Programme Information		
Programme Title	Programme Code	HECoS Code
Strategic Marketing (online, part-time)	N501D	For Registry Use Only

Award	Length of Study	Mode of Study	Entry Point(s)	Total Credits	
				ECTS	CATS
MSc	2 Calendar Years	Part-time	Annually in September	90	180

Ownership			
Awarding Institution	Imperial College London	Faculty	Imperial College Business School
Teaching Institution	Imperial College London	Department	Imperial College Business School
Associateship	Diploma of Imperial College (DIC)	Main Location(s) of Study	South Kensington Campus & Online
External Reference			
Relevant QAA Benchmark Statement(s) and/or other external reference points		Master's Awards in Business and Management	
FHEQ Level		Level 7 – Master's	
EHEA Level		2nd Cycle	
External Accreditor(s) (if applicable)			
External Accreditor 1:	EQUIS		
Accreditation received:	2006	Accreditation renewal:	2025
External Accreditor 2:	AACSB		
Accreditation received:	2012	Accreditation renewal:	2028
Collaborative Provision			
Collaborative partner	Collaboration type	Agreement effective date	Agreement expiry date
N/A	N/A	N/A	N/A

Specification Details	
Programme Lead	Dr Omar Merlo
Student cohorts covered by specification	2025-26 entry
Date of introduction of programme	July 19
Date of programme specification/revision	July 25

Programme Overview

The MSc in Strategic Marketing is offered over 24 months. It is a part-time programme that transforms ambitious professionals into responsible business leaders with a deep understanding of **marketing from a strategic perspective**. Drawing on world-class faculty and thought- leaders, the programme provides a uniquely "Imperial College view" of marketing, i.e., one where marketing fundamentals intersect with the **latest thinking and tools in strategy, technology and innovation**, and where marketing science is blended with managerial insights, ethical thinking and **data-driven decision making**. The **programme will** equip you with the strategies, cutting edge thought leadership, and tools to develop solutions to real-world business challenges through online lectures, live sessions, workshops, practical activities, interaction with students around the world, and expert talks.

The programme comprises nine compulsory modules which are taught across the first year and the first term of the second year. You will also choose six electives from a range of topics offered from the summer of the first year through to the spring term of the second year. The programme culminates in a work-based project or case study and Applied Strategic Marketing Report (ASMR). Alternatively, individuals wishing to move on to doctoral work may take a conventional MSc project (Individual Research Report) in lieu of the Work-Based Project/Case Study and ASMR.

Before you start the programme, you need to complete on-line interactive primers in Maths, Accounting, Data Analysis, Study Skills, Marketing Fundamentals and Plagiarism Awareness.

Learning Outcomes

Educational aims/objectives of the programme

The aim of the programme is to produce socially responsible 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 or NGOs, or proceed to subsequent postgraduate studies.

Programme Learning Outcomes

Students who complete the programme successfully will be able to:

- Use marketing as a strategic tool in an ethical and responsible manner to influence key organisational outcomes.
- Critically appraise 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.
- Use analytical skills to provide actionable insights for enhancing marketing strategy.
- Think innovatively to create and capture opportunities in constantly changing business environments.
- Synthesise knowledge of Strategic Marketing to utilise the full range of tools available in achieving competitive advantage in a sustainable way

The Imperial Graduate Attributes are a set of core competencies which we expect students to achieve through completion of any Imperial degree programme. The Graduate Attributes are available at: https://www.imperial.ac.uk/about/education/our-graduates/

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 score of 7.0 overall (minimum 6.5 in all elements).
Admissions Test/Interview	N/A

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

Learning & Teaching Approach

Learning and Teaching Delivery Methods

- Lectures
- Practical classes
- Seminars
- Workshops
- Case studies
- Group work exercises
- Formal presentations
- Pre-programme on-line modules
- On-line discussion forums
- On-line lecture materials
- Interactive content including video and module quizzes
- Work Placement Opportunity

Overall Workload

Your overall workload consists of face-to-face sessions and independent learning. While your actual contact hours may vary according to the optional modules you choose to study, the following gives an indication of how much time you will need to allocate to different activities at each level of the programme. At Imperial, each ECTS credit taken equates to an expected total study time of 25 hours. Therefore, the expected total study time is 2250 hours per year.

Depending on the elective modules selected, you may spend approximately 20% of your total study hours on lectures, seminars and similar, and around 80% of your time on independent study.

