Programme Information		
Programme Title	Programme Code	HECoS Code
Strategic Marketing	N501T	For Registry Use Only
Strategic Marketing (extended)	N501T2	For Registry Use Only

Award	Length of Study	Mode of Study	Entry Point(s)	Total Credits	
				ECTS	CATS
MSc	1 Calendar Year	Full-time	Annually in September	90	180
MSc	16 Months	Full-time	Transfer within Programme	120	240

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
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	October 11
Date of programme specification/revision	July 25

Programme Overview

The MSc Strategic Marketing programme is a one-year full-time programme that transforms recent graduates 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 London 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** equips students with the strategies, cutting edge thought leadership, and tools to develop solutions to real-world business challenges through lectures, live sessions, workshops, practical activities, interaction with students around the world, and expert talks.

The programme comprises 10 compulsory modules[1] which are taught across three terms. You will also choose up to five electives from a choice of two concentrations: Marketing Management or Marketing Analytics. The electives run across the Spring and Summer terms with a minimum of one elective in the Spring term and two electives in the Summer term. The electives offered are delivered either online or face-to-face. Students on the Marketing Management concentration are required to take the Entrepreneurial Strategy module plus three additional electives, and students on the Marketing Analytics concentration are required to take at least four (out of five) analytics electives.

All students will take the Marketing Decision Making module in May.

In the summer period, you can choose to undertake either a Strategic Marketing Consulting Project, a Case Study or a Work Placement. Alternatively, individuals 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/Case Study and one elective.

If you secure an extended Work Placement opportunity (4-6 months in duration) you will be able to transfer to the 16-month programme option with the approval of the Academic Director.

Before commencement of the programme, you are given access to on-line interactive primers in Maths, Data Analysis, Accounting, Study Skills and Marketing Fundamentals to prepare you for your compulsory module content. You will also take the Careers module throughout the year. These modules are non-assessed but you are strongly encouraged to complete them.

All MSc students in the Business School are required to complete the Plagiarism Awareness primer as part of their programme.

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 of organisations, such as established businesses, technology ventures, public sector or NGOs, or to proceed to subsequent postgraduate studies.

Programme Learning Outcomes

[1] 11 for the 16-month pathway

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 in any discipline (or a comparable qualification recognised by the university). The Business School does not award credit for Prior Learning (Recognition of Prior Certified Learning (RPCL) or Recognition of Prior Experiential Learning (RPEL)).
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

Scheduled Learning and Teaching Delivery Methods

- Lectures
- Practical classes
- Seminars
- Workshops
- Case studies
- Group work exercises
- Formal presentations

E-Learning & Blended Learning Methods

- Pre-programme on-line modules
- On-line discussion forums
- On-line lecture materials
- Interactive content including video and module quizzes

Project and Placement Learning Methods

- Strategic Marketing Consulting Project
- 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 and core choice 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:

- 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

Feedback can take many forms. You will receive written feedback on all coursework along with other forms of feedback such as verbal feedback on presentations

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
Global Exchange Elective	Optional	Various. Students pay for travel, accommodation and admin costs. Tuition fees are waived.
Extended Programme	Mandatory	Students wishing to transfer to the 16-month programme will be required to pay a fee of £1500
Extended Programme	Optional	Varies according to location of extended work placement

Important notice: The Programme Specifications are the result of a large curriculum and pedagogy reform implemented by the Department and supported by the Learning and Teaching Strategy of Imperial College London. The modules, structure and assessments presented in this Programme Specification are correct at time of publication but might change as a result of student and staff feedback and the introduction of new or innovative approaches to teaching and learning. You will be consulted and notified in a timely manner of any changes to this document.

Year 1 - Level 7 (12 month)
You will study all compulsory modules. For students taking the Marketing Analytics concentration, you must select EITHER 5 electives from Group A[2], or 4 electives from Group A plus one Group B elective worth 5 ECTS. For students taking the Marketing Management concentration, you must select 3 electives from Group B plus BUSI70287 Entrepreneurial Strategy. Additionally, all students must select 1 elective from Group C, but if you select BUSI70295 Individual Research Report, you will take one fewer elective from the relevant group above[3]. Additionally, you may select no more than 15 ECTS of electives with a group designation of (R).

