



Programme Specification (PG)

Awarding body / institution:	Queen Mary University of London
Teaching institution:	Queen Mary University of London
Name of final award and title:	Marketing with Integrated Pre-Masters MSc
Name of interim award(s):	Graduate Diploma in Humanities and Social Sciences Graduate Certificate in Humanities and Social Sciences
Duration of study / period of registration:	2 calendar years (full-time)
Queen Mary programme code(s):	
QAA Benchmark Group:	N/A
FHEQ Level of Award:	Level 7
Programme accredited by:	The Chartered Institute of Marketing (CIM)
Date Programme Specification approved:	
Responsible School / Institute:	School of Business & Management

Schools / Institutes which will also be involved in teaching part of the programme:

School of the Arts

Collaborative institution(s) / organisation(s) involved in delivering the programme:

N/A

Programme outline

Marketing with Integrated Pre-Masters MScs designed for non-business graduates who may not have any prior knowledge of marketing or business and delivers sophisticated marketing education for those who wish to significantly improve employability in middle and senior marketing positions. It equips students with the skills needed to become successful in the marketing sector. The programme combines the one-year MSc Marketing with a tailored preparation year to provide a smooth transition for international and EU students who do not currently meet the requirements for direct entry onto the one-year programme.

The first year prepares students for the challenge of addressing the theories, concepts, and practice of the second year MSc programme, and familiarises students with the requirements of UK higher education. The January start for the first year is a two-semester programme running between January and July. Student progressing to the 2nd year will start in the following September. In the second year, through a mix of lectures, seminars and guest lecturers, students will gain a real-world understanding of key marketing issues and the technical know-how to implement marketing strategies on an organisational and corporate level. You'll develop theoretical and practical skills and engage with current debates on marketing issues. Topics covered include:

- Consumer Behaviour

Programme Title: Marketing with Integrated Pre-Masters MSc (January Start)

- B2B Marketing
- Digital Marketing
- Brand Management
- AI and Big Data in Marketing
- Services Marketing

MSc Marketing with Integrated Pre-Masters is ideal if a student's prior education, and/or English language proficiency, does not enable them to apply for direct entry to the one-year MSc Marketing programme. The subject content and teaching methodology employed in Year 1 builds a skills set and provides a platform for successful participation in Year 2. Year 1 provides students with a sound introduction to business studies as well as a second academic subject. In addition, it provides an intensive programme of academic English and an introduction to research methodology so that students are competent to understand and apply academic methods and conventions at PGT level in the UK.

Aims of the programme

The programme aims to:

- offer the opportunity to students who may not have any background or experience in business and marketing to gain subject-specific knowledge in areas such as B2B marketing, consumer behaviour, branding, services marketing, AI in marketing, and marketing strategies;
- address the demand for a more generalist programme within the Masters portfolio within the school;
- deliver a range of modules, which provide an understanding of the different areas in marketing and business;
- encourage a range of learning skills including independent learning;
- prepare students for employment by combining an academic curriculum with some CPD activities aimed at assisting students to strengthen their skills for employability.

What will you be expected to achieve?

Students who successfully complete the programme will be able to:

- identify marketing and business as an area of theoretical and academic study as well as practice;
- identify the theoretical underpinnings of marketing and recognise its inter-disciplinary nature;
- use, compare and contrast relevant qualitative and quantitative research methods to examine a variety of marketing problems;
- gain personal skills for employability through the taught components as well as the non-assessed CPD activities.

