

LIBF

MSc Marketing Management

Programme Specification



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General Information

UCAS Code	Award	Programme Title	Expected Duration	Study Mode
N/A	MSc	Marketing Management	1 year 1.5 years 2 years	Full-time Part-time 1 Part-time 2
		Programme Code UK-LIBF-MAMA		
	Exit Awards	<ul style="list-style-type: none"> • Postgraduate Diploma • Postgraduate Certificate 		

Credit Count	180 FHEQ credits
Awarding Institution	The London Institute of Banking & Finance
Teaching Institution	The London Institute of Banking & Finance
Delivery Modes	<ul style="list-style-type: none"> • Face-to-face • On-campus • Online – Synchronous • Online – Asynchronous

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Programme Overview

Programme Summary

In an era defined by rapid technological advancements, shifting consumer behaviours and global interconnectedness, businesses require adept marketers equipped with advanced knowledge and skills who can leverage the transformative power of marketing in contemporary business.

The MSc Marketing Management programme seeks to provide you with the expertise needed to navigate the complexities of modern marketing landscapes effectively. The programme offers a core curriculum covering essential areas such as International Consumer Behavior, Applied Marketing Research and Strategic Management. Through a selection of elective modules including Sales and Pricing, Seminar: Marketing Responsibility, Advanced Marketing Controlling and Diversity Management, the programme allows you to further explore relevant topics in the field and enables you to tailor your learning to your specific interests and career goals.

Upon completing the MSc Marketing Management, you are well-equipped to employ agile and innovative marketing strategies to drive growth, build brands and create competitive advantage for businesses in today's dynamic marketplace.

Programme Aims

The MSc Marketing Management programme aims to

- provide you with a comprehensive understanding of key marketing theories, concepts and strategies, tailored to meet the demands of today's dynamic business environment;
- equip you with the practical skills and analytical tools necessary to conduct effective market research, analyse consumer behaviour and develop strategic marketing plans;
- enhance your critical thinking, problem-solving abilities and decision-making skills through case studies and real-world scenarios;
- enable you to leverage emerging technologies to create innovative and impactful marketing campaigns that resonate with diverse audiences;
- develop your understanding of ethical considerations and current trends shaping the marketing landscape.

Employability & Graduate Outcomes

Graduates of this programme are likely to pursue careers in a number of areas in marketing management and related fields including brand management, product management, content marketing, e-commerce and marketing consultancy. This programme of study supports graduates in developing the following employability skills:

- research skills
- analytical skills
- cross-cultural skills
- creativity
- digital skills
- adaptability

Intended Learning Outcomes of the Programme

This programme has been developed in accordance with the QAA Subject Benchmark Statement for Master's Degrees in Business & Management (2023).

Please note: The programme's intended learning outcomes below are described at Master's level (Level 7).

On successful completion of this programme, you will be expected to:

- L01** Demonstrate a critical understanding of the principles of marketing and its importance in a global economy, informed by both professional practice and literature at the forefront of academic research in the field.
- L02** Apply theoretical concepts of marketing strategies to address real-world marketing challenges, adapting strategies based on findings and external factors to enable evidence-based strategic decision-making in dynamic contexts.
- L03** Apply an in-depth understanding of the current challenges affecting marketers and organisations, including ethical questions, sustainability, cross-cultural communication and associated decision-making frameworks to resolve contemporary issues in marketing practice and build effective stakeholder relationships.

- L04** Critically apply strategic management concepts and frameworks to analyse competitive markets to identify strategic opportunities, demonstrating self-direction and originality in the process.
- L05** Adapt marketing strategies in response to changes in the external environment, reflecting emerging trends, challenges and opportunities in the field.
- L06** Critically analyse market entry strategies to tailor marketing plans to diverse international markets, taking into account demographic, psychographic and behavioural variables of international consumer markets.
- L07** Critically examine the impact of cultural, economic and political factors on consumer behaviour and associated marketing strategies in national and international markets.
- L08** Critically apply appropriate research methodologies to collect data from a variety of sources and evaluate theories and information to address complex marketing problems and opportunities in a systematic and creative manner.
- L09** Design, conduct and analyse an extended independent piece of research or marketing-related project from inception to completion in the absence of complete data, generating actionable insights and communicating conclusions and recommendations to both specialist and non-specialist audiences in an appropriate manner.

