

MSc Strategic Marketing

This document provides a definitive record of the main features of the programme and the learning outcomes that a typical student may reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities provided. This programme specification is intended as a reference point for prospective students, current students, external examiners and academic and support staff involved in delivering the programme and enabling student development and achievement.

Programme Information

Programme Title	Strategic Marketing		
Award(s)	MSc		
Programme Code	N501T		
Awarding Institution	Imperial College London		
Teaching Institution	Imperial College London		
Faculty	Imperial College Business School		
Department	Imperial College Business School		
Main Location of Study	South Kensington Campus		
Mode and Period of Study	1 calendar year full-time (12 months)		
Cohort Entry Points	Annually in September		
Relevant QAA Benchmark Statement(s) and/or other external reference points	Master's Degrees in Business and Management		
Total Credits	ECTS:	90	CATS: 180
FHEQ Level	Level 7		
EHEA Level	2 nd cycle		
External Accrator(s)	AMBA Accreditation received: 1987 Accreditation renewal: 2018 EQUIS Accreditation received: 2006 Accreditation renewal: 2015 AACSB International Accreditation received: 2012 Accreditation renewal: 2018		

Specification Details

Student cohorts covered by specification	2019/20
Person responsible for the specification	Veronica Russell, Assistant Director Education Quality
Date of introduction of programme	October 2011
Date of programme specification/revision	July 2019
Programme Overview	
<p>The MSc in Strategic Marketing is offered over 12 months full-time. The programme combines academic rigour and practical relevance. There is a careful balance of teaching and learning, individual and group work. Case study methodology and class-based discussions are used to strengthen the conceptual, analytical and problem-solving skills of the participants in real situations. In addition, there are elective seminars, lectures and workshops by external and internal expert speakers which form the basis of the Contemporary Marketing Practice (CMP) modules.</p> <p>The programme comprises 11 core modules which are taught across the three academic terms. In the summer period, students can choose either a Strategic Marketing Consulting Project or a Work Placement, which need to be taken along with the Applied Strategic Marketing Report (ASMR). Alternatively, students wishing to move on to doctoral work may take a conventional MSc project (Individual Research Report) in lieu of the Strategic Marketing Consulting Project/Work Placement and ASMR.</p> <p>Before they start the programme, students need to complete on-line interactive primers in Maths, Data Analysis, Accounting, Study Skills, Marketing Fundamentals, Foundations for Careers Success and Plagiarism Awareness. Throughout the year, students are also required to attend two Contemporary Marketing Practice (CMP) modules and a series of Careers and Professional Development workshops. These modules do not, however, contribute to the calculation of the final award.</p>	
Learning Outcomes	
<p>The Imperial Graduate Attributes are a set of core competencies which we expect students to achieve through completion of any Imperial College degree programme. The Graduate Attributes are available at: www.imperial.ac.uk/students/academic-support/graduate-attributes</p>	
Educational aims/objectives of the programme	
<p>The aim of the programme is to produce MSc graduates who have acquired the knowledge and developed crucial skills needed for the mastery of strategic marketing in order to pursue professional positions in various types or organisations, such as established businesses, technology ventures, public sector, NGO's or proceed to subsequent postgraduate studies.</p>	
Programme Learning Outcomes	
<p>Students who complete the programme successfully will be able to:</p> <ul style="list-style-type: none"> • Demonstrate the ability to use marketing as a strategic tool to influence key organisational outcomes. 	

- Explain a customer-centric process of strategy development, taking into account environmental factors and the need to deliver superior value to customers and society at large.
- Devise actionable insights for enhancing marketing strategy by critically evaluating available information
- Apply innovative thinking in order to create and capture opportunities in constantly changing business environments.
- Utilise the entire strategic marketing toolkit to achieve a competitive advantage

Knowledge and Understanding of:

1. Advanced marketing practice in the context of modern business
2. The fundamentals of marketing and a range of topics in advanced marketing
3. The critical role of technology as a challenge and an opportunity in marketing
4. How to apply their learning in the context of established companies and entrepreneurial ventures
5. How organisations develop competitive advantage by creating, delivering and communicating value to customers
6. Consumer behaviour and when, why and how people do or do not buy a product
7. How brands create value for customers and for the organisations that manage them effectively
8. The critical role of marketing in driving innovation in organisations
9. Recent research findings in marketing and their implications for marketing practice

Skills and other attributes

Intellectual Skills:

Students who complete the programme successfully will be able to:

1. Integrate, analyse and evaluate new and/or abstract data and situations, using a wide range of appropriate techniques and transform such data and concepts into options and solutions
2. Use conceptual, analytical and quantitative skills for decision making
3. Apply innovative thinking and leadership to marketing practice

Practical Skills:

Students who complete the programme successfully will be able to:

1. Give professional presentations
2. Apply analytical techniques to the decision-making process in marketing, both systematically and creatively, and present analysis in a clear and persuasive manner
3. Produce creative and realistic solutions to complex problems
4. Use contemporary models and techniques to develop strategies
5. Manage change and innovation in the workplace
6. Map key value creating processes based on customer value, networking and digital capabilities in order to design, deliver and support marketing strategies
7. Apply knowledge and skills learnt on the programme to situations in the workplace
8. Undertake literature searches
9. Use application software for data analysis
10. Use and promote social media and related digital tools