Academic Content:

A 1	For Pre-Masters (Year 1) studies:
A 2	To enable students to develop and demonstrate the academic English language and study skills required for entry to and potential success in a masters degree programme in Business & Management, Politics & International Relations, Comparative Literature, Film Studies or related subjects.
A 3	To enable students to demonstrate knowledge and understanding of the discipline-specific topics to progress to a taught Masters degree in the chosen area.
A 4	For MSc Marketing (Year 2) studies:
A 5	Develop knowledge and skills in marketing subjects

A6	Identify, analyse and evaluate marketing problems and plan, design, and recommend solution strategies
A7	Plan and conduct research through independent study with management and marketing issues by using appropriate methods

Disciplinary Skills - able to:	
B1	For Pre-Masters (Year 1) studies:
B2	show the ability to analyse and comment on discipline-specific areas in an informed and coherent manner in both written work and seminar discussions to the level that will lead to potential success on a taught Masters degree in the chosen area.
B3	read and think critically in order to question, to examine arguments/ideas, and to evaluate evidence and conclusions for their reliability and validity.
B4	synthesize ideas and evidence, applying appropriate knowledge and skills flexibly, in order to produce innovative solutions in research with minimal guidance.
B5	reflect on and evaluate their thinking and reading skills, using both feedback and self-assessment to raise their awareness of the learning process itself and the skills necessary for success in an academic environment.
B6	For MSc Marketing (Year 2) studies:
B7	Develop a sound understanding of contemporary business/organisational contexts
B8	Explain and apply theories, models, frameworks, tasks and roles of management together with rational analysis and other processes of decision making within organisations and in relation to the external context
B9	Recognise and address ethical dilemmas in marketing and apply ethical and organisational values to situations and choices
B10	Critically appraise a variety of sources of information about business and its social context

Attributes:	
C1	For Pre-Masters (year 1) studies:
C2	To write coherently in a variety of academic styles (eg argumentative, discursive, critical, persuasive) to the standards of Masters level writing.
C3	To lead and be proactive in discussions, and work effectively in groups.
C4	To actively engage with academic reading texts through discussion/debate with peers and teachers.
C5	To study autonomously, using the full range of appropriate resources for their discipline available in the College and in the wider academic community.
C6	To grasp the principles and practices of the field of study.
C7	To produce analyses which are grounded in evidence.
C8	To use effective spoken and written English with confidence.

C 9	MSc Marketing (year 2) studies:
C 10	Exhibit the skills necessary to acquire, organise, reorganise, and interpret new (marketing) knowledge
C 11	Develop the ability to apply knowledge and understanding to complex marketing issues, both systematically and creatively, to improve management and marketing practice
C 12	Demonstrate effective critical reading, oral and written communication skills

How will you learn?

For the 1st year Pre-Masters, teachers will use a range of teaching and learning techniques tailored to the learning outcomes of the different modules. These will include: lectures; student-led seminar discussions; teaching observation; peer / micro - teaching; student and teacher-led workshops; directed readings; practical tasks; materials development; library-based research and original research; presentations; group work; reflection through reflective learning logs, and knowledge transfer activities. Individual module outlines list further details of teaching and learning procedures.

For the 2nd year MSc programme, students will learn through lectures, seminars and workshops delivered by academic staff within SBM as well as by professionals with an expertise and experience in marketing and business. The lectures will enable students to interact with peers from other MSc programmes, while the seminars with smaller class sizes allow students to have more in-depth discussion and interaction with the academics delivering the programme. Through the QMPlus environment, which is a virtual learning environment and other learning initiatives, students will be offered both real-time delivery and teaching material which can be accessed online. Training sessions will be provided in the induction week for students to familiarise themselves with the virtual environment and to also access e-resources. The delivery and assessment modes will vary. These will include collaborative learning as well as a mix of assessment modes including coursework, presentations, independent research, group projects and examinations. All students will be assigned an academic advisor who will be able to advise on academic problems.

How will you be assessed?

For the 1st year Pre-Masters, teachers will use a range of assessment techniques to include: essays; formative assessment; reflective learning diaries; oral presentations; project work; and practical tasks such as materials development. Individual module proposal outlines list further details of assessment practices.

