

SECTION 2: PROGRAMME SPECIFICATION

1	Awarding institution/body University of Worcester		
2	Teaching institution University of Worcester		
3	Programme accredited by Not Applicable		
4	Final award PG Cert, PG Diploma and MSc		
5	Programme title MSc Advertising & Marketing		
6	Pathways available Not applicable		
7	Mode and/or site of delivery Standard taught or block delivery, University of Worcester or partner institution		
8	Mode of attendance Part Time or Full Time		
9	UCAS Code Not applicable		
10	Subject /Professional Benchmark statements QAA Master's Level Benchmark Statement Business and Management (2007)		
11	Date of Programme Specification preparation/revision reapproved July 2011		
12	<p>Educational aims of the programme</p> <p>The Programme aims to develop the learner's understanding and critical appreciation of the core concepts of marketing and advertising. In so doing it seeks to produce business professionals who are able to adapt quickly to dynamic environments. In particular, the purpose of the programme is to provide students with:</p> <ol style="list-style-type: none"> 1. An advanced understanding of the management of marketing and advertising communications in order to achieve business and management objectives and improve marketing practice 2. The opportunity to develop transferable skills to help build a career in marketing communications or management including an intuitive responsiveness to market and customer needs 3. An opportunity to engage with contemporary marketing and communications management practice and key emerging themes relevant to the exciting and fast-changing global media environment 4. A stimulating academic environment which is based upon the values of academic openness, critical appraisal and intercultural insight. 5. The ability to advance knowledge of marketing communications management through skills including lifelong learning and self-managed research 		
13	<p><u>Intended learning outcomes and learning, teaching and assessment methods</u></p> <table border="1"> <tr> <td> <p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> • The role and function of advertising and marketing organisations, associations and agencies and of the highly interdependent context in which they operate • The core disciplines of marketing and advertising with a particular </td> <td> <p>Examples of teaching, learning and assessment methods used:</p> <ul style="list-style-type: none"> • A programme of structured lectures, interactive seminars, group work sessions and individual tutorials • The researching and writing of assignments and subsequent oral and written feedback • In-depth, self-directed research and tutorial guidance and discussion </td> </tr> </table>	<p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> • The role and function of advertising and marketing organisations, associations and agencies and of the highly interdependent context in which they operate • The core disciplines of marketing and advertising with a particular 	<p>Examples of teaching, learning and assessment methods used:</p> <ul style="list-style-type: none"> • A programme of structured lectures, interactive seminars, group work sessions and individual tutorials • The researching and writing of assignments and subsequent oral and written feedback • In-depth, self-directed research and tutorial guidance and discussion
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<p>emphasis on their integration and new media developments</p> <ul style="list-style-type: none"> • The range of research methods that can be applied to the study of marketing, advertising and customer behaviour • The application of strategic thinking to the successful marketing and advertising of organisations with a particular emphasis on the use of creative communications to influence customer behaviour and establish brand identity • The key drivers of change affecting the advertising and marketing of organisations including, innovation, competition, emerging customer behaviours and expectations, and new media technologies 	<ul style="list-style-type: none"> • Assessment is by a variety of means including essays, oral presentations, group work, research-driven tasks and open and closed-book examinations • Research-based knowledge and understanding is assessed through the dissertation.
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Skills and other attributes

