

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			
Mode and Period of Study	1 calendar year full-time (12 months)			
Cohort Entry Points	Annually in October			
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 , EQUIS , AACSB International			
Specification Details				
Student cohorts covered by specification	2016/17 entry			
Person responsible for the specification	Veronica Russell, Teaching & Quality Manager			
Date of introduction of programme	October 2011			
Date of programme specification/revision	September 2016			

Description of Programme Contents

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 modules.

The programme comprises 16 core modules, including the project and report, plus the online non-assessed modules. In addition there is a Consulting Project, and an individual Applied Strategic Marketing Report in the summer term. Students wishing to move on to doctoral work may take a conventional MSc project in lieu of the Consulting Project and Marketing Report.

These modules are taught over three academic terms and the summer period.

Learning Outcomes

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

Educational aims/objectives of the programme

The aim of the programme is to produce MSc graduates who can either pursue doctorates in marketing or proceed directly to fast-track marketing opportunities in a range of established businesses or entrepreneurial ventures. Students who complete the programme successfully will be able

- (i) Demonstrate understanding of strategic marketing practices in the context of modern business;
- (ii) Apply analytical ability and problem-solving skills in the context of marketing management;
- (iii) Demonstrate ability to apply relevant and professional decision-making solutions to key marketing challenges;
- (iv) Demonstrate personal development and learning skills applicable to marketing practices in the international marketing environment.

Programme Learning Outcomes

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	First or Upper Second Class Honours degree (or international equivalent), in business studies, marketing, economics, psychology, communications or a closely related subject.
Non-academic Requirements	Two references are also required.
English Language Requirement	English language test: IELTS level 7 with no element below 6.5 (or equivalent).
The programme's competency standards documents can be found requested from the Business School's Teaching & 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 • Interactive content including video and module quizzes
Project and Placement Learning Methods	<ul style="list-style-type: none"> • N/A
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

The School aims to provide feedback to students on coursework within two weeks and to provide provisional examination grades 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 an alpha grade. The numerical mark will only be available on completion of the programme and will be released by Registry. Grades received during the year are deemed provisional until confirmed by the External Exam Board.

Re-sit Policy

The College's Policy on Re-sits is available at: www.imperial.ac.uk/registry/exams/resit

Mitigating Circumstances Policy

The College's Policy on Mitigating Circumstances is available at: www.imperial.ac.uk/registry/exams

Programme Structure

Full-time	Pre-session	Autumn Term	Spring Term	Summer Term	Summer Vacation
Core Modules	1	6	6	3	
Elective Modules					
Projects					1

Assessment Dates & Deadlines

Written Examinations	January and April/May
Coursework Assessments	Continuous
Project Deadlines	Early-September
Practical Assessments	NA

Assessment Structure

Programme Component	ECTS	% Weighting
Autumn Component (Career & Professional Development workshops, pass/fail PLUS 5 x core modules, equally weighted)	27.50	33.3%
Spring Component (5 x core modules, equally weighted)	27.50	33.3%
Summer Component (3 x core modules, equally weighted PLUS 1 core module, doubly weighted)	35.00	33.3%
Total	90	100%

Marking Scheme

All modules are equally weighted.

There are three components:

- Marketing Core (Autumn Term Modules)
- Marketing Platform (Spring Term Modules)
- Marketing Applications (Summer Term & Summer Period Modules)

Pass

- An aggregate mark of 50% or greater across the programme as a whole
- An average of 50% or above in each component
- At least 40% in each examination
- At least 50% in all modules assessed by coursework only*

Merit

- An aggregate mark of 60% or greater across the programme as a whole
- An average of 60% or above in each component
- At least 40% in each examination
- At least 50% in all modules assessed by coursework only*

Distinction

- An aggregate mark of 70% or greater across the programme as a whole
- An average of 70% or above in each component
- At least 40% in each examination
- At least 50% in all modules assessed by coursework only*

* Marketing Plan Competition, Quantitative Services Marketing, Marketing Analytics, Marketing Decision Making, Integrated Marketing Communications, Marketing Consulting Project module and Applied Strategic Marketing Report and Project.

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
BS1506	Contemporary Marketing Practice I	Core	4	0	0	4	Not assessed			N/A	N/A
BS1510	Contemporary Marketing Practice II	Core	6	0	0	6	Not assessed			N/A	N/A
BS1590	Accounting Primer	Core	10	15	0	25	Not assessed			N/A	N/A
BS1591	Quantitative Skills Primer	Core	10	15	0	25	Not assessed			N/A	N/A
BS1505	Marketing Fundamentals	Core	15	tbc	0	tbc	Not assessed			N/A	N/A
BS1317	Plagiarism Awareness	Core	10	15	0	25	Not assessed			N/A	N/A
BS1594	Career & Professional Development	Core	12.5	0	0	12.5	Not assessed			N/A	N/A
BS1314	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
BS1521	Quantitative Services Marketing	Core	20	117.5	0	137.5	0%	100%	0%	7	5.5
BS1502	Consumer Behaviour	Core	22	115.5	0	137.5	70%	30%	0%	7	5.5
BS1519	Marketing Strategy and Finance	Core	22	115.5	0	137.5	70%	30%	0%	7	5.5
BS1509	Marketing Analytics	Core	20	117.5	0	137.5	0%	100%	0%	7	5.5
BS1508	Digital Marketing	Core	22	115.5	0	137.5	70%	30%	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
BS1501	Branding	Core	22	115.5	0	137.5	70%	30%	0%	7	5.5
BS1511	Pricing	Core	22	115.5	0	137.5	70%	30%	0%	7	5.5
BS1518	Strategic Product Management	Core	22	115.5	0	137.5	70%	30%	0%	7	5.5
BS1507	Marketing Decision Making	Core	20	117.5	0	137.5	0%	100%	0%	7	5.5
BS1512	Relationship Marketing	Core	22	115.5	0	137.5	70%	30%	0%	7	5.5
BS1520	Integrated Marketing Communications	Core	20	180	0	200	0%	70%	30%	7	8.0
BS1514	Marketing Plan Competition	Core	20	180	0	200	0%	50%	50%	7	8.0
BS1515	Marketing Consulting Project	Core	12	263	0	275	0%	75%	25%	7	11.0
BS1516	Applied Strategic Marketing Report	Core	0	200	0	200	0%	100%	0%	7	8.0

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:

<http://www3.imperial.ac.uk/registry/proceduresandregulations/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 Higher Education Funding Council for England (HEFCE)

<http://www.hefce.ac.uk/reg/of/>