For the 2nd year MSc programme, the mode of assessment for the programme will differ across the modules but typically most modules will have two modes of assessment such as coursework and a final exam, which the student will take at the end of each semester. Students can choose between a 60-credit dissertation or a Capstone Project in Marketing and Fashion and Luxury Marketing, each worth 30 credits. Dissertation supervision continues throughout semester three and students will continue to work on their dissertations in this semester. All coursework will be assessed by a plagiarism-detection software, Turnitin. Students take examinations in Jan and May but coursework and other modes of assessment such as group projects are often set different deadlines. The instructions for the assessments are available to the students in the Module Outlines and through the virtual learning environment. The School has a plagiarism officer to advise and assist Module Organisers on plagiarism offence. Marking criteria for assessments are also provided by Module Organisers in the Module Outline.

How is the programme structured?

Please specify the structure of the programme diets for all variants of the programme (e.g. full-time, part-time - if applicable). The description should be sufficiently detailed to fully define the structure of the diet.

The MSc Marketing with Integrated Pre-Masters (January start) is a full time 2-year January start programme. Students may not study this programme on a part-time basis.

Year 1 of the MSc Marketing with Integrated Pre-Masters is the level 6 Graduate Diploma in Humanities and Social Sciences. Students take the following 120 credits:

- IFP/IFJ 6000 ELSS, Semester 1 & 2 Core (30 credits)

Programme Title: Marketing with Integrated Pre-Masters MSc (January Start)

- IFP/IFJ6011 Introduction to Research Methods for Humanities and Social Sciences Semester 1 Compulsory (15 credits)
- IFP/IFJ6012 Humanities and Social Sciences Independent Research Project Semester 2 Compulsory (15 credits)
- IFP/IFJ 6009 Introduction to Business and Management Semester 1 Core (15 credits)
- IFP/IFJ 6010 Contemporary Issues in Business and Management Semester 2 Core (15 credits)
- IFP/IFJ 6003 Film Studies: Introduction to Hollywood Cinema Semester 1 Option (15 credits)
- IFP/IFJ 6004 Film Studies: Alternatives to Classical Hollywood Semester 2 Option (15 credits)
- IFP/IFJ 6017 Introduction to Politics and International Relations 1: Ideas and Concepts Semester 1 Option (15 credits)
- IFP/IFJ 6018 Introduction to Politics and International Relations 2: Application and Analysis Semester 2 Option (15 credits)
- IFP4011 French Language and Culture 1 (a) Semester 1 Option (15 credits)
- LAN4012 French Language and Culture 1 (b) Semester 2 Option (15 credits)
- IFP4021 Spanish Language and Culture 1 (a) Semester 1 Option (15 credits)
- LAN4022 Spanish Language and Culture 1 (b) Semester 2 Option (15 credits)
- IFP4041 Japanese Language and Culture 1 (a) Semester 1 Option (15 credits)
- LAN4042 Japanese Language and Culture 1 (b) Semester 2 Option (15 credits)
- IFP4071 Italian Language and Culture 1 (a) Semester 1 Option (15 credits)
- LAN4072 Italian Language and Culture I (b) Semester 2 Option (15 credits)
- IFP4051 Arabic Language and Culture I (a) Semester 1 Option (15 credits)
- LAN4052 Arabic Language and Culture I (a) Semester 2 Option (15 credits)
- IFP4001 German Language and Culture I (a) Semester 1 Option (15 credits)
- LAN4002 German Language and Culture I (b) Semester 2 Option (15 credits)
- CON4061 Mandarin Chinese Language and Culture I (a) Semester 1 Option (15 credits)
- CON4062 Mandarin Chinese Language and Culture I (b) Semester 2 Option (15 credits)

Year 1 credits do not contribute to the final award, however students must satisfy the following progression hurdle in order to progress onto Year 2 of the programme:

- 60% in the core module: English Language and Study Skills (average of semesters 1 and 2);
- 55% in the Humanities and Social Sciences Independent Research Project (semester 2);
- 60% in Contemporary Issues Business and Management (semester 2);
- 50% in the semester 2 optional module (semester 2)

A pass of at least 40% must be attained in all semester 1 modules.

Students who fail to qualify for progression to Year 2 of the programme, but who meet the requirements for the alternative exit qualification of either Graduate Diploma or Graduate Certificate in Humanities and Social Sciences, shall be awarded that qualification.

