

## Course Specification

Course Summary Information		
1	<b>Course Title</b>	MSc Management and Marketing
2	<b>BCU Course Code</b>	PT1188-02
3	<b>Awarding Institution</b>	Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)	
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)	The Chartered Management Institute (CMI)

6	Course Description
	<p>Want to study a Master's in marketing management in Birmingham? Our MSc Management and Marketing degree is accredited by the Chartered Management Institute (CMI).</p> <p>Our MSc Management and Marketing course teaches you the fundamental skills and attributes you need to become a successful manager and marketer. You will learn how to negotiate the challenges and issues that international businesses face, as well as having the option to learn how to become adept at marketing.</p> <p>You will experience working in internationally diverse, team-based projects, collaborating to deliver professional reports and presentations as part of module assessments. These assessments will reflect the professional practice of international management. Throughout the course, the course team will give you the support you need to realise your potential and we look forward to working with you to develop your knowledge, understanding and skills for the career of your choice.</p> <p><b>What's covered in the course?</b></p> <p>You will learn about the fundamental principles of business within a global context, principles that cover finance, operations, marketing and people management. This will enable you to develop key skills in leadership, managerial decision making and problem solving.</p> <p>In the second stage of your course, you will begin to develop your chosen specialist expertise. You will establish the importance and impact of efficient marketing, developing the skills and insights of a successful marketing manager. Customers are at the heart of every business, and marketing places you at the centre of corporate strategy and its application. You'll become knowledgeable in knowing how to make a company stand out from the competition, developing innovative brand and communications plans, while also developing skills in digital marketing in the final stage of the course.</p>

	<p>The final core Major Project module is tailored to your career aspirations. The module provides three project options - a work-based study route enabling you to relate the project to a current employer, or a 'consultancy project' option where you find a client who has a marketing problem that you feel you can solve; or a traditional dissertation involving both the theory and practice of marketing.</p> <p>Whatever route you choose, it will give you the opportunity to identify a topic and industry of your choice related to your specialist area of marketing, tailoring your degree to enhance your employability for your final chosen career destination. Previous projects have involved fashion branding, customer relationship management in the finance sector and customer loyalty within sports marketing.</p>
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<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Master of Science Management and Marketing	7	180
	Chartered Management Institute Level 7 QCF Certificate of Strategic Management and Leadership	7	N/A
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Postgraduate Certificate Business Management	7	60
	Postgraduate Diploma Business Management	7	120

<b>8</b>	<b>Derogation from the University Regulations</b>
	Not applicable

<b>9</b>	<b>Delivery Patterns</b>		
	<b>Mode(s) of Study</b>	<b>Location(s) of Study</b>	<b>Duration of Study</b>
	Full Time	City Centre	12 months
			<b>Code(s)</b>
			PT1188-02

<b>10</b>	<b>Entry Requirements</b>
	<p>The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a>.</p>

<b>11 Course Learning Outcomes</b>	
<b>1</b>	Apply knowledge and understanding of advanced theories, concepts and methods to the inter-disciplinary challenges of business and management practice.
<b>2</b>	Examine and evaluate strategic and tactical business decisions in a variety of contexts and within their specialist discipline.
<b>3</b>	Appreciate the complexity and dynamics of business and management competences and capabilities that are enabled to respond appropriately to internal and external change.
<b>4</b>	Contribute effectively to identifying, developing and selecting appropriate solutions to solve business and management problems.
<b>5</b>	Demonstrate a deep understanding and critical awareness of the current key issues, challenges and practices located in their chosen field of management.
<b>6</b>	Employ advanced research and critical enquiry to further develop their professional understanding of their chosen specialism to aid and inform business and management decision making.
<b>7</b>	Develop analytical skills necessary to investigate, understand and formulate solutions for management problems.
<b>8</b>	Think critically and creatively to synthesise, evaluate and organise their ideas and concepts and those of others.
<b>9</b>	Solve complex problems and make decisions in ambiguous and uncertain business and management environments.
<b>10</b>	Communicate and express evidence based ideas and arguments coherently and persuasively whilst effectively utilising relevant CIT.
<b>11</b>	Develop personal effectiveness through self-management strategies and skills to meet business challenges.
<b>12</b>	Learn through reflection on practice (their own and others), from their experience and from feedback from others.
<b>13</b>	Understand and appreciate the importance of different communities of interest and networks, the role of negotiation, collaboration, ethics and organisational culture and values and demonstrate empathy for resolution of conflict.
<b>14</b>	Demonstrate essential skills in qualitative and quantitative research collecting, validating and interpreting data effectively utilising appropriate methodologies.
<b>15</b>	Lead projects and teams developing skills in task prioritisation, working to deadlines, dealing with risk and uncertainty, leading, organising, influencing and motivating others from diverse cultures and backgrounds, in a professional manner.

12	Course Requirements		
12a	Level 7:		
	<i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 160 credits):</i>		
	Module Code	Module Name	Credit Value
	ACC7032	Managerial Finance	20
	MAN7080	The Integrated Business	20
	MAN7066	Leadership Development	20
	MAN7078	International Strategic Management	20
	BUS7048	Major Project	40
	MKT7044	Strategic Brand and Communications Management	20
	MKT7043	Digital Marketing Strategy	20
<i>In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.</i>			
Module Code	Module Name	Credit Value	
MAN7058	Research Project Management	20	
OR			
MAN7057	Research Practice	20	

## 12b Structure Diagram

*Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.*

### Level 7

SEMESTER ONE	SEMESTER TWO	SEMESTER THREE
<b>Core</b> ACC7032: Managerial Finance (20 credits) MAN7066: Leadership Development (20 credits) MAN7080: The Integrated Business (20 credits)	<b>Core</b> MAN7078: International Strategic Management (20 credits) MKT7044: Strategic Brand and Communications Management (20 credits)	<b>Core</b> BUS7048: Major Project (40 credits) MKT7043: Digital Marketing Strategy (20 credits)
<b>Optional</b> N/A	<b>Optional</b> MAN7058: Research Project Management (20 credits) OR MAN7057: Research Practice (20 credits)	<b>Optional</b> N/A

### 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

#### Level 7

##### Workload

##### 15% time spent in timetabled teaching and learning activity

Activity	Number of Hours*
Scheduled Learning	270
Directed Learning	224
Private Study	1306
<b>Total Hours</b>	<b>1800</b>

##### Balance of Assessment

Assessment Mode	Percentage*
Coursework	71.25%
Exam	
In-Person	28.75%

\*Figures vary according module options chosen.