

### 1. GENERAL INFORMATION

1. <b>Programme Title:</b>	Master of Science in Marketing
2. <b>Final Award:</b>	Master of Science in Marketing
3. <b>Exit Awards:</b>	Post Graduate Diploma in Marketing Post Graduate Certificate in Marketing
4. <b>Awarding Body:</b>	Glasgow Caledonian University
5. <b>Period of Approval:</b>	September 2023 to September 2028
6. <b>School:</b>	Glasgow School for Business & Society
7. <b>Host Department:</b>	Fashion, Marketing, Tourism and Events
8. <b>UCAS Code:</b>	
9. <b>PSB Involvement:</b>	
10. <b>Place of Delivery:</b>	Any GCU Campus Online/Distance Learning subject to availability
11. <b>Subject Benchmark Statement:</b>	QAA Subject Benchmark Statement: Master's Degrees in Business and Management.
12. <b>Dates of PSP Preparation/Revision:</b>	November 2022

### 2. EDUCATIONAL AIMS OF THE PROGRAMME

The MSc Marketing programme is distinctive as it is founded on the pillars of sustainability, ethical business conduct, diversity, and inclusivity. It is for students who wish to pursue a career in marketing with a focus on ethical marketing and leadership practices. This is a conversion programme for students already qualified in a business subject who wish to gain greater understanding of marketing, and students who come from a non-business background. The programme is full-time on campus in Glasgow, but content is also suitable for delivery on other GCU campuses, and for development into an online or distance learning format. It is designed for UK and international students to create a diverse, international, and multicultural student body.

Module content provides students with a comprehensive understanding of the theory, techniques, and tools behind ethical and sustainable marketing of brands, products, and services in the 21<sup>st</sup> century. It includes marketing theory and practice applied to global and local for-profit businesses, and also equips students to understand marketing issues and practices relevant to socially motivated organisations such as charities and enterprise trusts. The programme puts sustainability and ethical conduct at the forefront of the formation of the marketing professionals of the future. This is done in two ways. Firstly, there are modules devoted specifically to these themes (Ethics, Governance & Sustainable Societies; Consumer Behaviour and Ethical Consumption). Secondly, consideration of issues relevant to ethics and sustainability in marketing permeate the programme with each module guiding the learner through issues of ethics and sustainability in a contextualised way.

So, the programme aims to produce graduates who are not only technically skilled as marketers, but also able to operate as ethical, socially aware, practitioners and business leaders. This is done by aligning module content to the United Nation's PRME Social Development Goals (SDGs). Each module descriptor outlines how this has been done for that specific module.

The programme is intellectually challenging and vocationally relevant. It develops understanding of the classical areas of marketing as well as emphasising the digital dimension of modern business. Programme graduates will be comfortable managing and growing their business globally, nationally, locally, and online. Throughout the programme students develop their knowledge, understanding, and skills, by participation in a range of teaching and learning experiences including integrative case studies, group activities, a business simulation game, practical projects with external organisations, and they also experience lectures and presentations from industry guest speakers.

Key programme benefits for students:

A critical understanding of the main theoretical areas within marketing.

An understanding of important issues that relate to sustainable consumption and ethical marketing.

The ability to make marketing decisions in an ethical and socially aware manner.

The ability to create and deliver effective marketing strategies.

Expertise to market in a global digital environment.

The ability to conduct research, including management of "Big Data" to improve decision-making.

Experience of critically evaluating real-life business scenarios to make effective marketing decisions.

The opportunity to work with fellow students and staff in an international and multicultural environment.

Enhanced employability due to the knowledge, skills, and experiences acquired on the programme.

In summary, the programme produces graduates who understand modern marketing theory and practice; while being aware of issues of ethics and sustainability within the subject discipline; who are effective at operating in a digital environment; who understand financial concepts relevant to marketing; who are ethical in their conduct with the qualities to be a good workplace leader. It is this holistic package that makes the programme unique.

#### 4. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

##### SCQF Level 11

Module Code	Module Title	Credit
MMN430180	Ethics, Sustainability & Governance	15
MMN230181	Postgraduate Research Methods	15
MMN630209	Developing Leadership for the Common Good	15
MMN530247	Consumer Behaviour & Ethical Consumption	15
MMN530234	Marketing Insights & Analytics	15
MMN530250	International Marketing Planning & Strategy	15
MMN230248	Creative Brand Management	15
MMN530249	Integrated Digital Marketing Communications	15
MMN530246	Applied Digital Skills Project	15
MMN230182	Masters Research Project	45
<b>Exit Award – Master of Science in Marketing</b>		<b>180</b>

*No optional modules.*

##### **Post Graduate Certificate in Marketing:**

To qualify for the PgC named exit award, a student must complete sufficient MSc Marketing programme modules (*excluding* the Masters Research Project [45 credits]) to achieve 60 credit points at SCQF level 11.

##### **Post Graduate Diploma in Marketing:**

To qualify for the PgD named exit award, a student must complete sufficient MSc Marketing programme modules to achieve 120 credit points at SCQF level 11. The 120 credits may include the Masters Research Project [45 credits]; with a minimum of 90 credits being achieved in the programme's other taught modules.

##### **Master of Science in Marketing:**

The final award will be conferred on students who have successfully completed the entire programme of study, including the Masters Research Project, attracting 180 credits at SCQF level 11.

##### **Professional, Statutory and Regulatory Body requirements:**

*No specific requirements.*

#### 8. ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the [Regulations](#) that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students.

##### Exceptions Case 224

1. Non-standard module credit size (Reduction in credit size to 45 credits from 60 credits) - Masters Research Project Modules (Dissertation)
2. There will be no progression points in taught postgraduate programmes of study
3. Students are required to pass the PG Research Methods Module prior to progressing to the Dissertation.

A curriculum map is attached showing how the outcomes are being developed and assessed within the programme. This relates the modules from Section 4 to the outcomes in Section 3.