

## **PROGRAMME AIMS AND LEARNING OUTCOMES**

The main programme aims are:

- To provide knowledge and a critical appreciation of key areas in marketing and allow the in-depth investigation of specialist areas of marketing, e.g. consumer behaviour, strategy and international marketing. To provide students with the opportunity to focus their studies in one of the specialist areas of study.
- To equip students with competencies in various practical key skills that are required by employers.
- To give students an understanding of research methods, including techniques of data collection and analysis, so that they can function appropriately either in business/management or university-based research.
- To provide a strong platform for subsequent doctoral work.

Students should be able to:

- Show a systematic understanding of the theoretical basis of marketing research and analysis (including buyer behaviour, communication, competitive advantage, environmental analysis and scanning, product and service development, segmentation, strategic analysis and strategy formulation) as it applies to specialist areas of marketing (e.g. consumer behaviour, retailing, services, business-to-business and international marketing).
- Evaluate the latest research developments in marketing, taking account of the limits of current knowledge and the effects of this on analyses and interpretation.
- Demonstrate a conceptual grasp of different research methodologies that can be employed in marketing research, including quantitative and qualitative methods.
- Demonstrate an understanding of the ethical issues relating to marketing research and marketing management.
- Show a competent understanding of the use of IT in marketing and marketing research (including sources of information on the Internet).