Eligibility for award

To be eligible for the award of Graduate Diploma or Graduate Certificate, a student must:

- meet the requirements for the approved programme for which they are registered;
- meet the requirements for the duration of registration;
- take the required total credit value for the award (see below);
- meet the minimum credit value at the level of the award (see below);
- not exceed the maximum credit value at the lowest level of the award (see below);
- achieve a minimum College Mark of 40.0.

Academic credit requirements for award: Graduate Diploma

To be eligible for the award of Graduate Diploma, a student must:

- take modules to a total value of 120 credits during one developmental year;
- take modules to a minimum value of 90 credits at Level 6;
- take modules to a maximum value of 30 credits at Level 4;
- pass modules to the value of 105 credits.

Academic credit requirements for award: Graduate Certificate:

Programme Title: Marketing with Integrated Pre-Masters MSc (January Start)

To be eligible for the award of Graduate Certificate, a student must:

- i. take modules to a total value of 60 credits in one developmental year;
- ii. take modules to the value of 60 credits at level 6;
- iii. pass modules to the value of 60 credits at level 6;

Classification of exit awards

A student shall be classified for the exit award when the requirements are met and when the student has not met the requirements to progress to the second year of the MSc Marketing with Integrated Pre-Masters programme. The classification of exit award shall be based upon the College Mark.

The College Mark provides a weighted average of all modules taken by a student. The College Mark shall always be calculated as though the required value of academic credit was taken.

The College Mark shall be calculated to one decimal place, and presented to the SEB and DEB in that form.

The classification of the Graduate Diploma and the Graduate Certificate shall be made according to the following scale:

College Mark Classification

70.0 – 100.0 Distinction

60.0 – 69.9 Merit

40-59.9 - Pass

The final award of the Master of Science Marketing is based exclusively on the 180 credits of Year 2 of the programme.

It is the same structure as the standard MSc Marketing programme at SBM. Each module has an outline description highlighting the aims, expected learning outcomes, assessment methods, syllabus and reading and teaching materials. This information is available on-line on the Postgraduate web-pages of the respective Schools.

Students typically have 3 contact hours per week in each module. Within these three hours, each module has its own pattern of lectures, seminars/classes and other activities. Lectures emphasise dissemination of information, explaining the key ideas and determining the sequence and pace of learning. Seminars/classes will contribute to a more active learning experience by facilitating student interaction through discussions, exercises, problem sets, case studies and presentations (as appropriate).

- BUSM058 - Understanding Consumer Behaviour - Compulsory - 15 Credits
- BUSM094 - Introduction to Marketing Theory and Concepts - Compulsory - 15 Credits
- BUSM096 - Relationship and Network Marketing - Compulsory - 15 Credits
- BUSM099 - Digital Marketing - Compulsory - 15 Credits
- BUSM026 - Brand Management - Compulsory - 15 Credits
- BUSM098 - Research Methods for Marketing - Compulsory - 15 Credits
- BUSM252 - AI and Big Data in Marketing - Compulsory - 15 Credits
- BUSM106 - Dissertation for Marketing - Elective - 60 Credits
- BUSMXXX - Capstone Project in Marketing - Elective - 30 Credits
- BUSMXXX - Fashion and Luxury Marketing - Elective - 30 Credits
- BUSM183 - Services Management - Elective - 15 Credits
- BUSM212 - Integrated Digital Communications and Campaigning - Elective - 15 Credits
- BUSM214 - Sustainability Marketing, Ethics and CSR - Elective - 15 Credits
- BUSM208 - Strategic Marketing - Elective - 15 Credits
- BUSM209 - Advertising and Media Strategies - Elective - 15 Credits

Academic Year of Study FT - Year 1

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
English Language and Study Skills	IFP6000	30	6	Core	1	Semesters 1 & 2

Programme Title: Marketing with Integrated Pre-Masters MSc (January Start)

