 – TB2			
PUBLIC RELATIONS	BM730 2	15	7	1			
Research Proposal and Dissertation	BM702 6	60	7	3			
<b>Optional Modules</b>							

#### Level 7 information

- Students exiting the programme with 120 credits are eligible for the award of PgDip in Marketing Communications and Advertising.
- Students exiting the programme with 60 credits are eligible for the award of PgCert.
  - The 30 credit Marketing Communications Strategy module OR the 15 credit Public Relations PLUS the 15 credit Digital Communications and Analytics modules must be passed to be eligible for the award of PgCert in Marketing Communications & Advertising
  - If not, students will be eligible for the award of PgCert in Marketing Studies.

#### **D. Principles of Teaching, Learning and Assessment**

The teaching and learning philosophy of the programme is to engage students actively and to enable students to demonstrate their ability to study independently and work in groups on Masters level tasks.

The range of teaching strategies will include lectures, workshops, seminars, presentations, action learning sets, and individual personal supervision.

The assessment arrangements for this programme are based on an appropriate mix of assessment approaches. The rationale for formal examinations is to assess economically and effectively individually acquired knowledge in a time-constrained environment. The rationale for time-limited and continuous assessment is to additionally support a student-centered learning approach, in which the student's ability to write (in such formats as essays, reports, industry briefing papers and reflective statements) and to offer evidence of in-depth research and analysis, will be assessed.

Assessment is planned to reflect the aims and to achieve the learning outcomes of the programme. It is designed to monitor student performance regularly in the context of specific requirements of individual subjects, the personal and group management skills required in business, the theoretical background and applied skills necessary for effective use of business tools and ultimately the knowledge and skills essential to meet the overall requirements of a Masters degree.

See Module descriptors directory set for a more detailed discussion of the assessment for each module.

## **E. Support for Students and their Learning**

Students are supported by:

- Module leader for each module
- A personal tutor to advise on academic and non-academic issues. In the first week of the programme, students write a personal statement for their tutor.
- An academic supervisor for the Dissertation
- A Course Director to help students understand the programme structure
- Technical support to advise students on IT and the use of software
- A designated programme administrator
- An induction programme at the beginning of the programme
- Staff Student Consultative Committee
- Canvas – a versatile online interactive intranet and learning environment
- Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support etc.
- Disabled student support
- The Students' Union
- Careers and Employability Service
  
- The Careers and Employability Service team provides valuable guidance in supporting students with their placements, whether work, research, entrepreneurial or study abroad
- Placement Tutor will visit during the placement and meet with the student and work place supervisor

## **F. Ensuring and Enhancing the Quality of the Course**

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

- External examiners
- Boards of study with student representation
- Annual review and development
- Periodic review undertaken at the subject level
- Student evaluation
- Moderation policies

## **G. Employability and work-based learning**

The nature of the programme, involving seminars, industry guest speaker sessions, workshops and project work, creates a culture of career awareness. Employability education is embedded throughout the programme in the form of activities such as career awareness raising, industry guest speakers, and the development of personal skills. In addition, three modules (Marketing Communications Strategy, Market Research & Data Analysis and Research Proposal & Dissertation) have been chosen to act as 'hosts' for

dedicated employability tasks which are assessed summatively. The tasks will cover career planning, industry/job research, psychometric testing, CV and cover letter writing, workshops on conducting effective interviews, and writing a management report/briefing based on their Dissertation, for use with prospective employers. Students are encouraged to build a career portfolio during the programme and are supported by the Employability Subject coordinator, the Course Team as well as by the University's centralised Careers & Employability Service. Industry links are provided via guest speakers and via the Marketing Expert Panel, a group of marketing and branding experts (including alumni) set up to advise on programme and module design and on employability.

Graduates will be equipped to build their careers either in the marketing communications function within organizations or in agencies/consultancies and graduate employment destinations are expected to consist of SMEs and multi-nationals throughout the world, and may include business start-ups.

Developing employable graduates is at the heart of this programme. The integrated work placement programme is designed to provide our students with the best opportunities for obtaining employment at the end of their degree, providing skills and experience that employers are looking for in their work force. These are supported by the services of the Careers and Employability Service team providing drop-in and scheduled events to support students in the preparation of CVs, applications and preparation for interviews and assessment centres.

### ***Work-based learning, including sandwich courses and higher or degree apprenticeships***

#### **E2. Work-based learning, including sandwich programmes**

Work placement is an integral part of the 2 year degree and students will receive support by the award winning Careers and Employability Service team.

While it is the responsibility of individual students to secure such placements, the Careers and Employability Service support offers each student support at all stages of the application process, including writing CVs, completing application forms, participating in mock interviews, assessment centre activities and psychometric tests. The process of applying for a placement gives students the opportunity to experience a real-life, competitive job application process.

The business experience period enables students to apply their learning in the real-world work environment, to reflect upon their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to theoretical concepts and to evaluate the relationship between theory and practice. Students will be assessed during and at the end of this period, normally through a portfolio. This will be marked as pass/fail.

Students who undertake work-based placements often benefit greatly from the experience, gaining real experience and work achievements to record on their CV, and also greater maturity and motivation.

#### **H. Other sources of information that you may wish to consult**

All students will be provided with the University regulations and specific additions that are sometimes required for accreditation by outside bodies (e.g. professional or statutory bodies that confer professional accreditation).

Details about the programme will be provided in the course handbook, whereas full details of each module will be provided in module handbooks.

QAA Benchmark Statement:

[https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681\\_16](https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16)

## I. Development of Course Learning Outcomes in Modules

This table maps where course learning outcomes are **summatively** assessed across the modules for this course. It provides an aid to academic staff in understanding how individual modules contribute to the course aims, a means to help students monitor their own learning, personal and professional development as the course progresses and a checklist for quality assurance purposes.

Module Code		Level 7							
		BA7777	BM7026	BM7017	BM7034	BM7024	BM7005	BM7036	BM7302
Knowledge & Understanding	A5					S			S
	A4		S	S	S	S	S	S	S
	A3		S	S	S	S	S	S	S
	A1			S	S	S		S	S
	A2		S	S	S	S	S	S	S
Intellectual Skills	B5		S		S	S	S	S	S
	B4			S		S	S	S	S
	B1		S	S	S	S	S	S	S
	B2		S	S	S	S	S	S	S
	B3		S	S	S	S	S	S	S
Practical Skills	C5		S	S		S	S		S
	C4		S			S			S
	C3					S			S
	C2		S	S		S			S
	C1			S	S	S			S

Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.