The Structure of the Programme

The MSc Marketing Management programme is offered as a 1-year full-time programme or in part-time mode over a 1.5 or 2-year period.

The programme is divided into modules which include both compulsory and elective modules weighing 15 credits each and a thesis weighing 45 credits. All modules in the programme are assigned to Level 7.

To achieve the full Master's award, students need to complete modules with a combined weight of 180 credits, including the final thesis.

Table 1: Structure of the Programme

FT	PT 1	PT 2	Module Code	Module Name	Credit	Compulsory/ Elective
Semester 1	Semester 1	Semester 1	LIBFWACSDLMMARE	International Marketing	15	C
			LIBFWACSDLMINTIM_E	Intercultural Management	15	C
			LIBFWAWADLMARM-01	Advanced Research Methods	15	C
	Semester 2	Semester 2	LIBFEXDLMBCBR1	International Consumer Behavior	15	C
			LIBFEXDLMBSME	Strategic Management	15	C
			LIBFWAWADLMBAEBECG	Business Ethics and Corporate Governance	15	C
Semester 2	Semester 3	LIBFEXDLMBCBR2	Applied Marketing Research	15	C	
		LIBFWAREDLMCIM_E	Seminar: Current Issues in Marketing	15	C	
	Semester 3	Elective			15	E
		Semester 4	LIBFMTDLMMTHES	Master Thesis	45	C

Table 2: List of Electives

Module Code	Module Name	Credit	Subject Area
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LIBFEXDLMBSPBE2	Sales and Pricing	15	n/a
LIBFWAREDLMMASMR_E	Seminar: Marketing Responsibility	15	n/a
LIBFWAWADLMMMAAMC_E	Advanced Marketing Controlling	15	n/a
LIBFEXDLMAIAI	Artificial Intelligence	15	n/a
LIBFWACSDLMBLSE-02	Leadership	15	n/a
LIBFEXDLMIOPDM	Diversity Management	15	n/a
LIBFIRPFSINTER	Internship ¹	15	n/a

Teaching, Learning & Assessment

Information about teaching, learning and assessment can be found in the Learning, Teaching and Assessment Strategy.

Our programmes are designed to

- integrate theory with practice,
- develop your ability to critique and challenge models and theoretical frameworks,
- stimulate debate, discussion and research,
- foster a variety of academic skills,
- be accessible and inclusive, and
- develop global citizens.

You are expected to undertake a considerable amount of independent study, including reading, industry-related research and personal reflection.

¹ Check eligibility before booking the module.

Teaching Formats

The programme is designed to be offered in various teaching formats, for example online or via on-campus learning. The currently available delivery methods for this programme can be found on its dedicated page on the LIBF website.

You will have access to both asynchronous and synchronous teaching formats.

Via the Course Feed in the virtual learning environment, myCampus, you will be able to contact the module tutor in a flexible and accessible way.

This is also where Intensive Live Sessions are conducted synchronously with video-based elements. They serve to answer students' individual questions as well as to allow for group discussions.

Additionally, Learning Sprints² will offer a seven-week intense learning experience in which the lecturers guide students through the learning material in a very structured manner, with the goal of successfully preparing them to take the final assessment at the end. During this time, frequent synchronous online meetings are held, offering keynote speeches and interactive tasks.

Both the Intensive Live Sessions and Learning Sprints are recorded to further assist asynchronous learning.

In the on-campus format, teaching and learning combines online and in-person learning in a *flipped* classroom concept. Traditional classroom activities like lectures are conducted online via the learning platform, while in-class time is used for interactive work. On-campus elements like study groups and library study time complement this approach.

Learning Resources

You will have access to a wide range of resources, which may include the following:

- myCampus: This Moodle-based central information and digital learning platform is organised based on programmes and modules. On the respective module pages in myCampus, you can access all study materials (e.g., course books (i.e., text books), reading lists, practice exams and video galleries) as well as the links to all related resources and databases (e.g., MS Teams, links to the library for further reading, contact details of lecturers, links to the booking tool for online exams and the Turnitin submissions page). In the on-campus model you have

² Offered only when the minimum number of participants is reached.

access to the same learning platform, with slight adaptations made to accommodate, for example, differences in study sequence.