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Introduction to Research Methods for Humanities and Social Sciences	IFP6011	15	6	Compulsory	1	Semester 1
Humanities and Social Sciences Independent Research Project	IFP6012	15	6	Compulsory	1	Semester 2
Introduction to Business and Management	IFP6009	15	6	Core	1	Semester 1
Contemporary Issues in Business and Management	IFP6010	15	6	Core	1	Semester 2
Film Studies: Introduction to Hollywood Cinema	IFP6003	15	6	Elective	1	Semester 1
Film Studies: Alternatives to Classical Hollywood	IFP6004	15	6	Elective	1	Semester 2
International Politics 1: Ideas and Concepts	IFP6017	15	6	Elective	1	Semester 1
International Politics 2: Applications and Analysis	IFP6018	15	6	Elective	1	Semester 2
Description of Language	EAL6207	15	6	Elective	1	Semester 1
French Language & Culture I (a)	IFP4011	15	6	Elective	1	Semester 1
French Language & Culture I (b)	LAN4012	15	6	Elective	1	Semester 2
Spanish Language & Culture I (a)	IFP4021	15	6	Elective	1	Semester 1
Spanish Language & Culture I (b)	LAN4022	15	6	Elective	1	Semester 2
Italian Language & Culture I (a)	IFP4071	15	6	Elective	1	Semester 1
Italian Language & Culture I (b)	LAN4072	15	6	Elective	1	Semester 2
Japanese Language & Culture I (a)	IFP4041	15	6	Elective	1	Semester 1
Japanese Language & Culture I (b)	LAN4042	15	6	Elective	1	Semester 2
Arabic Language & Culture I (a)	IFP4051	15	6	Elective	1	Semester 1

Programme Title: Marketing with Integrated Pre-Masters MSc (January Start)

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Arabic Language & Culture I (b)	LAN4052	15	6	Elective	1	Semester 2
German Language & Culture I (a)	IFP4001	15	6	Elective	1	Semester 1
German Language & Culture I (b)	LAN4002	15	6	Elective	1	Semester 2

Academic Year of Study FT - Year 2

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Understanding Consumer Behaviour	BUSM058	15	7	Compulsory	2	Semester 1
Introduction to Marketing Theory and Concepts	BUSM094	15	7	Compulsory	2	Semester 1
Relationship and Network Marketing	BUSM096	15	7	Compulsory	2	Semester 1
Digital Marketing	BUSM099	15	7	Compulsory	2	Semester 1
Brand Management	BUSM026	15	7	Compulsory	2	Semester 2
Research Methods for Marketing	BUSM098	15	7	Compulsory	2	Semester 2
AI and Big Data in Marketing	BUSM252	15	7	Compulsory	2	Semester 2
Dissertation for Marketing	BUSM106	60	7	Elective	2	Semesters 2 & 3
Capstone Project in Marketing	BUSMXXX	30	7	Elective	2	Semester 3
Fashion and Luxury Marketing	BUSMXXX	30	7	Elective	2	Semester 3
Services Management	BUSM183	15	7	Elective	2	Semester 2
Integrated Digital Communications and Campaigning	BUSM212	15	7	Elective	2	Semester 2

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Sustainability Marketing, Ethics and CSR	BUSM214	15	7	Elective	2	Semester 2
Strategic Marketing	BUSM208	15	7	Elective	2	Semester 2
Advertising and Media Strategies	BUSM209	15	7	Elective	2	Semester 2

What are the entry requirements?

A full first degree at the equivalent of at least a Pass in a UK undergraduate degree with at least a pass in all final year modules; OR a qualification in a relevant subject at the level of a UK HE Diploma (Level 5) with at least 55% overall or the overseas equivalent.

Evidence of English language proficiency:

IELTS overall 5.5, with a minimum of 5.5 in Writing, Reading, Speaking and Listening OR

IELTS overall 5.0, with a minimum of 5.0 in Writing, AND successfully complete the Foundations Pre-sessional English language programme

How will the quality of the programme be managed and enhanced? How do we listen to and act on your feedback?