<p>Intellectual/cognitive skills:</p> <ul style="list-style-type: none"> • The ability to think critically and be creative: manage the creative processes in self and others; organise thoughts, analyse, synthesise and critically appraise. This includes the capability to identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately in relation to contemporary issues and developments in marketing, advertising and customer attitudes and behaviours • Being able to solve complex and emergent marketing and advertising management problems and make decisions: establish criteria, using appropriate decision-making techniques including identifying, formulating and solving management problems; and the ability to create, identify and evaluate options; the ability to implement and review marketing communications decisions • Scanning, organising, analysing, synthesising, and interpreting information from a variety of financial and non-financial data in order to abstract meaning and to share knowledge 	<p>Examples of teaching, learning and assessment methods used:</p> <ul style="list-style-type: none"> • All modules require learners to engage in discussion of key issues and the critical application of key concepts • Case study work offers students the opportunity to engage in problem solving and complex issues • Modules in marketing raise issues in which judgement needs to be exercised • Intellectual and cognitive skills are assessed by means of written assignments, including extended essays.
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<ul style="list-style-type: none"> Exercising judgement and understanding to recognise and address ethical dilemmas and corporate social responsibility issues, applying ethical and organisational values to situations and choices with a particular emphasis on socially responsible corporate communications 	
<p>Professional practical skills</p> <ul style="list-style-type: none"> Engage in information retrieval, organisation and effective and professional dissemination to internal and external stakeholder groups and publics Engage in team-based activities including assuming a leadership role and the ability to recognise and utilise individuals' contributions in group processes and to negotiate and persuade or influence others; team selection, delegation, development and management Demonstrate an ability to conduct independently managed research into advertising, marketing and business management issues through research design, data collection, analysis, synthesis and reporting Propose and develop creative and effective solutions in a marketing communications context Deploy professionally credible presentation skills relevant to a range of marketing communications settings 	<p>Examples of teaching, learning and assessment methods used:</p> <ul style="list-style-type: none"> Faculty librarian runs session during induction relating to information resources available Group and individual tasks involving library and internet-based information retrieval feature in various modules Project-based tasks involving group management and co-ordinated presentation Research methods module and dissertation provide group-based and individual support for the development of research skills Assessment of information transfer skills through group oral presentations, including use of peer assessment Written assignments used to assess research skills.
<p>Transferable/key skills:</p> <ul style="list-style-type: none"> Numeracy and quantitative skills including the application and development of relevant advertising and marketing models Effective two-way communication skills, (e.g. listening; negotiation and persuasion; effective oral and written communication of complex ideas and arguments), using a range of media, including the preparation of business reports and oral presentations, together with the a sensitivity to the interdependent relationships between 	<p>Examples of teaching, learning and assessment methods used:</p> <ul style="list-style-type: none"> Quantitative skills taught through use of worked examples, e.g. in research methods Group exercises involving role-play are used to develop two-way communication skills Time management skills are conveyed as an integral element of successfully completing the dissertation Certain quantitative skills are assessed through the use of time constrained formal examinations

<p>advertisers, agencies and media owners</p> <ul style="list-style-type: none"> • High personal effectiveness: critical self-awareness, self-reflection and self-management; time management; sensitivity to diversity in people and different situations and the settings of the marketing communications industry (including the need to respect client needs and confidentiality) and the ability to continue to learn through reflection on practice and experience • Effective use of ICT. 	<ul style="list-style-type: none"> • Reflective learning is promoted through development of the research proposal for the dissertation.
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A wide variety of learning and teaching methods have been designed for use in the modules that comprise the MSc Advertising & Marketing. Particular care has been taken to ensure that the programme modules utilise complementary teaching and learning approaches so that students experience a good balance of activities.

In relation to the research-based areas of teaching, the module in Research Methods is designed to provide the necessary guidance required by the student to undertake a piece of supervised research. In order to support this learning objective, students will be required to develop a viable research proposal which they will present to an audience that includes a member of the teaching team with the necessary subject knowledge. This member of staff will then normally be designated as the supervisor for the dissertation component of the course which follows on from the Research Methods module and concludes the award.

The teaching and learning strategies for individual modules that have been outlined in this document have been undertaken in accordance with the University's Curriculum Design Policy and Guidance on writing learning outcomes and developing assessment criteria.

14 Assessment Strategy

As with the Learning and Teaching strategy, outlined above, the Assessment strategy has been designed to provide students with a variety of challenges appropriate for Masters level modules in marketing, advertising and business management. The range of assessments specified in the module specifications (see section 4 of the handbook) have been developed in order to support the pedagogical approaches employed and which are appropriate for the nature of the subject disciplines covered. It has also been the course team's intention to ensure that a variety of assessments are covered. In particular the use of groupwork, seminar presentations and creative approaches encourage the development of applied skills that can be transferred into the working environment.

