

THE UNIVERSITY OF MANCHESTER

Postgraduate Programme Specification

1. GENERAL INFORMATION

Award	Programme Title	Duration	Mode of study
MSc	Marketing Marketing (Retailing) Marketing (International) Marketing (Services) Marketing (Business-to-Business) Marketing (Corporate Social Responsibility)	1 year	Full time
Postgraduate Diploma	Marketing	Up to 12 months	Full time
Postgraduate Certificate	Marketing	Up to 6 months	Full time

School	Alliance Manchester Business School
Faculty	Humanities
Awarding Institution	The University of Manchester
Programme Accreditation	Exemption from some Chartered Institute of Marketing Diploma Examinations
Relevant QAA benchmark(s)	None

2. AIMS OF THE PROGRAMME(S) (must include separate aims for PG Certificate and PG Diploma awards)

The MSc programme aims to:

01.	To provide knowledge and a critical appreciation of key areas in marketing (e.g., strategy, research, customer behaviour, and digital) and allow the in-depth investigation of specialist areas of marketing, e.g. services, CSR, retailing, and international marketing. To provide students with the opportunity to focus their studies in one of the specialist areas of study.
02.	To equip students with competencies in various practical key skills (e.g., critical thinking, presentation skills, designing and implementing traditional and digital strategies, marketing analytics) that are required by employers
03.	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.
04.	To provide an option for a strong platform for subsequent doctoral work (where student selects the dissertation pathway)

The PG Diploma programme aims to:

05.	To provide knowledge and an appreciation of key areas in marketing (e.g., strategy, research, customer behaviour, and digital) and allow the in-depth investigation of specialist areas of marketing, e.g. services, CSR, retailing, and international marketing. .
06.	To equip students with basic competencies in various practical key skills (e.g., critical thinking, presentation skills, designing and implementing traditional and digital strategies, marketing analytics) that are required by employers
07.	To give students a basic 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.

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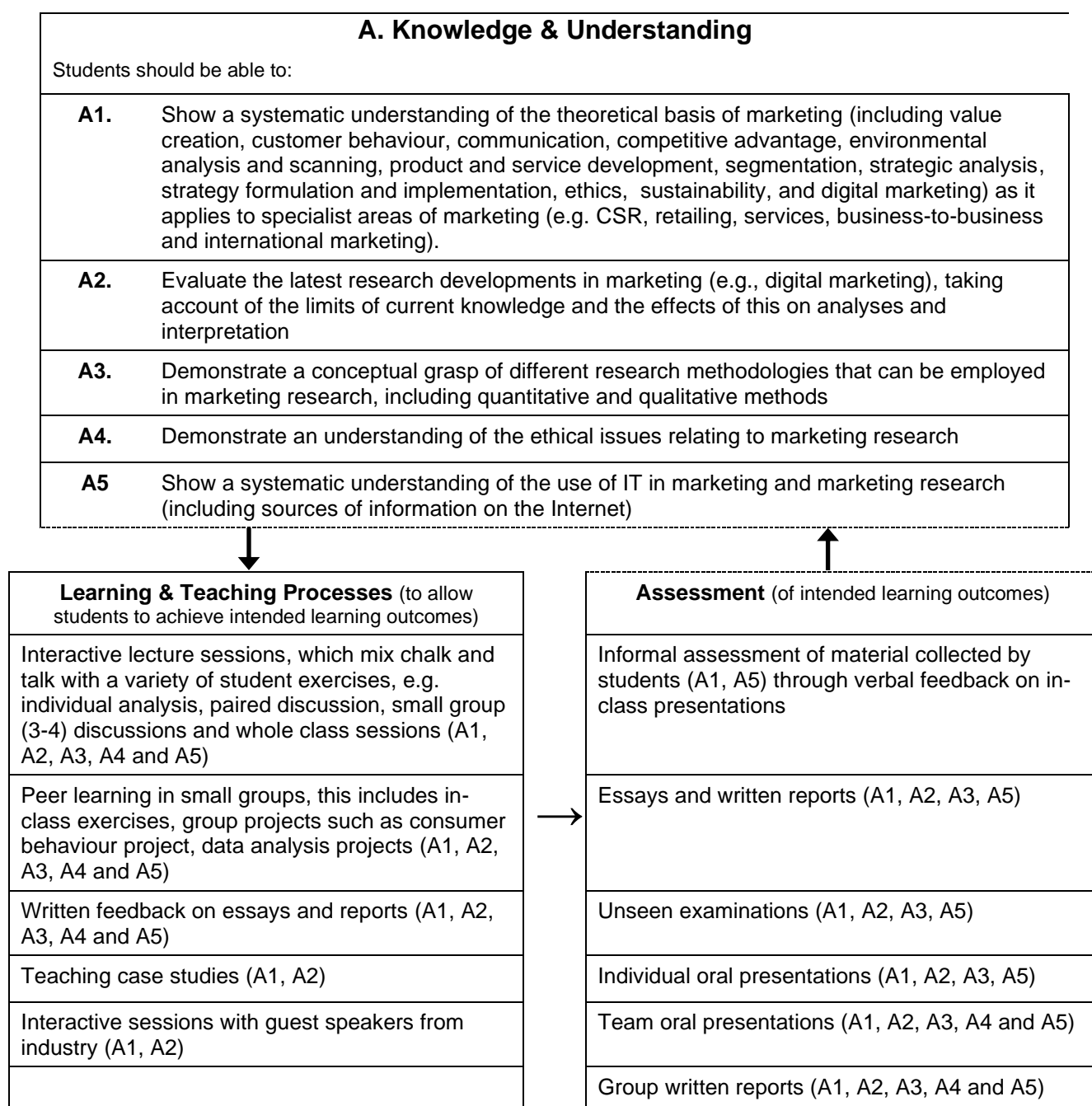
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The PG Certificate programme aims to:

08.	To provide an overview of key areas in marketing, (e.g., strategy, research, customer behaviour, and digital)
09.	To equip students with some basic competencies in various practical key skills (e.g., critical thinking, presentation skills, designing and implementing traditional and digital strategies, marketing analytics) that are required by employers

3. INTENDED LEARNING OUTCOMES OF THE PROGRAMME(S) (must include separate outcomes for PG Certificate and PG Diploma awards)

For the MSc



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In-class Videos (A1, A2)
Structured reading (A1, A2, A3, A4, A5)
Working with academic supervisor for research dissertation (A1, A2, A3, A4 and A5)
Individual learning through research project and dissertation (A1, A2, A3, A4 and A5)
MSc Group Business Case Project (A1, A2, A3, A4, A5)