Transferable Skills:

Students who complete the programme successfully will be able to:

1. Communicate effectively in context through oral presentations, computer processing, presentations and written reports
2. Critically review evidence including its reliability, validity and significance
3. Transfer techniques and solutions from one discipline to another
4. Use Information and Communications technology
5. Manage resources and time effectively in order to achieve intended goals
6. Learn independently with open-mindedness and critical enquiry
7. Work effectively as a team member which includes collaboration and formulating effective strategies for achieving goals when working with others
8. Understand individual behaviour in teams, team formation and team dynamics
9. Clearly identify criteria for success and evaluate his or her own performance against those criteria
10. Use IT skills and tools such as Word, Excel, Powerpoint
11. Enhance lifelong learning skills and personal development so as to be able to work with self-direction and originality and contribute to business and society at large
12. Build a network of business professionals both through fellow students and the alumni organisation

Entry Requirements

Academic Requirement	Normally a UK Honours Degree at 2:1 or equivalent.
Non-academic Requirements	Two references are also required.
English Language Requirement	Higher requirement IELTS level 7 with no element below 6.5 (or equivalent).

The programme's competency standards documents can be requested from the Business School's Education Quality Office.

Learning & Teaching Strategy

Scheduled Learning & Teaching Methods	<ul style="list-style-type: none"> • Lectures • Practical classes and field work • Equipment/technique demonstrations • Seminars • Workshops • Case studies • Group work exercises • Formal presentations
E-learning & Blended Learning Methods	<ul style="list-style-type: none"> • Pre-programme VLE modules • On-line discussion forums • On-line lecture materials

	<ul style="list-style-type: none"> • Interactive content including video and module quizzes 				
Project and Placement Learning Methods	<ul style="list-style-type: none"> • Strategic Marketing Consulting Project • Work Placement 				
Assessment Strategy					
Assessment Methods	<ul style="list-style-type: none"> • Essays • Continuous assessments • Written Examinations/Tests • Multiple Choice Tests • Formal Presentations • Reports • Case Studies • Participation 				
Academic Feedback Policy					
<p>The School aims to provide feedback to students on coursework within two weeks and to provide provisional examination marks six weeks from the examination date. With each returned coursework assignment, a written evaluation will be provided. General feedback to the cohort is provided on examination performance. Students will be provided with a percentage mark. All percentage marks received during the year are deemed provisional until confirmed by the External Exam Board.</p>					
Re-sit Policy					
<p>The College's Policy on Re-sits is available at: http://www.imperial.ac.uk/student-records-and-data/for-current-students/undergraduate-and-taught-postgraduate/exams-assessments-and-regulations/</p>					
Mitigating Circumstances Policy					
<p>The College's Policy on Mitigating Circumstances is available at: http://www.imperial.ac.uk/student-records-and-data/for-current-students/undergraduate-and-taught-postgraduate/exams-assessments-and-regulations/</p>					
Programme Structure					
Full-time	Pre-session	Autumn Term	Spring Term	Summer Term	Summer Vacation
Core Modules	5	5	5	1	0
Elective Modules	0	0	0	0	1
Projects	0	0	0	0	0 or 1
Assessment Dates & Deadlines					
Written Examinations	December and April/May				

Coursework Assessments	Continuous	
Project Deadlines	Mid-August	
Practical Assessments	N/A	
Assessment Structure		
Programme Module Groups	ECTS	% Weighting
Autumn Term modules (5 x core modules, equally weighted)	27.50	33.3%
Spring Term modules (5 x core modules, equally weighted)	27.50	33.3%
Summer Term modules (1 x core module, doubly weighted PLUS 2 x elective (core choice) modules, equally weighted) OR (1 x core module, doubly weighted PLUS 1 x elective (core choice) module, doubly weighted)	35.00	33.3%
Total	90	100%
Marking Scheme		
<p>All modules are equally weighted except Entrepreneurial Strategy and the Individual Research Report, which are doubly weighted.</p> <p>There are three module groups:</p> <ul style="list-style-type: none"> • Marketing Core (Autumn Term Modules) • Marketing Platform (Spring Term Modules) • Marketing Applications (Summer Term & Summer Period Modules) <p>Pass</p> <ul style="list-style-type: none"> • An aggregate mark of 50% or greater across the programme as a whole • An average of 50% or above in each module group- Marketing Core, Marketing Platform and Marketing Applications • At least 40% in each examination • At least 50% in all modules assessed by coursework only* <p>Merit</p> <ul style="list-style-type: none"> • An aggregate mark of 60% or greater across the programme as a whole • An average of 60% or above in each module group- Marketing Core, Marketing Platform and Marketing Applications • At least 40% in each examination • At least 50% in all modules assessed by coursework only* <p>Distinction</p> <ul style="list-style-type: none"> • An aggregate mark of 70% or greater across the programme as a whole • An average of 70% or above in each module group- Marketing Core, Marketing Platform and Marketing Applications • At least 40% in each examination 		

- At least 50% in all modules assessed by coursework only*

* Research and Evaluation in Strategic Marketing, Marketing Analytics, Marketing Decision Making, Strategic Marketing Consulting Project, Work Placement, Applied Strategic Marketing Report, Entrepreneurial Strategy and Individual Research Report.