The Staff-Student Liaison Committee provides a formal means of communication and discussion between Schools and its students. The committee consists of student representatives from each year in the school/institute together with appropriate representation from staff within the school/institute. It is designed to respond to the needs of students, as well as act as a forum for discussing programme and module developments. Staff-Student Liaison Committees meet regularly throughout the year.

Each school operates a Learning and Teaching Committee, or equivalent, which advises the School/Institute Director of Education on all matters relating to the delivery of taught programmes at school level including monitoring the application of relevant QMUL policies and reviewing all proposals for module and programme approval and amendment before submission to Taught Programmes Board. Student views are incorporated in this Committee's work in a number of ways, such as through student membership, or consideration of student surveys.

All schools operate an Annual Programme Review of their taught undergraduate and postgraduate provision. The process is normally organised at a School-level basis with the Head of School, or equivalent, responsible for the completion of the school's Annual Programme Reviews. Schools/institutes are required to produce a separate Annual Programme Review for undergraduate programmes and for postgraduate taught programmes using the relevant Postgraduate Annual Programme Review pro-forma. Students' views are considered in this process through analysis of the PTES and module evaluations.

What academic support is available?

For Year 1 of study:

Each student has a personal tutor, who is their main English language and study skills teacher. Individual tutorials are scheduled for 30 minutes fortnightly, but students can request to see their tutor additionally outside this schedule if required. Students attend a compulsory one-week induction in Week 0 of Semester 1. During this, students are given help in enrolling and paying fees as well as attending sessions on programme details, academic options, health and safety and additional sessions offered by the Advice and Counselling Service.

For Year 2 of study:

In addition to the support for students provided by QMUL: Careers Service; Library Services, all MSc students are supported by

their individual academic advisors.

Programme-specific rules and facts

Students must enter the Pre-Masters (Year 1) of the programme in January.

Year 1 credits do not contribute to the final award, however students must satisfy the following progression hurdle in order to progress onto Year 2 of the programme:

- 60% in the core module: English Language and Study Skills (average of semesters 1 and 2);
- 55% in the Humanities and Social Sciences Independent Research Project (semester 2);
- 60% in Contemporary Issues Business and Management (semester 2);
- 50% in the semester 2 optional module (semester 2)

A pass of at least 40% must be attained in all semester 1 modules.

How inclusive is the programme for all students, including those with disabilities?

QMUL has a central Disability and Dyslexia Service (DDS) that offers support for all students with disabilities, specific learning difficulties and mental health issues. The DDS supports all Queen Mary students: full-time, part-time, undergraduate, postgraduate, UK and international at all campuses and all sites.

Students can access advice, guidance and support in the following areas:

- Finding out if you have a specific learning difficulty like dyslexia
- Applying for funding through the Disabled Students' Allowance (DSA)
- Arranging DSA assessments of need
- Special arrangements in examinations
- Accessing loaned equipment (e.g. digital recorders)
- Specialist one-to-one "study skills" tuition
- Ensuring access to course materials in alternative formats (e.g. Braille)
- Providing educational support workers (e.g. note-takers, readers, library assistants)
- Mentoring support for students with mental health issues and conditions on the autistic spectrum.

Links with employers, placement opportunities and transferable skills

Students on Year 1 are offered the opportunity to join a summer internship as provided by an external internship provider. During Year 1, they learn many of the skills, which will be transferable to the workplace. During Year 2, students typically acquire valuable transferable skills including data analysis, market analysis and research, effective communication, critical thinking, creativity, teamwork, adaptability, customer insight, branding, and digital marketing.

Programme Specification Approval

Person completing Programme Specification:

Mina Tajvidi, Arash Valipour, Jennefer Brown

Person responsible for management of programme:

Mina Tajvidi, Arash Valipour, Jennefer Brown, Zahid Naz

Date Programme Specification produced / amended by School / Institute Education Committee:

23 Jul 2024

Programme Title: Marketing with Integrated Pre-Masters MSc (January Start)

**Date Programme Specification approved by Taught
Programmes Board:**

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