Research dissertation (A1, A2, A3, A4 and A5)
MSc Group Business Case Project (A1, A2, A3, A4, A5)

For the Postgraduate Diploma

A. Knowledge & Understanding	
Students should be able to:	
A6.	Show a systematic understanding of the theoretical basis of marketing (including value creation, customer behaviour, communication, competitive advantage, environmental analysis and scanning, product and service development, segmentation, strategic analysis, strategy formulation and implementation, ethics, sustainability, and digital marketing) as it applies to specialist areas of marketing (e.g. CSR, retailing, services, business-to-business and international marketing).
A7.	Appreciate the latest research developments in marketing (e.g., digital marketing) taking account of the limits of current knowledge and the effects of this on analyses and interpretation
A8.	Demonstrate a basic understanding of different research methodologies that can be employed in marketing research, including quantitative and qualitative methods
A9.	Demonstrate a basic understanding of the ethical issues relating to marketing research
A10.	Show some understanding of the use of IT in marketing and marketing research (including sources of information on the Internet)

Learning & Teaching Processes (to allow students to achieve intended learning outcomes)
Interactive lecture sessions, which mix chalk and talk with a variety of student exercises, e.g. individual analysis, paired discussion, small group (3-4) discussions and whole class sessions (A6, A7, A8, A9 and A10)
Peer learning in small groups, this includes in-class exercises, group projects such as consumer behaviour project, data analysis projects (A6, A7, A8, A9 and A10)
Written feedback on essays and reports (A6, A7, A8, A9 and A10)
Teaching case studies (A6, A7)
Interactive sessions with guest speakers from industry (A6, A7)
In-class Videos (A6, A7)

Assessment (of intended learning outcomes)
Informal assessment of material collected by students (A6, A10) through verbal feedback on in-class presentations
Essays and written reports (A6, A7, A8, A10)
Unseen examinations (A6, A7, A8, A10)
Individual oral presentations (A6, A7, A8, A10)
Team oral presentations (A6, A7, A8, A9 and A10)
Group written reports (A6, A7, A8, A9 and A10)



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Structured reading (A6, A7, A8, A9, A10)

For the Postgraduate Certificate

A. Knowledge & Understanding

Students should be able to:

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|-------------|--|
| A11. | Show a systematic understanding of the theoretical basis of marketing (including value creation, customer behaviour, communication, competitive advantage, environmental analysis and scanning, product and service development, segmentation, strategic analysis, strategy formulation and implementation, ethics, sustainability, and digital marketing) as it applies to specialist areas of marketing (e.g. CSR, retailing, services, business-to-business and international marketing). |
| A12. | Show a basic understanding of the use of IT in marketing (including sources of information on the Internet) |



Learning & Teaching Processes (to allow students to achieve intended learning outcomes)

Interactive lecture sessions, which mix chalk and talk with a variety of student exercises, e.g. individual analysis, paired discussion, small group (3-4) discussions and whole class sessions (A11 and A12)

Peer learning in small groups, this includes in-class exercises, group projects such as the data analysis projects A11 and A12)

Written feedback on essays and reports (A11 and A12)

Interactive sessions with guest speakers from industry (A11, A12)

In-class Videos (A11)

Assessment (of intended learning outcomes)

Informal assessment of material collected by students (A11 and A12) through verbal feedback on in-class presentations

Essays and written reports (A11 and A12)

Unseen examinations (A11 and A12)

Team oral presentations (A11 and A12)

Group written reports (A11 and A12)