Assessment Strategy

Assessment Methods

Modules will be assessed by one or more of the following types of assessment methods:

- Essays
- Continuous assessments
- Written Examinations/Tests
- Multiple Choice Tests
- Formal Presentations
- Reports
- Case Studies
- Class Participation

Assessed modules comprise coursework that is designed to help you master key elements of the subject and, in part, to help prepare you for the final assessment, which is typically a report or examination. Examinations are scheduled throughout the year, generally at the end of the term the module is taught or at the start of the subsequent term. Exact timings are detailed in the programme overview section above. The format of examinations may be written, computer-based or timed remote assessment.

Coursework weighting varies among modules. The various assessments allow you to demonstrate that you have met the intended learning outcomes for each module and these collectively contribute towards your achievement of the programme's learning outcomes, detailed above.

Assessments are designed to ensure that you have acquired the core knowledge and skills expected of a Business School graduate and that you are able to apply these in your career aspirations upon completion of the programme.

Academic Feedback Policy

Feedback can take many forms. During lectures and classes, you will receive verbal feedback on the ideas that you contribute to discussions and on in-class presentations. The online teaching materials contain exercises with built-in, immediate, feedback that is received when you submit an answer.

The School aims to provide feedback on coursework within two weeks. This will be sent in written form to the individual or the group, as appropriate. Academic staff may also provide verbal feedback of a general nature in class or posted to our virtual learning environment. Office hours offered on all modules also provide an opportunity for individual feedback.

The School aims to provide provisional examination grades 25 days from the end of the exam period. General feedback to the cohort is provided on examination performance, usually in written form. If you need to resit an examination, you may also approach the module leader for feedback on your performance in the first sitting.

You will be provided with a percentage grade for coursework and examinations with the final numerical mark only confirmed after the Board of Examiners Meeting and then released by Registry. Grades received during the year are deemed provisional until confirmed by the Final Board of Examiners.

Imperial's Policy on Academic Feedback and guidance on issuing provisional marks to students is available at: www.imperial.ac.uk/about/governance/academic-governance/academic-policy/exams-and-assessment/

Re-sit Policy

Imperial's Policy on Re-sits is available at: www.imperial.ac.uk/about/governance/academic-governance/academic-policy/exams-and-assessment/

Mitigating Circumstances Policy

Imperial's Policy on Mitigating Circumstances is available at: www.imperial.ac.uk/about/governance/academic-governance/academic-policy/exams-and-assessment/

Additional Programme Costs

This section should outline any additional costs relevant to this programme which are not included in students' tuition fees.

Description	Mandatory/Optional	Approximate cost
Costs related to 2 on-campus weeks	Mandatory	Varies – travel to and from London plus accommodation/ subsistence in London
Study Abroad Elective	Optional	Various. Students pay for travel, accommodation and admin costs. Tuition fees are waived.

Programme Structure[1]					
Year 1 - Level 7 **You will study all compulsory modules and select electives to the value of 15 ECTS from group A.**					
Code	Module Title	Core/ Compulsory/ Elective	Group[2]	Term	Credits
BUSI70032	Digital Marketing	Compulsory		Autumn	5
BUSI70081	Strategic Market Management	Compulsory		Autumn	5
BUSI70024	Consumer Behaviour	Compulsory		Autumn	5
BUSI70007	Applied Strategic Marketing	Compulsory		Spring	5
BUSI70061	Market Research	Compulsory		Spring	5
BUSI70062	Marketing Analytics	Compulsory		Spring	5
BUSI70692	AI Strategies in Marketing Innovation and Consumer Behaviour (online)	Elective	A	Summer	5
BUSI70184	Customer Analytics and Engagement	Elective	A	Summer	5
BUSI70189	Data Analytics and Visualisation for Business	Elective	A	Summer	5
BUSI70027	Effective Crisis Management	Elective	A	Summer	5
BUSI70452	Global Strategy	Elective	A	Summer	5
BUSI70334	Leadership	Elective	A	Summer	5
BUSI70082	Strategic Marketing Innovation	Elective	A	Summer	5
	A maximum of 5 ECTS taken at approved exchange partner institution (Universita della Svizzera, Italiana)	Elective	A	Summer	5
Year 2 - Level 7 **You will study all compulsory modules. You must select electives to the value of 15 ECTS from Group A AND either 2 electives from Group B (Applied Strategic Marketing Report and either Case Study OR Work Based Project) or 1 doubly weighted elective from Group B (Individual Research Report)[3]**					
Code	Module Title	Core/ Compulsory/ Elective	Group[2]	Term	Credits
BUSI70079	Strategic Brand Management	Compulsory		Autumn	5
BUSI70041	Finance and Pricing Strategy	Compulsory		Autumn	5
BUSI70077	Services and Customer Relationship Management	Compulsory		Autumn	5
BUSI70009	Brand Experience Design	Elective	A	Spring	5
BUSI70116	Business Analytics	Elective	A	Spring	7.5
BUSI70051	Integrated Marketing Communications	Elective	A	Spring	5
BUSI70057	Machine Learning Applications in Marketing	Elective	A	Spring	5
BUSI70065	How Brands Grow, and Why They Decline!	Elective	A	Spring	5