Code	Module Title	Core/ Compulsory/ Elective	Group	Term	Credits
BUSI70278	Marketing Analytics	Compulsory		Autumn	5
BUSI70279	Strategic Market Management	Compulsory		Autumn	5
BUSI70280	Finance and Pricing Strategy	Compulsory		Autumn	5
BUSI70281	Market Research	Compulsory		Autumn	5
BUSI70282	Consumer Behaviour	Compulsory		Autumn	5
BUSI70283	Applied Strategic Marketing	Compulsory		Spring	5
BUSI70284	Services and Customer Relationship Management	Compulsory		Spring	5
BUSI70285	Strategic Brand Management	Compulsory		Spring	5
BUSI70286	Digital Marketing	Compulsory		Spring	5
BUSI70288	Marketing Decision Making	Compulsory		Summer	10
BUSI70287	Entrepreneurial Strategy	Elective	B	Summer	10
BUSI70690	Advanced Pricing and Profit Optimisation	Elective	A	Spring	5
BUSI70689	AI Strategies in Marketing Innovation and Consumer Behaviour	Elective	B	Summer	5
BUSI70692	AI Strategies in Marketing Innovation and Consumer Behaviour (online)	Elective	B (R)	Summer	5
BUSI70439	Causal Inference for Marketing	Elective	A&B	Spring	5
BUSI70684	Consumer Psychology and Decision Making	Elective	B	Summer	5
BUSI70184	Customer Analytics and Engagement	Elective	A&B (R)	Summer	5
BUSI70031	Design Thinking for Innovation	Elective	B	Spring & Summer	5
BUSI70681	Digital Marketing Analytics	Elective	A	Summer	5
BUSI70027	Effective Crisis Management	Elective	B (R)	Summer	5
BUSI70290	Effective Crisis Management	Elective	B	Summer	5

BUSI70494	Global Business Challenge (Entrepreneurship)	Elective	B	Summer	5
BUSI70413	Global Business Challenge (Social Impact)	Elective	B	Spring	5
BUSI70045	Global Immersion	Elective	B	Summer	5
BUSI70452	Global Strategy	Elective	B (R)	Summer	5
BUSI70065	How Brands Grow, and Why They Decline!	Elective	B (R)	Spring	5
BUSI70572	Integrated Marketing Communications	Elective	B	Spring	5
BUSI70334	Leadership (online)	Elective	B (R)	Summer	5
BUSI70454	Leadership	Elective	B	Summer	5
BUSI70057	Machine Learning Applications in Marketing	Elective	A&B (R)	Spring	5
BUSI70289	Machine Learning Applications in Marketing	Elective	A&B	Summer	5
BUSI70673	Marketing Mix Models	Elective	A	Summer	5
BUSI70672	Marketing Strategy in the Digital Economy	Elective	A	Spring	5
BUSI70574	Responsible Digital Innovation: Ethics at Work	Elective	B	Spring	5
BUSI70082	Strategic Marketing Innovation	Elective	B (R)	Spring and Summer	5
BUSI70086	Sustainable Marketing (online)	Elective	B (R)	Spring	5
BUSI70469	Sustainable Marketing & Consumption	Elective	B	Spring	5
	A maximum of 5 ECTS taken at approved exchange partner institution (Universita della Svizzera, Italiana)	Elective	B	Summer	5
BUSI70293	Case Study	Elective	C	Summer	10
BUSI70292	Strategic Marketing Consulting Project	Elective	C	Summer	10
BUSI70291	Work Placement	Elective	C	Summer	10
BUSI70295	Individual Research Report	Elective	C	Summer	15
				Credit Total	90

Year 1/2 - Level 7 (16 month)