For the MSc

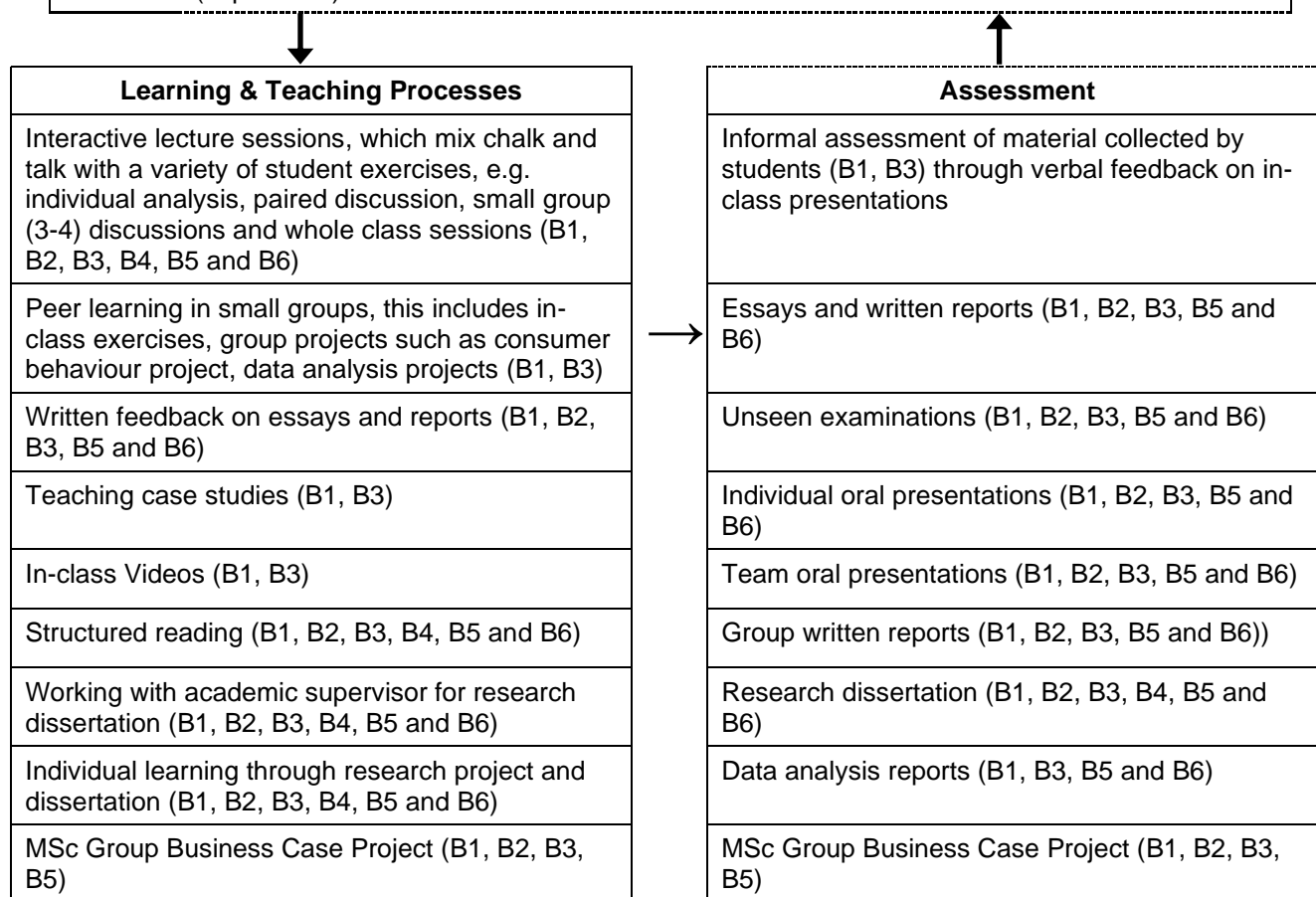
B. Intellectual Skills

Students should be able to:

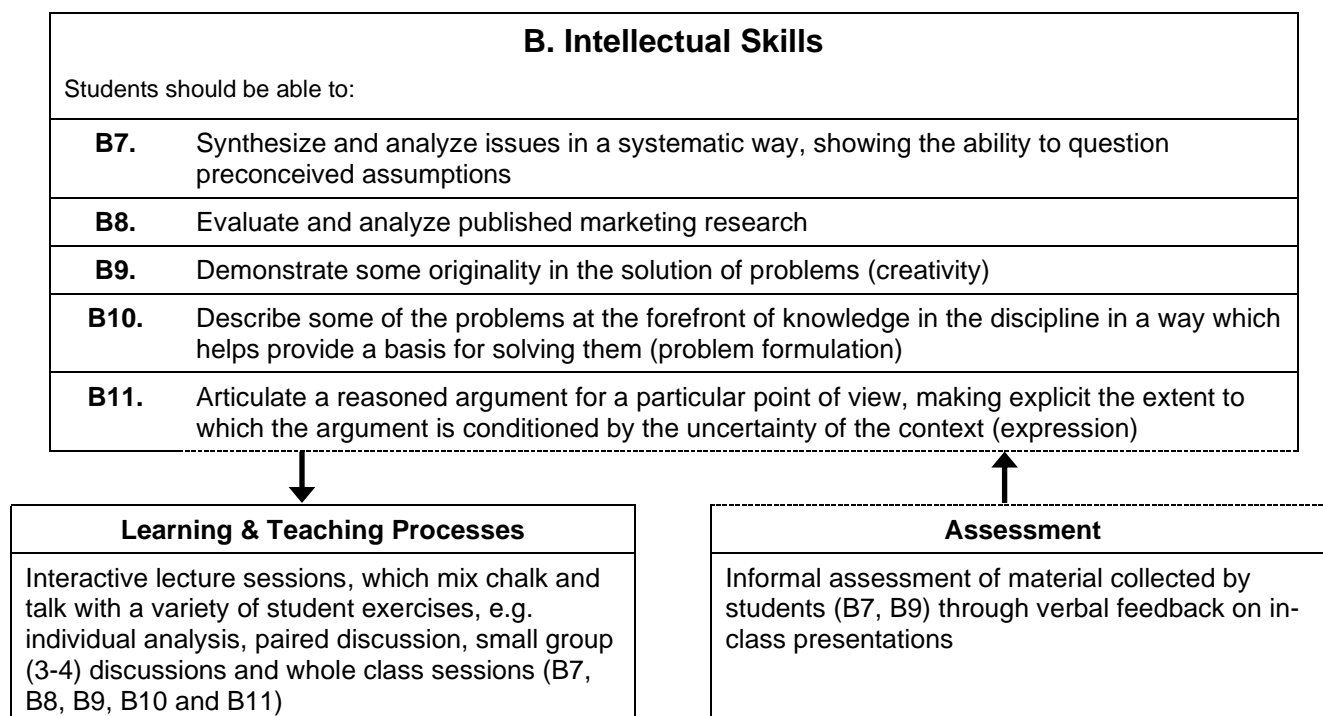
- | | |
|------------|---|
| B1. | Synthesize and analyze complex issues in a critical and systematic way, showing creativity and the ability to question preconceived assumptions |
| B2. | Critically evaluate and analyze published marketing research |
| B3. | Demonstrate originality and lateral thinking in the independent solution of problems and making of decisions (creativity) |
| B4. | Plan, conduct and report on a piece of independent empirical research in the form of a substantial research dissertation |
| B5. | Frame problems at the forefront of knowledge in the discipline in a fashion that is amenable to their solution (problem formulation) |

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B6. Articulate an extended reasoned argument for a particular point of view, making fully explicit the extent to which the argument is conditioned by the uncertainty of the context (expression)



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Peer learning in small groups, this includes in-class exercises, group projects such as consumer behaviour project, data analysis projects (B7, B9)	→	Essays and written reports (B7, B8, B9, B10 and B11)
Written feedback on essays and reports (B7, B8, B9, B10 and B11)		Unseen examinations (B7, B8, B9, B10 and B11)
Teaching case studies (B7, B9)		Individual oral presentations (B7, B8, B9, B10 and B11)
In-class Videos (B7, B9)		Team oral presentations (B7, B8, B9, B10 and B11)
Structured reading (B7, B8, B9, B10 and B11)		Group written reports (B7, B8, B9, B10 and B11)