In line with the University of Worcester Assessment Policy, assessments for the individual modules have been designed to enable students to demonstrate that they have successfully met the learning outcomes. These are specified in each assignment brief along with any assessment criteria. Students are also supported through the use of grade descriptors and examples of prior assessment answers

15 Programme structures and requirements

Table 15.1 Award Map Table

LEVEL 7				
Module Code	Module Title	Credits (Number)	Status Mandatory (M) or Optional (O)	Prerequisites (Code of Module required)
BUSM 4111	Marketing Management ^M	20	M	None
BUSM 4119	Customer Insight ^M	20	M	None
BUSM 4121	Emerging Themes in Marketing ^M	20	M	None
BUSM 4122	Advertising & Promotions ^A	20	M	None
BUSM 4123	Advertising Psychology ^A	20	M	None
BUSM 4124	Creative Communications ^A	20	M	None
BUSM 4105	Research Methods	20	M	None
BUSM 4106	Dissertation	40	M	None

^M For award purposes is specified as a Marketing Module

^A For award purposes is specified as an Advertising Module

PG Certificate in Management

Students who successfully complete only the three advertising modules (60 credits) are eligible to exit at that point with the award of PG Certificate in Advertising.

Students who successfully complete at least two advertising modules and at least one marketing module (60 credits) are eligible to exit at that point with the award of PG Certificate in Advertising & Marketing.

Students who complete not more than one advertising module and at least two marketing modules (60 credits) are eligible to exit at that point with the award of PG Certificate in Management.

PG Diploma in Advertising & Marketing

Students who complete a minimum of 120 credits in the specified modules, excluding Research Methods, are eligible for a PG Diploma in Advertising & Marketing if they choose to exit at this point.

MSc in Marketing & Advertising

Students who complete all 180 credits as specified are eligible for the award of MSc Advertising & Marketing.

16 QAA Academic Infrastructure

The QAA Subject Benchmarks for Master's degrees in business and management (<http://www.qaa.ac.uk/academicinfrastructure/benchmark/statements/generalbusinessmanagement.asp>)

(2007) recognise that there is a wide diversity of courses available and that these different orientations need to be explicitly addressed when designing the Learning, Teaching and Assessment requirements, as well as the specific Knowledge, Understanding and Skills that underpin each type of course.

The current proposal is designed to offer a group of Type 1 awards which provide a 'specialist' Master's degree designed to prepare students for a management career, or further study, in the area of advertising and marketing. These courses are oriented towards (but not exclusively directed at) students who have not previously studied in the area of advertising or marketing and who do not have practical business and management experience. These programmes are normally designed for career preparation in a clearly defined type of job or profession. They aim to prepare individuals to be operationally effective in the specialist subject area or as a preparation for an academic career in that subject area.

The QAA subject benchmarks also specify key areas of knowledge and understanding and these have been used to inform the Assessment strategy for this generalist programme in management.

The programme conforms to the requirements set out for Masters level qualifications by the Framework for Higher Education Qualifications (FHEQ).

(<http://www.qaa.ac.uk/academicinfrastructure/FHEQ/EWNI08/FHEQ08.pdf>.)

In particular, the specialist modules, the Research Methods and Dissertation are designed to help instil within students a critical awareness of current research and scholarship within the disciplines of advertising and marketing. The Dissertation, in particular, provides students with an opportunity to engage in a critical review and application of research methodologies relevant to the various aspects of advertising and marketing management research.

The module components have been designed with reference to relevant aspects of the Chartered Institute of Marketing's Professional Marketing Standards Framework

17 Support for students

The following activities and documents have been put in place to provide support for Masters students at Worcester Business School and help promote equality of opportunity for all:

- Worcester Business School induction programme includes inputs from Student Services and International Centre
- Course handbook including guidance for Dissertation and modules outlines, which include planned teaching activities, attendance requirements, assessment briefs, assessment criteria and reading lists.
- Support from Information & Learning Services (ILS) during induction, and via their Information Desk, a nominated Academic Liaison Librarian and Study