You will study all compulsory modules and the Extended Work Placement[2]. For students taking the Marketing Analytics concentration, you must select EITHER 5 electives from Group A[2], or 4 electives from Group A plus one Group B elective worth 5 ECTS. For students taking the Marketing Management concentration, you must select 3 electives from Group B plus BUSI70287 Entrepreneurial Strategy. Additionally, you may select no more than 15 ECTS of electives with a group designation of (R).					
Code	Module Title	Core/ Compulsory/ Elective	Group	Term	Credits
BUSI70278	Marketing Analytics	Compulsory		Autumn	5
BUSI70279	Strategic Market Management	Compulsory		Autumn	5
BUSI70280	Finance and Pricing Strategy	Compulsory		Autumn	5
BUSI70281	Market Research	Compulsory		Autumn	5
BUSI70282	Consumer Behaviour	Compulsory		Autumn	5
BUSI70283	Applied Strategic Marketing	Compulsory		Spring	5
BUSI70284	Services and Customer Relationship Management	Compulsory		Spring	5
BUSI70285	Strategic Brand Management	Compulsory		Spring	5
BUSI70286	Digital Marketing	Compulsory		Spring	5
BUSI70288	Marketing Decision Making	Compulsory		Summer	10
BUSI70287	Entrepreneurial Strategy	Elective	B	Summer	10
BUSI70690	Advanced Pricing and Profit Optimisation	Elective	A	Spring	5
BUSI70689	AI Strategies in Marketing Innovation and Consumer Behaviour	Elective	B	Summer	5
BUSI70692	AI Strategies in Marketing Innovation and Consumer Behaviour (online)	Elective	B (R)	Summer	5
BUSI70439	Causal Inference for Marketing	Elective	A&B	Spring	5
BUSI70684	Consumer Psychology and Decision Making	Elective	B	Summer	5
BUSI70184	Customer Analytics and Engagement	Elective	A&B (R)	Summer	5
BUSI70031	Design Thinking for Innovation	Elective	B	Spring & Summer	5
BUSI70681	Digital Marketing Analytics	Elective	A	Summer	5
BUSI70027	Effective Crisis Management	Elective	B (R)	Summer	5
BUSI70290	Effective Crisis Management	Elective	B	Summer	5

[2] All Business School modules are weighted relative to their ECTS value. The Extended Work Placement and exchange partner modules are graded pass/fail and 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.

BUSI70494	Global Business Challenge (Entrepreneurship)	Elective	B	Summer	5
BUSI70413	Global Business Challenge (Social Impact)	Elective	B	Spring	5
BUSI70045	Global Immersion	Elective	B	Summer	5
BUSI70452	Global Strategy	Elective	B (R)	Summer	5
BUSI70065	How Brands Grow, and Why They Decline!	Elective	B (R)	Spring	5
BUSI70572	Integrated Marketing Communications	Elective	B	Spring	5
BUSI70334	Leadership (online)	Elective	B (R)	Summer	5
BUSI70454	Leadership	Elective	B	Summer	5
BUSI70057	Machine Learning Applications in Marketing	Elective	A&B (R)	Spring	5
BUSI70289	Machine Learning Applications in Marketing	Elective	A&B	Summer	5
BUSI70673	Marketing Mix Models	Elective	A	Summer	5
BUSI70672	Marketing Strategy in the Digital Economy	Elective	A	Spring	5
BUSI70574	Responsible Digital Innovation: Ethics at Work	Elective	B	Spring	5
BUSI70082	Strategic Marketing Innovation	Elective	B (R)	Spring and Summer	5
BUSI70086	Sustainable Marketing (online)	Elective	B (R)	Spring	5
BUSI70469	Sustainable Marketing & Consumption	Elective	B	Spring	5
	A maximum of 5 ECTS taken at approved exchange partner institution (Universita della Svizzera, Italiana)	Elective	B		5
BUSI70429	Extended Work Placement (SM)	Compulsory	C	SUP/AU	40
				Credit Total	120

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/
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).
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/governance/university-governance-structure/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.