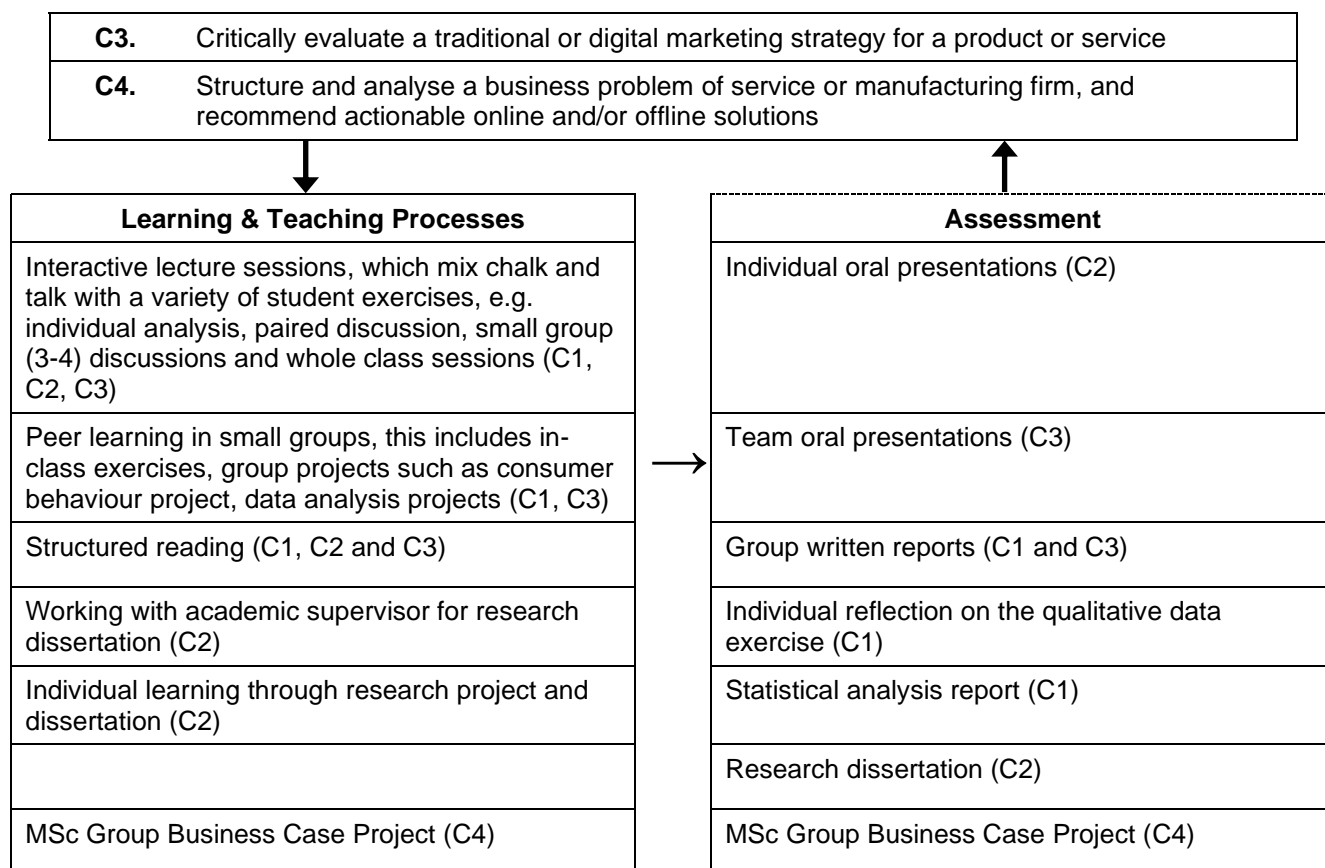
For the Postgraduate Certificate

B. Intellectual Skills	
Students should be able to:	
B12.	Synthesize and analyze issues in a systematic way
B13.	Evaluate published marketing research
B14.	Demonstrate an ability to solve problems (creativity)
B15.	Articulate an argument for a particular point of view, making explicit the extent to which the argument is conditioned by the uncertainty of the context (expression)
↓	↑
Learning & Teaching Processes	Assessment
Interactive lecture sessions, which mix chalk and talk with a variety of student exercises, e.g. individual analysis, paired discussion, small group (3-4) discussions and whole class sessions (B12, B13, B14 and B15)	Informal assessment of material collected by students (B12, B14) through verbal feedback on in-class presentations
Peer learning in small groups, this includes in-class exercises, group projects including case analysis (B12, B14 and B15)	→ Essays and written reports (B12, B13, B14 and B15)
Written feedback on essays and reports (B12, B13, B14 and B15)	Unseen examinations (B12, B13, B14 and B15)
In-class Videos (B12, B15)	Team oral presentations (B12, B13, B14 and B15)
Structured reading (B12, B13, B14 and B15)	Group written reports (B12, B13, B14 and B15)