- Learnhub App: You can access your learning materials in a digital app and have all your notes and highlights synchronised. The app supports different learning formats, such as reading and annotating course books, using different colour codes, assessing knowledge with interactive self-tests, or watching the latest videos of the current module.
- Our comprehensive online library is aligned with the study content and kept up to date. Compulsory and further reading is mentioned in the course and module descriptions available for the students and aims to provide them with unlimited access.

Assessment & Feedback

Regulations relating to progression and assessment, including information on late submissions, are as set out in LIBF's General and Academic Regulations for Students.

Assessment strategies follow LIBF's Higher Education Accessible and Inclusive Learning Policy.

Assessment consists of both formative and summative approaches, and feedback and feedforward are provided as outlined in the LIBF's Higher Education Assessing Learning & Feedback Policy. The different types of assessment used by LIBF are described in the Higher Education Types of Summative Assessment Guidance.

Module assessment methods are included in Module Handbooks which are made available in myCampus.

Credit and Award

Credit Framework

The MSc Marketing Management programme is made up of 180 FHEQ credits. One credit approximates to 10 student effort hours; therefore, the total course requires an average of 1,800 hours effort. Typically, one ECTS credit is the equivalent to two UK credits, although this may vary depending on the individual European state's requirements.

Award

On successful completion of the full programme, you will be awarded the MSc Marketing Management.

Regulations

LIBF's General and Academic Regulations for Students detail

- regulations governing the award of credit,
- how grades for awards are granted,
- time limits for completion of programmes of study,
- capping of marks and regulations relating to the resitting of assessment components,
- academic misconduct (e.g., malpractice), and
- accreditation of prior learning (APL).

Exit Awards

In line with LIBF's General and Academic Regulations for Students, the following applies:

Postgraduate Certificate (PgCert)	minimum of 60 credits, of which at least 40 credits must be at Level 7
Postgraduate Diploma (PgDip)	minimum of 120 credits, of which at least 90 credits must be at Level 7

Note: LIBF does not award interim qualifications. For example, a student registered for the master's degree will not automatically be awarded a Postgraduate Diploma or Certificate on completion of the required number of credits.

Professional Recognition

Credits gained via accreditation of prior learning (APL) into our awards may mean that students will not get certain exemptions from other institutions' higher education or professional awards that may recognise our programmes.

Criteria for Admission

Normally, successful applicants will possess a 2.2 Honours degree (or equivalent) from a recognised institution.

Applicants not possessing this requirement may be considered if they can demonstrate their ability to achieve at this level and contribute to the debates, discussions and work of the learning set. In this case, applicants may be interviewed and / or required to submit a piece of written work in addition to their application to enable an assessment to be made of their suitability for the programme.

Applicants for whom English is not their first language would be expected to demonstrate their competence through achieving an IELTS score of 6.5 or above with no element below 6.0 (or equivalent). An online English test is offered (SPEEX) if IELTS not available. Alternatively, evidence you have previously studied in English at an appropriate level and at a recognised institution, may be accepted.

Benchmarks

External

- QAA UK Quality Code, including:
 - Subject Benchmark Statement for Master's Degrees in Business & Management (2023)
 - Level 7 descriptors in the Framework for Higher Education Qualifications in England, Wales and Northern Ireland
 - Master's degree characteristics
 - The Frameworks for Higher Education Qualifications of UK Degree Awarding Bodies (FHEQ)

Internal

- LIBF Code of Practice
- LIBF General and Academic Regulations for Students

In addition, research with the relevant sector has been undertaken to ensure that the learning outcomes of the programme address identified skills and knowledge gaps.

Links

[Teaching, Learning and Assessment Strategy](#)

[The London Institute of Banking & Finance's General and Academic Regulations for Students](#)

[The London Institute of Banking & Finance's Code of Practice for Quality Assurance, Chapter 3: Accreditation of Prior Learning \(APL\)](#)

[Accessible and Inclusive Learning Policy](#)

[Types of Summative Assessment](#)

[Higher Education Assessing Learning & Feedback Policy](#)

[Subject Benchmark Statement for Master's Degrees in Business&Management \(2023\)](#)

[Framework for Higher Education Qualifications in England, Wales and Northern Ireland](#)

[Characteristics Statement: Master's Degree](#)

[Higher Education Credit Framework for England](#)