Marking Schemes for postgraduate taught programmes:

The Pass Mark for all postgraduate taught course modules is 50%. Students must pass all elements in order to be awarded a degree.

Indicative Module List											
Code	Title	Core/ Elective	L&T Hours	Ind. Study Hours	Place- ment Hours	Total Hours	% Written Exam	% Course- work	% Practical	FHEQ Level	ECTS
BUSI97203	Contemporary Marketing Practice I	Core	10	0	0	10	Not assessed			N/A	N/A
BUSI97207	Contemporary Marketing Practice II	Core	10	0	0	10	Not assessed			N/A	N/A
BUSI97311	Accounting Primer	Core	10	5	0	15	Not assessed			N/A	N/A
BUSI97598	Data Analysis Primer	Core	10	5	0	15	Not assessed			N/A	N/A
BUSI97599	Maths Primer	Core	10	5	0	15	Not assessed			N/A	N/A
BUSI97221	Marketing Fundamentals	Core	10	5	0	15	Not assessed			N/A	N/A
BUSI97178	Plagiarism Awareness	Core	10	15	0	25	Not assessed			N/A	N/A
BUSI97617	Foundations for Careers Success	Core	10	5	0	15	Not assessed			N/A	N/A
BUSI97218	Career & Professional Development	Core	12.5	0	0	12.5	Not assessed			N/A	N/A
BUSI97177	Study Skills	Core	10	15	0	25	Not assessed			N/A	N/A
	Induction	Core	35	0	0	35	Not assessed			N/A	N/A
BUSI97216	Research and Evaluation in Strategic Marketing	Core	20	117.5	0	137.5	0%	100%	0%	7	5.5
BUSI97202	Consumer Behaviour	Core	22	115.5	0	137.5	70%	30%	0%	7	5.5
BUSI97214	Strategic Market Management	Core	22	115.5	0	137.5	50%	50%	0%	7	5.5

Indicative Module List											
Code	Title	Core/ Elective	L&T Hours	Ind. Study Hours	Place- ment Hours	Total Hours	% Written Exam	% Course- work	% Practical	FHEQ Level	ECTS
BUSI97206	Marketing Analytics	Core	20	117.5	0	137.5	0%	100%	0%	7	5.5
BUSI97205	Digital Marketing	Core	22	115.5	0	137.5	70%	30%	0%	7	5.5
BUSI97201	Brand Strategy	Core	22	115.5	0	137.5	70%	30%	0%	7	5.5
BUSI97208	Finance and Pricing Strategy	Core	21.5	116	0	137.5	50%	50%	0%	7	5.5
BUSI97213	Strategic Product Management	Core	22	115.5	0	137.5	70%	30%	0%	7	5.5
BUSI97204	Marketing Decision Making	Core	12	125.5	0	137.5	0%	100%	0%	7	5.5
BUSI97209	Relationship Marketing	Core	22	115.5	0	137.5	70%	30%	0%	7	5.5
BUSI97520	Entrepreneurial Strategy	Core	20	380	0	400	0%	100%	0%	7	16.0
BUSI97211	Strategic Marketing Consulting Project	Core Choice	12	263	0	275	0%	50%	50%	7	11.0
BUSI97217	Work Placement	Core Choice	0	127	148	275	0%	100%	0%	7	11.0
BUSI97212	Applied Strategic Marketing Report	Core Choice	0	200	0	200	0%	100%	0%	7	8.0
BUSI97200	Individual Research Report	Core Choice	2	473	0	475	0%	100%	0%	7	19.0

Supporting Information

The Programme Handbook is available at:

<http://wwwf.imperial.ac.uk/business-school/programmes/programme-information/>

The Module Handbook is made available to students via the Hub once the module commences. Module descriptions are available in the Programme Handbook (link above).

The College's entry requirements for postgraduate programmes can be found at:

www.imperial.ac.uk/study/pg/apply/requirements

The College's Quality & Enhancement Framework is available at:

www.imperial.ac.uk/registry/proceduresandregulations/qualityassurance

The College's Academic and Examination Regulations can be found at:

<https://www.imperial.ac.uk/about/governance/academic-governance/regulations>

Imperial College is an independent corporation whose legal status derives from a Royal Charter granted under Letters Patent in 1907. In 2007 a Supplemental Charter and Statutes was granted by HM Queen Elizabeth II. This Supplemental Charter, which came into force on the date of the College's Centenary, 8th July 2007, established the College as a University with the name and style of "The Imperial College of Science, Technology and Medicine".

<http://www.imperial.ac.uk/admin-services/secretariat/college-governance/charters-statutes-ordinances-and-regulations/>

Imperial College London is regulated by the Office for Students (OfS)

www.officeforstudents.org.uk/advice-and-guidance/the-register/

Modification