Guides

- Representation on Course Management Committee to address course-wide issues
- Each student is allocated a personal tutor to provide support for learning
- Registry provides student-specific information, including module results, on the SOLE page of the University website
- Range of support services including accommodation office through Student Services
- Special events for international students co-ordinated by International Centre
- English language support provision through the Language Centre
- Academic achievement sessions to support student study skills
- Student and academic support, representation and social networking via the Students' Union
- Equal Opportunity via the Disability and Dyslexia Service, which implements codes of practice in relation to disability, racial and other forms of discrimination and also provides practical support and guidance for students with learning difficulties
- Career Services offer one-to-one drop-in advice and information and publishes career events, activities and job opportunities. Worcester Business School also has its own internet which advertises placement and career opportunities
- A Virtual Learning Environment – VLE to provide module-specific material, documents, activities and networking

18 Admissions policy, criteria and procedures

General admissions requirements of the programme are as follows:

- A second class UK honours degree, or equivalent, in any subject
- International students holding a qualification recognised as graduate equivalent by the University
- Students whose first language is not English are required to demonstrate proficiency to a minimum level of 6.5 IELTS or equivalent
- Candidates may exceptionally be admitted without a first degree via APEL/APL, if they are able to demonstrate extensive experience of Marketing and Advertising

Please contact the Registry Admissions Office for further information or guidance 01905 855111. Application forms are available on request. Interviews are not normally required prior to acceptance, however applicants may arrange an appointment with the Programme Manager by email (r.saunders@worc.ac.uk) or by phone (+44 (0)1905 542057).

Mature Students

UW values diversity in its student body and students from all backgrounds are very welcome.

Students with few or no formal qualifications should contact the Registry Admissions Office (01905 855111) with details of their age, any work undertaken, including

caring or organised voluntary work, and any other relevant experience gained since leaving school.

For further information or guidance please contact Registry Admissions Office on 01905 855111.

19 Methods for evaluating and improving the quality and standards of teaching and learning

Mechanisms for review and evaluation of teaching, learning, assessment, the curriculum and outcome standards, include:

- Module feedback
- Annual Course Evaluation Report completed by course leader
- Subject review including external scrutiny
- Periodic course review including external scrutiny
- Peer teaching observation
- External examiners reports
- Academic staff annual appraisal, Staff Development Away Days and other events

Committees with responsibility for monitoring and evaluating quality and standards

- Business School Quality Assurance Committee
- Business School Post Results Moderation Group
- Course Management Committee
- School Board
- School Learning, Teaching & Student experience Committee
- Academic Standards and Quality Enhancement Committee
- International Committee
- Ethics Committee
- University Learning, Teaching and Student Experience Committee

Mechanisms for gaining student feedback on the quality of teaching and their learning experience

- Module feedback questionnaires
- Course committee
- Meetings with personal tutor
- Meetings with personal tutor and module tutors
- StARs (Student Academic Representatives)

The Business School has a number of Teaching Fellows with the responsibility of developing and enhancing the learning experience of all students within the school.

20 Regulation of assessment

Requirements to pass modules

- Students are assessed by a combination of course work and exam.

- The minimum pass mark is 50% for each module.
- Students are required to submit all items of assessment in order to pass a module, and in some modules.
- Attendance requirements are indicated in each module specification.
- Full details of the assessment requirements for a module, including the assessment criteria, are published in the module outline.

Submission of assessment items

- Students who submit course work late but within 5 days of the due date will have work marked, but the grade will be capped at 50% unless an application for mitigating circumstances is accepted.
- Students who submit work later than 5 days but within 14 days of the due date will not have work marked unless they have submitted a valid claim of mitigating circumstances.
- Students who fail to submit an item of assessment lose their right to reassessment in that module, and will be required to retake the module, which will incur payment of the module fee.
- For full details of submission regulations see [Postgraduate Regulatory Framework](#)

Retrieval of failure

- Students are entitled to resit failed assessment items for any module that is awarded a fail grade, unless the failure was due to non-attendance or non-submission.
- Reassessment takes place during the following semester or during the summer reassessment period at the end of the academic year.
- If following reassessment the module has been passed, the module grade will be capped at 50%.
- If a student is unsuccessful in the reassessment, they will have one further and final reassessment opportunity.
- A student who fails 40 credits or more after exhausting all reassessment opportunities may be required to withdraw from the University.

