

## Programme Specification Pro-forma (PSP)

1.	<b>GENERAL INFORMATION</b>	
1.	<b>Programme Title:</b>	Luxury Marketing
2.	<b>Final Award:</b>	MSc Luxury Marketing MSc Luxury Marketing (with Professional Practice)
3.	<b>Exit Awards:</b>	PgDip Luxury Marketing PgCert Luxury Marketing
4.	<b>Awarding Body:</b>	Glasgow Caledonian University
5.	<b>Period of Approval:</b>	May 2020
6.	<b>School:</b>	GCU London
7.	<b>Host Department:</b>	GCU London / British School of Fashion
8.	<b>UCAS Code:</b>	n/a
9.	<b>PSB Involvement:</b>	n/a
10.	<b>Place of Delivery:</b>	GCU London / Distance Learning (online)
11.	<b>Subject Benchmark Statement:</b>	QAA Subject Benchmark Statement: Business and Management (Masters) (2015)
12.	<b>Dates of PSP Preparation/Revision:</b>	April 2020

## 2. EDUCATIONAL AIMS OF THE PROGRAMME

In response to the unique proposition that luxury goods and services present in the global market place together with the emergent body of academic interest that has developed in this field, the MSc Luxury Marketing programme aims to provide an opportunity for graduates to study luxury marketing within a global context whilst also being cognisant of the wider responsibilities of businesses including responsible leadership.

Students on the programme will be given the opportunity to study marketing theory and practice through a variety of specialised subjects including luxury consumer behaviour, luxury branding and sustainable marketing, Integrated marketing communications and examination of legal aspects of branding within a luxury context. In addition, either undertake a work placement, study abroad, volunteering work or desk based consultancy. Students are also furnished with the opportunity to engage in independent research through the research project.

The programme is most appropriate for students who have previously studied business at undergraduate level and who wish to develop a deeper understanding of the tools and techniques available to managers and apply these in a luxury context. The programme may also appeal to students who are from a nonbusiness background but are committed to developing a marketing career in luxury marketing. The programme is offered both full and part time. Future consideration may be given to a part time study option. Additionally, the standard one-year MSc International Marketing an optional two-year route is offered through adding a trimester of Professional Practice leading to MSc International Marketing (with Professional Practice) covering the same programme learning outcomes. The “with Professional Practice” two-year masters includes an additional trimester of professional practice prior to the final Research Project module giving students the opportunity to apply their learning and graduate with significant experience.

It is anticipated that future graduates of the programme will be able to perform as professionals applying their knowledge, real world problem solving skills and competences in order to successfully achieve jobs within the luxury brand marketing sector. Specifically, the educational aims of the programme are to:

- Provide students with a range of opportunities for studying theory and practice relevant to luxury brand marketing;
- To prepare and equip students with the appropriate academic knowledge to enable students to communicate effectively on issues relating to luxury brand marketing;
- Offer students the opportunity to engage in real world problem solving through, for example, a work placement opportunity or desk based consultancy;
- Provide students with the opportunities for personal development through undertaking individual research project. In particular, encouraging students to be independent learners, highly motivated and self confident individuals;
- Prepare students for careers within luxury marketing, in particular, to develop a range of skills and attributes to enhance students' employability as potential marketing professionals within the luxury sector;
- Provide not only subject-related knowledge skills but also research, study and personal skills.
- To facilitate development of critical thinking, analytical skills and research practices to enable students to comprehend and select appropriate methodologies and research techniques for independent research.

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

##### SCQF Level 11

Module Code	Module Title	Credit
MMN225001	Career planning and professional development	15
MMN225006	Introduction to Research Methods	15
MMW226496	Luxury consumption behaviour	15
MMW226479	Integrated Marketing Communications	15
MMW226484	Strategic Marketing of Luxury Goods	15
MMW226480	Legal Aspects of Brand Management	15
MMW226474	Digital Marketing and Social Media	15
MMW226482	Luxury Branding and sustainable marketing	15
	<b>Exit Award – PgCert in Luxury Marketing</b>	<b>60</b>
	<b>Exit Award – PgDip in Luxury Marketing</b>	<b>120</b>
MMW226498	Professional Practice: Work Experience*	60
MMW226494	Professional Practice: Consultancy Project*	60
MMW226500	Professional Practice: Entrepreneurial Bootcamp*	60
MMW226495	Professional Practice: Intercultural Competence*	60
MMW226497	Professional Practice: Research Project*	60
MMN225007	The Research Project	60
	<b>Final Award: MSc Luxury Marketing</b> (PgDip plus 60 credits Research Project)	<b>180</b>
	<b>Final Award: MSc Luxury Marketing with Professional Practice</b> (PgDip plus 60 credits Research Project AND one of the Professional Practice modules marked with *)	<b>240</b>

## **8. ASSESSMENT REGULATIONS**

The Glasgow Caledonian University Assessment Regulations

### **Taught Postgraduate Programmes**

[Regulations](#)

apply to this programme, there are no exceptions