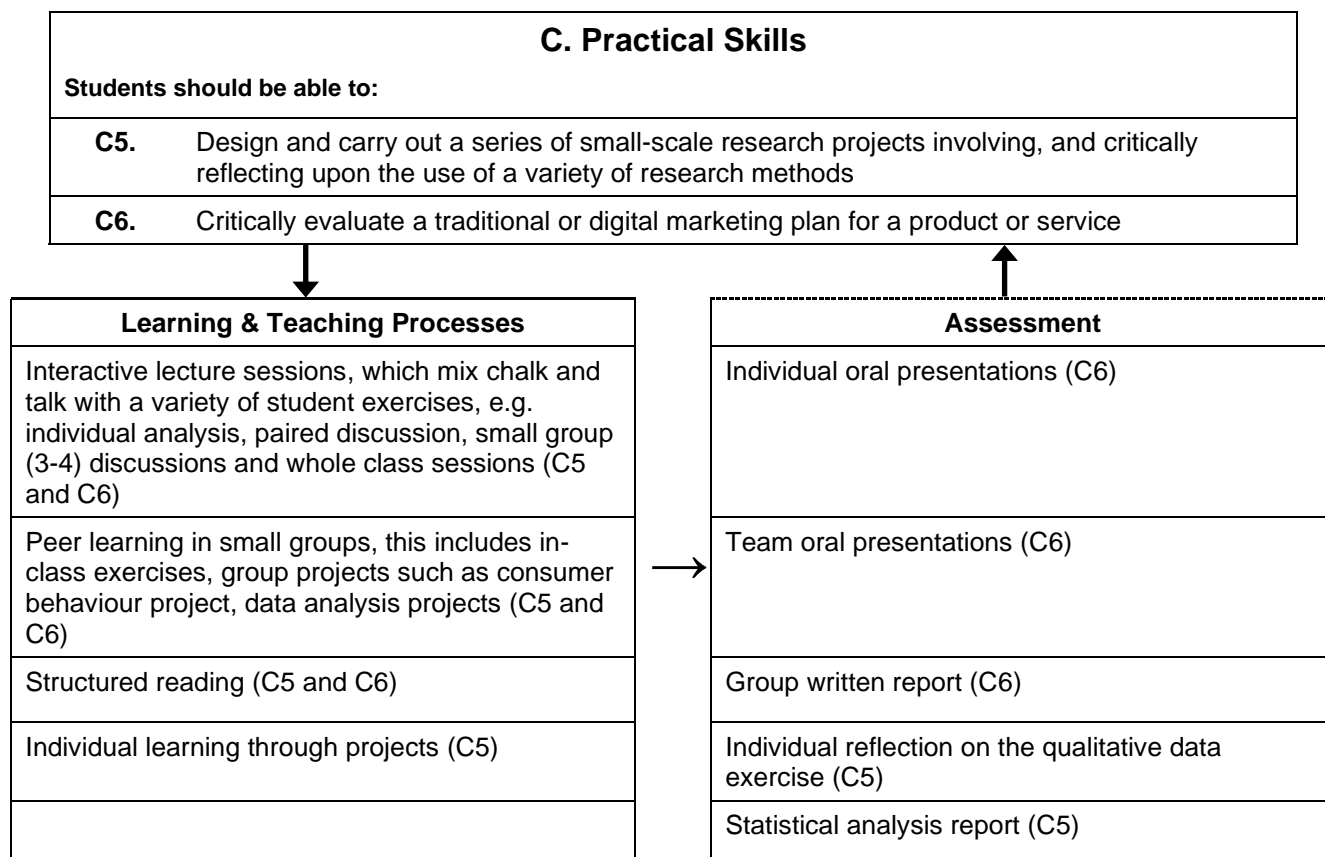
For the MSc

C. Practical Skills	
Students should be able to:	
C1.	Design and carry out a series of small-scale research projects, either online or offline, involving, and critically reflecting upon the use of a variety of research methods
C2.	Design, plan and implement and reflect upon a substantial research project (approximately 6 months duration)

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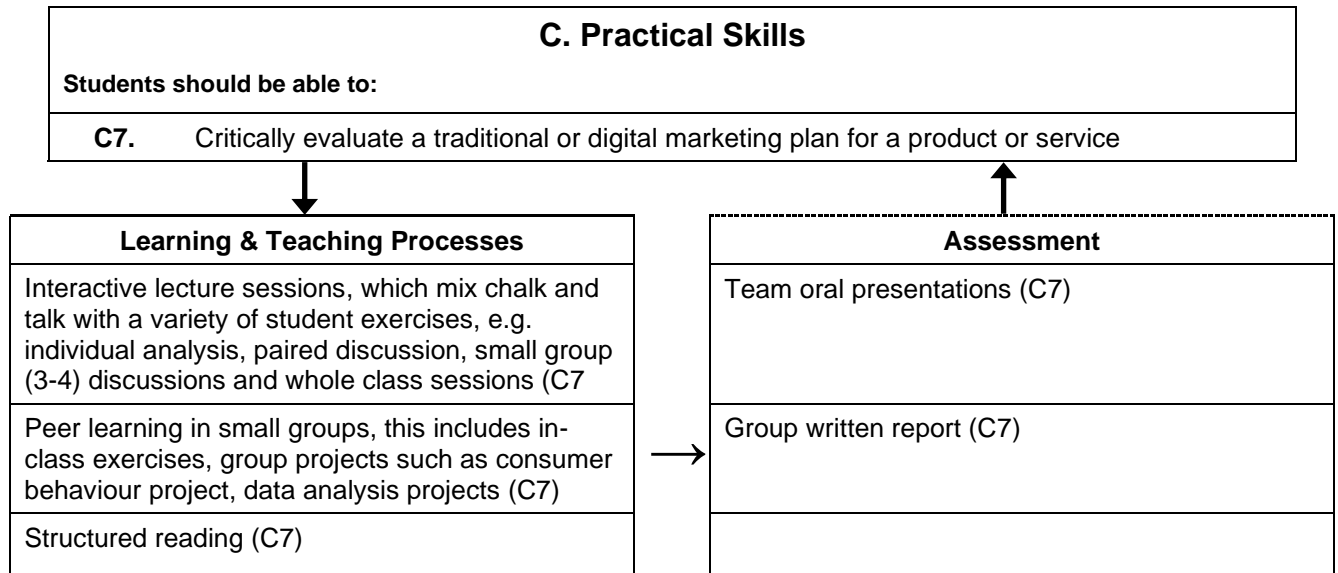
For the Postgraduate Diploma



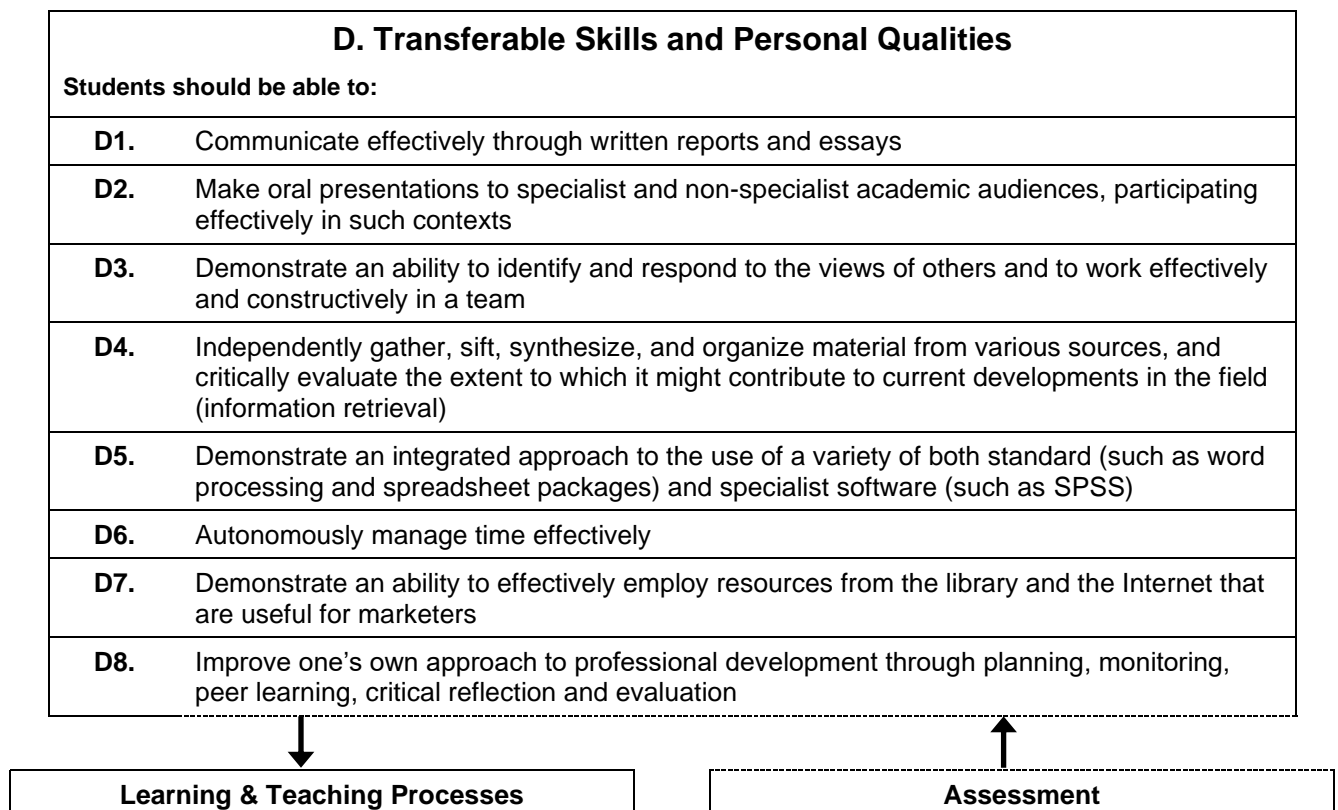
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Interactive lecture sessions, which mix chalk and talk with a variety of student exercises, e.g. individual analysis, paired discussion, small group (3-4) discussions and whole class sessions (D2, D3)	Informal assessment of material collected by students through verbal feedback on in-class presentations (D2)
Peer learning in small groups, this includes in-class exercises, group projects such as consumer behaviour project, data analysis projects (D2, D3)	Essays and written reports (D1, D3, D4, D5, D6)
Written feedback on essays and reports (D1)	Unseen examinations (D4, D6)
Teaching case studies (D3)	Individual oral presentations (D2, D5, D6)
Structured reading (D4, D7)	Team oral presentations (D2, D3, D5, D6)
Working with academic supervisor for research dissertation (D1)	Group written reports (D1, D3, D5, D6)
Individual learning through research projects and dissertation (D6, D8)	Research dissertation (D1, D4, D5, D6)
MSc Group Business Case Project (D1, D3, D4, D5, D6, D7, D8)	Data analysis reports (D1, D4, D5, D6)
	Individual reflection on data analysis project (D8)
	MSc Group Business Case Project (D1, D3, D4, D5, D6, D8)