Requirements for Awards

University examination boards will review and confirm results for modules, and considers candidates' mark profiles to make decisions about progression, awards and degree classifications as appropriate. A sample of all work (including all fails and distinctions) is moderated internally and externally prior to the board.

The awards of PG Cert, PG Dip or Masters may be made with Merit or Distinction

These conditions are set out in the [Postgraduate Regulatory Framework](#), Section 15

The following awards are available to students who choose to exit with the following number of credits:

<i>Award</i>	<i>Requirement</i>
Postgraduate Certificate in Management	60 credits at Level 7 (with not more than 20 credits from specified advertising modules), excluding Research Methods and Dissertation
Postgraduate Certificate in Advertising & Marketing	60 credits at Level 7 (40 credits of which must be made up of specified advertising modules), excluding Research Methods and Dissertation
Post Graduate Certificate in Advertising	60 credits at Level 7 made up only of the three specified advertising modules
Postgraduate Diploma in Advertising & Marketing	120 credits at Level 7 (excluding Research Methods)
MSc in Advertising & Marketing	180 credits at Level 7 including a dissertation

21 Indicators of quality and standards

- In the annual round of module evaluations (2009/2010) post graduate students have rated their overall module satisfaction as in excess of 90%.
- Many members of staff engaged in developing the programme are actively engaged in relevant research and consultancy in the disciplines of management
- Annual External Examiners reports for the School have been extremely supportive and complimentary
- University of Worcester holds the Investors in People Kitemark which was renewed in 2008
- The University underwent a QAA Institutional Audit in March 2011. The audit confirmed that confidence can be placed in the soundness of the institution's current and likely future management of the academic standards of its awards and the quality of the learning opportunities available to students. The audit team highlighted several aspects of good practice, including the student academic representative (StARs) initiative, the proactive approach which supports the student experience for disabled students, the comprehensiveness of the student online environment (SOLE), the wide range of opportunities afforded to students to enhance their employability, the institution's commitment to enhancement, and the inclusive approach to working with its collaborative partners.

22 Employability and Graduate Destinations

- Worcester Business School aims to promote closer links with employers

through the work of its **Business Development Team**. The team is currently working with key decision makers in a variety of private, public and third sector organisations, and is supported by **the School's Employers' Advisory Group**, which meets on a regular basis.

- The School works closely with a number of **professional organisations** including the Chartered Institute of Management, Institute of Commercial Management, Chartered Institute of Marketing, Chartered Institute of Personnel and Development, Chartered Institute of Public Relations, Institute of Financial Accountants, Chartered Institute of Payroll Professionals, and British Computer Society.
- The School has worked with a number of **business clients** in developing and delivering its programmes. These include - The NHS (a range of Primary Care and Acute Trusts); Local Government (a range of County, District and Unitary Authorities); West Mercia, Warwickshire, Gloucestershire and Staffordshire Constabularies; Ministry of Defence and The Royal Air Force; Her Majesty's Prison Service; Royal Mail; Financial Service Organisations (e.g. Lloyds TSB, HBOS Plc, Clerical Medical, NFU Mutual and Virgin Money); Housing Associations, Southco and Malvern Instruments.
- The School has well-developed working relations with the **local business community** many of whom contribute to Masters programmes to give a real-world insight into the future world of work.
- These professional and business networks also involve **external events**, many of which are open to students, as well as employers.
- The Business School's specialist **research and consultancy centre**, CPW Consulting (Centre for People at Work), has a wide range of contract-funded consultancy and research projects and provides further opportunities for students to link with employers.
- The School has, for a number of years, been an important focus for **projects linked with the West Mercia Constabulary** through the Shared Police and Higher Education Research and Enterprise (SPHERE) partnership, which enables the force to utilise academic expertise to enhance its policing activities e.g. through Masters students' dissertation/ consultancy projects. partnership
- The School also works alongside the University's Business Development Office, servicing our Graduate Internship programme, and liaising with **external agencies**, such as the Institute of Directors, Federation of Small Businesses, Chamber of Commerce and Confederation of British Industry.
- **Career guidance** is available through University of Worcester Careers Advisory Service and periodic Career Fairs are organised by Student Services.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module outlines and Section 3 of the course handbook. The accuracy of the information contained in this document is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education.