Curriculum Map of Modules Against Intended Learning Outcomes of the Programme

Module Code	Module Name	Compulsory/ Elective	Intended Learning Outcomes of the Programme								
			LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9
LIBFWACSDLMMARE	International Marketing	C	X		X	X	X	X	X		
LIBFWACSDLMINTIM_E	Intercultural Management	C	X		X	X		X	X		
LIBFWAWADLMARM-01	Advanced Research Methods	C		X						X	X
LIBFEXDLMBCBR1	International Consumer Behavior	C	X	X	X		X	X	X		
LIBFEXDLMB SME	Strategic Management	C		X	X	X	X		X		
LIBFWAWADLMBAEBECG	Business Ethics and Corporate Governance	C			X	X			X		
LIBFEXDLMB CBR2	Applied Marketing Research	C	X	X	X	X				X	
LIBFWAREDLMCIM_E	Seminar: Current Issues in Marketing	C		X	X	X	X			X	
LIBFEXDLMBSPBE2	Sales and Pricing	E		X		X			X		
LIBFWAREDLMMASMR_E	Seminar: Marketing Responsibility	E	X	X	X	X	X		X	X	
LIBFWAWADLMMMAAMC_E	Advanced Marketing Controlling	E	X	X	X	X				X	
LIBFEXDLMAIAI	Artificial Intelligence	E		X	X	X					
LIBFWACSDLMBLSE-02	Leadership	E		X	X	X	X		X		
LIBFEXDLMIOPDM	Diversity Management	E		X	X	X	X	X	X		
LIBFIRPFSINTER	Internship	E		X		X	X			X	
LIBFMTDLMMTHES	Master Thesis	C		X	X	X	X	X	X	X	X

This table shows the distribution of the programme's intended learning outcomes (as specified in the programme specification) across the programme modules.

Mapping of Teaching Formats and Types of Media Used in the Programme Modules

Module Code	Module Name	Compulsory/ Elective	Type of Assessment ¹	Teaching Formats ²			Types of Media ³					
				CF	ILSE	LS ⁴	CB	OT	RB	V	PE	
LIBFWACSDLMMARE	International Marketing	C	WACS	X	X	X	X	X			X	
LIBFWACSDLMINTIM_E	Intercultural Management	C	WACS	X	X	X	X	X			X	
LIBFWAWADLMARM-01	Advanced Research Methods	C	WAWA	X	X	X	X	X			X	
LIBFEXDLMBCBR1	International Consumer Behavior	C	EX	X	X	X	X	X			X	X
LIBFEXDLMBSME	Strategic Management	C	EX	X	X	X	X	X			X	X
LIBFWAWADLMBABEBCG	Business Ethics and Corporate Governance	C	WAWA	X	X	X	X	X			X	
LIBFEXDLMBCBR2	Applied Marketing Research	C	EX	X	X	X	X	X			X	X
LIBFWAREDLMCIM_E	Seminar: Current Issues in Marketing	C	WARE	X	X	X						
LIBFEXDLMBSPBE2	Sales and Pricing	E	EX	X	X	X	X	X			X	X
LIBFWAREDLMMASMR_E	Seminar: Marketing Responsibility	E	WARE	X	X	X						
LIBFWAWADLMMMAAMC_E	Advanced Marketing Controlling	E	WAWA	X	X	X	X	X			X	
LIBFEXDLMAIAI	Artificial Intelligence	E	EX	X	X	X	X	X			X	X
LIBFWACSDLMBLSE-02	Leadership	E	WACS	X	X	X	X	X			X	
LIBFEXDLMIOPDM	Diversity Management	E	EX	X	X	X	X	X			X	X
LIBFIRPFSINTER	Internship	E	IRP	X	X	X						
LIBFMTDLMMTHES	Master Thesis	C	MT									

This table shows the distribution of teaching formats and types of media used in the programme modules.

¹EX = Exam, WAWA = Written assignment, WACS = Case study, WARE = Research essay, WAPR = Project report, P = Portfolio, AW = Advanced Workbook, OARP = Oral Assignment + Reflection Paper, OPRRP = Oral Project Report + Reflection Paper, IRP = Internship Reflection Paper, BT/MT = Bachelor / Master Thesis

²CF = Course Feed, ILSE = Intensive Live Sessions, LS = Learning Sprints

³CB = Course Book, OT = Online Tests, RB = Review Book, V = Videos, PE = Practice Exams

⁴Offered only when the minimum number of participants is reached.