For the Postgraduate Diploma

D. Transferable Skills and Personal Qualities	
Students should be able to:	
D9.	Communicate effectively through written reports and essays
D10.	Make oral presentations to specialist and non-specialist academic audiences, participating effectively in such contexts
D11.	Demonstrate an ability to identify and respond to the views of others and to work effectively and constructively in a team
D12.	Independently gather, sift, synthesize and organize material from various sources, and critically evaluate the extent to which it might contribute to current developments in the field (information retrieval)
D13.	Demonstrate an integrated approach to the use of a variety of both standard (such as word processing and spreadsheet packages) and specialist software (such as SPSS)
D14.	Autonomously manage time effectively
D15.	Demonstrate an ability to effectively employ resources from the library and the Internet that are useful for marketers
D16.	Improve one's own approach to professional development through planning, monitoring, peer learning, critical reflection and evaluation
↓	↑
Learning & Teaching Processes	Assessment

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Interactive lecture sessions, which mix chalk and talk with a variety of student exercises, e.g. individual analysis, paired discussion, small group (3-4) discussions and whole class sessions (D10, D11)	→	Informal assessment of material collected by students through verbal feedback on in-class presentations (D10)
Peer learning in small groups, this includes in-class exercises, group projects such as consumer behaviour project, data analysis projects (D10, D11)		Essays and written reports (D9, D11, D12, D13 D14)
Written feedback on essays and reports (D9)		Unseen examinations (D12, D14)
Teaching case studies (D11)		Individual oral presentations (D10, D14, D15)
Structured reading (D12, D15)		Team oral presentations (D10, D11, D14, D15)
Individual learning through research projects (D14, D16)		Group written reports (D9, D11, D13, D14)
		Data analysis reports (D9, D12, D13, D14)
		Individual reflection on data analysis project (D16)

For the Postgraduate Certificate

D. Transferable Skills and Personal Qualities	
Students should be able to:	
D17.	Communicate effectively through written reports and essays
D18.	Make oral presentations to specialist and non-specialist academic audiences, participating effectively in such contexts
D19.	Demonstrate an ability to identify and respond to the views of others and to work effectively and constructively in a team
D20.	Independently gather, sift, synthesize, and organize material from various sources, and critically evaluate the extent to which it might contribute to current developments in the field (information retrieval)
D21.	Demonstrate an integrated approach to the use of a variety of standard (such as word processing and spreadsheet packages)
D22.	Autonomously manage time effectively
D23.	Demonstrate an ability to effectively employ resources from the library and the Internet that are useful for marketers
D24.	Improve one's own approach to professional development through planning, monitoring, peer learning, critical reflection, and evaluation
↓	↑
Learning & Teaching Processes	Assessment
Interactive lecture sessions, which mix chalk and talk with a variety of student exercises, e.g. individual analysis, paired discussion, small group (3-4) discussions and whole class sessions (D18, D19)	Informal assessment of material collected by students through verbal feedback on in-class presentations (D18)

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Peer learning in small groups, this includes in-class exercises, group projects including case evaluation (D18, D19)	→	Essays and written reports (D17, D18, D20, D21 D22)
Written feedback on essays and reports (D17)		Unseen examinations (D20, D22)
Teaching case studies (D19)		Team oral presentations (D18, D19, D22, D23)
Structured reading (D20, D23)		Group written reports (D17, D19, D21, D22)
Individual learning through projects (D22, D24)		

4. THE STRUCTURE OF THE PROGRAMME(S)

Programme structure and credits

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dits**

	MSc Marketing	180
	MSc Marketing (Specialism)	180
	Semester One	
	Core Units	
	BMAN 74011 Marketing Strategy and Competitive Advantage	15
	BMAN 70102 Customer Behaviour and Insights	15
	BMAN XXXX Marketing Research and Analysis	15
	BMAN XXXX Marketing in a Digital World	15
	Semester Two	
	At the beginning of the second semester students will be able to indicate that they want to opt for the MSc in Marketing or the MSc in Marketing (Specialism). It will be the student's responsibility to ensure that the choice of options confirms to the requirements of the Specialism that they wish to register for.	
	If a student does not meet the requirements for a Specialism, they will not be able to graduate with a specialist degree.	
	Optional Units	
	BMAN 60222 Integrated Marketing Communications and Advertising	
	BMAN 70152 Business-to-Business Marketing	
	BMAN 70172 Retail Marketing	
	BMAN 70252 Services Marketing	
	BMAN 70402 International Marketing	
	BMAN 74042 Marketing Analytics	
	BMAN XXXX Marketing in Society	
		15 Credits Each
MSc Marketing	MSc Marketing Specialisms	