BUSI70082	Strategic Marketing Innovation	Elective	A	Spring	5
BUSI70086	Sustainable Marketing	Elective	A	Spring	5
	A maximum of 5 ECTS taken at approved exchange partner institution (Universita della Svizzera, Italiana)	Elective	A	Summer	5
BUSI70089	Work Based Project	Elective	B	Summer	7.5
BUSI70017	Case Study	Elective	B	Summer	7.5
BUSI70008	Applied Strategic Marketing Report	Elective	B	Summer	7.5
BUSI70048	Individual Research Report	Elective	B	Summer	15
				Credit Total	90-92.5

[1] **Core** modules are those which serve a fundamental role within the curriculum, and for which achievement of the credits for that module is essential for the achievement of the target award. Core modules must therefore be taken and passed in order to achieve that named award. **Compulsory** modules are those which are designated as necessary to be taken as part of the programme syllabus. Compulsory modules can be compensated. **Elective** modules are those which are in the same subject area as the field of study and are offered to students in order to offer an element of choice in the curriculum and from which students are able to select. Elective modules can be compensated.

[2]Group' refers to module grouping (e.g. a group of electives from which three module(s) must be chosen)

[3]The Work Based Project and exchange partner module are graded pass/fail and are zero weighted. If passed, the ECTS gained will count towards those required to achieve the target award, but performance in these module(s) will not further affect the degree classification.

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Progression and Classification

Award of a Postgraduate Degree (including MRes

To qualify for the award of a postgraduate degree a student must have:

1. accumulated credit to the value of no fewer than 90 credits at Level 7
2. and no more than 15 credits as a Compensated Pass;
3. met any specific requirements for an award as outlined in the approved programme specification for that award.

Classification of Postgraduate Taught Awards

The university sets the class of Degree that may be awarded as follows:

1. Distinction: 70.00% or above.
2. Merit: 60.00% or above but less than 70.00%.
3. Pass: 50.00% or above but less than 60.00%.

For a Masters, your classification will be determined through the Programme Overall Weighted Average meeting the threshold for the relevant classification band.

Your degree algorithm provides an appropriate and reliable summary of your performance against the programme learning outcomes. It reflects the design, delivery, and structure of your programme without unduly over-emphasising particular aspects.

Programme Specific Regulations

N/A

Supporting Information
The Programme Handbook is available at: www.imperial.ac.uk/business-school/programmes/programme-information/
Imperial's entry requirements for postgraduate programmes can be found at: www.imperial.ac.uk/study/apply/postgraduate-taught/entry-requirements/
Imperial's Quality & Enhancement Framework is available at: www.imperial.ac.uk/registry/proceduresandregulations/qualityassurance
Imperial's Academic and Examination Regulations can be found at: www.imperial.ac.uk/about/governance/academic-governance/regulations
Imperial College London 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 Imperial's Centenary, 8th July 2007, established Imperial as a University with the name and style of "The Imperial College of Science, Technology and Medicine". www.imperial.ac.uk/admin-services/secretariat/college-governance/charters/
Imperial College London is regulated by the Office for Students (OfS) www.officeforstudents.org.uk/advice-and-guidance/the-register/
This document provides a definitive record of the main features of the programme and the learning outcomes that you may reasonably be expected to achieve and demonstrate if you take full advantage of the learning opportunities provided. This programme specification is primarily intended as a reference point for prospective and current students, academic and support staff involved in delivering the programme and enabling student development and achievement, for its assessment by internal and external examiners, and in subsequent monitoring and review.