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MSc Marketing	MSc Marketing (Retailing)	MSc Marketing (International)	MSc Marketing (Services)	MSc Marketing (Corporate Social Responsibility)	MSc Marketing (Business to Business)
<i>Students must choose THREE course units from the following:</i>	BMAN 70172 Retail Marketing <i>Plus, TWO additional course units from those outlined above</i>	BMAN 70402 International Marketing <i>Plus, TWO additional course units from those outlined above</i>	BMAN 70252 Services Marketing <i>Plus, TWO additional course units from those outlined above</i>	BMAN XXXX Marketing in Society <i>Plus, TWO additional course units from those outlined above</i>	BMAN 70152 Business-to-Business Marketing <i>Plus, TWO additional course units from those outlined above</i>
Dissertation 60 Credits	Dissertation in the Retailing Area 60 Credits	Dissertation in the International Marketing area 60 Credits	Dissertation in the Services Marketing area 60 Credits	Dissertation in the CSR area 60 Credits	Dissertation in the Business to Business area 60 Credits
ALTERNATELY Students may select the Group Business Case Project – 60 Credits					

Postgraduate Diploma in Marketing	120
Semester One	
Core Units BMAN 74011 Marketing Strategy and Competitive Advantage BMAN 70102 Customer Behaviour and Insights BMAN XXXX Marketing Research and Analysis BMAN XXXX Marketing in a Digital World	15 15 15 15
Semester Two	
BMAN 60222 Integrated Marketing Communications and Advertising BMAN 70152 Business-to-Business Marketing BMAN 70172 Retail Marketing BMAN 70252 Services Marketing BMAN 70402 International Marketing BMAN 74042 Marketing Analytics BMAN XXXX Marketing in Society	15 Credits Each
Postgraduate Certificate in Marketing	60
Semester One	

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Core Units	
BMAN 74011 Marketing Strategy and Competitive Advantage	15
BMAN 70102 Customer Behaviour and Insights	15
Semester Two	
Optional Units – Students choose TWO of the following	
BMAN 60222 Integrated Marketing Communications and Advertising	15 Credits Each
BMAN 70152 Business-to-Business Marketing	
BMAN 70172 Retail Marketing	
BMAN 70252 Services Marketing	
BMAN 70402 International Marketing	
BMAN 74042 Marketing Analytics	
BMAN XXXX Marketing in Society	

5. STUDENT INDUCTION, SUPPORT AND DEVELOPMENT (in order to deliver the intended learning outcomes, including dissertation support and guidance)

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Induction

All students attend an initial, week-long, induction when they are welcomed, registered, provided with information and advice about a wide range of matters such as: library and IT facilities, channels of communication, learning resources, student support services, student representation in the committee structure, and career centre services. In addition, during the induction week students will be introduced to: (A) essential skills (e.g. time management, reading material, searching for articles, analysing articles, note taking and revising) for studying MSc in Marketing; (B) how to succeed in assessments (e.g. how to prepare for exams, how to write essays, and present effectively); and (C) the sins of academia (e.g. late submissions, exceeding word limits, collusion, fabrication, and falsification). Finally, during the induction week (i.e. 5 sessions of 2 hrs) the students will receive introductory lectures on the Fundamentals of Marketing Management. The objective is to familiarise students with the key concepts of Marketing Management and set them up for the core modules of semester 1. The sessions will be recorded and uploaded on BBL as well.

Programme handbooks

All students access the Online Programme Handbook on arrival. This includes comprehensive information on all aspects of the programme and has specific advice on the choice of dissertation or group business case project, and on the processes and support available. The handbook also contains practical information about Alliance Manchester Business School and the Faculty of Humanities.

All information is also available on the web and intranet sites for AMBS and the Faculty of Humanities.

Support

There is a Programme Director and a Programme Administrator. The Programme Director reviews student progress and students are encouraged to contact the Programme Director or PG Administrator should they need academic guidance or to discuss issues of a personal nature. Students are encouraged to make full use of the University support services, including the accommodation services, the Careers Service, the Office of Student Support and Services, the Student Services Centre—full details are in the programme handbook.

Students have the opportunity to undertake a 'Managing Skills for your Career' personal development plan. Managing Skills for your Career' is a structured and supported process undertaken by an individual to reflect upon their learning, performance and achievement and to plan for their personal, educational and career development. The primary objective of MSC is to improve the capacity of individuals to understand what and how they are learning, and to review, plan and taken responsibility for their own learning.

IT support

Postgraduate students have access to several dedicated clusters of PCs in AMBS, as well as several other clusters across the University.

Student representation

Student representatives and staff teaching on the programme are invited to attend meetings of the Divisional Programme Committee. The Students' Union offers training and support for students in this role. These meetings review, amongst other things, teaching issues. An Annual Programme Review is conducted in the second semester, with particular attention paid to assessments of the Programme's aims and learning outcomes and the extent to which stated aims are being achieved.

Overseas students

We encourage overseas students to attend English Language courses provided by the University Language Centre. AMBS also has an International Society providing peer support for overseas students and international students on this programme are eligible to join.

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To add further columns, sit in A5, B5, C5, or D5. Select **Insert** from the **Table** menu, select **Columns to the Right**. To add more rows, before you've filled in the final row of the year, sit in the final row, select **Insert** from the **Table** menu, select **Rows above**. To delete a column, sit in the column you want to delete, select **Delete** from the **Tables** menu and select **Columns**. To delete a row sit in the row you want to delete, select **Delete** from the **Tables** menu and select **Rows**.

6. CURRICULUM MAP OF COURSE UNITS AGAINST INTENDED LEARNING OUTCOMES OF THE PROGRAMME

Course Unit Title and Code (including dissertations and other programme components)	Knowledge & Understanding	Intellectual Skills	Practical Skills	Transferable Skills & Personal Qualities
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MSc Marketing

Code	Course Unit title	C/ O	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6	D7	D8
BMAN 74011	Marketing Strategy and Competitive Advantage	C	D A	D A			D A	D A	D A	D A		D A	D A			D A	D A	D A	D A	D A	D A	D A	D A	D A	D A
BMAN 70102	Consumer Behaviour	C	D A	D A			D A	D A	D A	D A		D A	D A					D A			D A	D A	D A	D A	D A
BMAN XXXXX	Research & Analysis in Marketing	C	D A	D A	D A	D A	D A	D A	D A	D A		D A	D A	D A		D A	D A	D A	D A	D A	D A	D A	D A	D A	D A
BMAN XXXXX	Marketing in a Digital World	C	D A	D A			D A	D A	D A	D A		D A	D A				D A	D A				D A	D A	D A	D A
BMAN 60222	Integrated Marketing Communications and Advertising	O	D A	D A			D A	D A	D A	D A		D A	D A				D A	D A			D A	D A	D A	D A	D A
BMAN 70152	Business-to-Business Marketing	O	D A	D A			D A	D A	D A	D A		D A	D A					D A			D A	D A	D A	D A	D A
BMAN 70172	Retail Marketing	O	D A	D A			D A	D A	D A	D A		D A	D A					D A			D A	D A	D A	D A	D A
BMAN 70252	Services Marketing	O	D A	D A			D A	D A	D A	D A		D A	D A					D A			D A	D A	D A	D A	D A
BMAN 70402	International Marketing	O	D A	D A			D A	D A	D A	D A		D A	D A					D A			D A	D A	D A	D A	D A
BMAN 74042	Marketing Analytics	O	D A	D A	D A		D A	D A	D A	D A		D A	D A	D A				D A			D A	D A	D A	D A	D A

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BMAN XXXXX	Marketing in Society	O	D A	D A		D A	D A	D A	D A	D A		D A	D A				D A	D A	D A	D A	D A		D A	D A	D A
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Course Unit Title and Code (including dissertations and other programme components)	Knowledge & Understanding	Intellectual Skills	Practical Skills	Transferable Skills & Personal Qualities
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Diploma

Code	Course Unit title	C/ O	A6	A7	A8	A9	A1 0	B7	B8	B9	B1 0	B1 1	C5	C6	D9	D1 0	D1 1	D1 2	D1 3	D1 4	D1 5	D1 6
BMAN 74011	Marketing Implementation and Strategy	C	DA	DA			DA	DA	DA		DA	DA		DA		DA	DA	DA	DA	DA	DA	DA
BMAN 70102	Consumer Behaviour	C	DA	DA			DA	DA	DA		DA	DA				DA			DA	DA	DA	DA
BMAN XXXXX	Research & Analysis in Marketing	C	DA	DA			DA	DA	DA		DA	DA	DA			DA	DA	DA	DA	DA	DA	DA
BMAN XXXXX	Marketing in a Digital World	C	DA	DA			DA	DA	DA	DA	DA	DA			DA			DA		DA	DA	DA
BMAN 60222	Integrated Marketing Communications and Advertising	O	DA	DA			DA	DA	DA		DA	DA				DA			DA	DA	DA	DA
BMAN 70152	Business-to-Business Marketing	O	DA	DA			DA	DA	DA		DA	DA				DA			DA	DA	DA	DA
BMAN 70172	Retail Marketing	O	DA	DA			DA	DA	DA		DA	DA				DA			DA	DA	DA	DA
BMAN 70252	Services Marketing	O	DA	DA		DA	DA	DA	DA		DA	DA				DA			DA	DA	DA	DA
BMAN 70402	International Marketing	O	DA	DA			DA	DA	DA		DA	DA				DA			DA	DA	DA	DA
BMAN 74042	Marketing Analytics	O	DA	DA	DA		DA	DA	DA		DA	DA	DA			DA			DA	DA	DA	DA
BMAN XXXXX	Marketing in Society	O	DA	DA			DA	DA	DA	DA	DA	DA			DA	DA	DA	DA		DA	DA	DA

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Course Unit Title and Code (including dissertations and other programme components)	Knowledge & Understanding	Intellectual Skills	Practical Skills	Transferable Skills & Personal Qualities
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Certificate

Code	Course Unit title	C/O	A11	A12	B12	B13	B14	B15	C7	D17	D18	D19	D20	D21	D22	D23	D24
BMAN 74011	Marketing Implementation and Strategy	C	DA	DA	DA	DA	DA			DA	DA	DA	DA	DA	DA	DA	DA
BMAN 70102	Consumer Behaviour	C	DA	DA	DA	DA	DA			DA			DA	DA	DA	DA	DA
BMAN 60222	Integrated Marketing Communications and Advertising	O	DA	DA	DA	DA	DA			DA			DA	DA	DA	DA	DA
BMAN 70102	Consumer Behaviour	O	DA	DA	DA	DA	DA			DA			DA	DA	DA	DA	DA
BMAN 70152	Business-to-Business Marketing	O	DA	DA	DA	DA	DA			DA			DA	DA	DA	DA	DA
BMAN 70172	Retail Marketing	O	DA	DA	DA	DA	DA			DA			DA	DA	DA	DA	DA
BMAN 70252	Services Marketing	O	DA	DA	DA	DA	DA			DA			DA	DA	DA	DA	DA
BMAN 70402	International Marketing	O	DA	DA	DA	DA	DA			DA			DA	DA	DA	DA	DA
BMAN 74042	Marketing Analytics	O	DA	DA			DA	DA	DA	DA	DA	DA	DA	DA	DA	DA	DA
BMAN XXXXX	Marketing in Society	O	DA	DA	DA	DA	DA	DA		DA	DA	DA	DA	DA	DA	DA	DA

Legend for cells

D = intended learning outcomes of the programme are taught or developed by students within this course unit
A = intended learning outcomes of the programme are assessed within this course unit

C = compulsory course unit

O = optional course unit

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7. CRITERIA FOR ADMISSION

Candidates must be able to satisfy the general admissions criteria of the University and of the School in at least one of the following ways:

A UK bachelor degree with an upper second class honours and an average of at least 60%, or the overseas equivalent in any discipline.

7.0 overall with speaking and writing 6.5 and no other element below 6.0

Students will be able to apply to the general MSc in Marketing, then up to and during Semester 2 of their studies, students will have the opportunity to either switch to one of the pathways or to remain on the general MSc in Marketing.

8. PROGRESSION AND ASSESSMENT REGULATIONS

The ordinances and regulations for the degrees of Masters, Postgraduate Diploma and Postgraduate Certificate apply to this programme. Full details of the ordinances and regulations can be found at

<http://www.tlso.manchester.ac.uk/degree-regulations/postgraduatedegreeeregulations/>

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