

MA Marketing and Brand Management

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Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath Business School
Department	Bath Business School
Main campus	Newton Park
Other sites of delivery	n/a
Other Schools involved in delivery	n/a
Name of award(s)	MA Marketing and Brand Management
Qualification (final award)	MA
Intermediate awards available	PgCert, PgDip
Routes available	n/a
Duration of award	1 year full-time; 2 year part-time
Sandwich period	No
Modes of delivery offered	campus-based
Regulatory Scheme[1]	Taught Postgraduate Framework

Professional, Statutory and Regulatory Body accreditation	n/a
Date of most recent PSRB approval (month and year)	n/a
Renewal of PSRB approval due (month and year)	n/a
UCAS code	n/a
Route code (SITS)	
Relevant QAA Subject Benchmark Statements (including date of publication)	MA/MSc Business & Management June 2015
Date of most recent approval	Dec 2019
Date specification last updated	June 2021

[1]This should also be read in conjunction with the University's Qualifications Framework

Programme Overview

This course expands your theoretical understanding and professional knowledge of marketing and brand management, through hands-on experience and work-based learning.

The MA in Marketing and Brand Management engages with four key issues:

- 'Customers' are increasingly demanding, while at the same time they are being served by a greater number of competitors – understanding consumer behaviour and the needs of the customer is vital but equally increasingly challenging;
- Businesses have access to, and are bombarded with a huge volume of data, but struggle to know how to effectively manage and utilise that data effectively;
- There is a need for ever faster decision making due to a hyper-competitive climate, time pressure, and often competing and conflicting external contexts;
- Businesses need to negotiate and manage these first three challenges within increasing expectations of social accountability.

This course provides you with the skills, practical experience, and professional networks that organisations need in an ever-changing business environment.

Programme Aims

1. To develop marketing and brand management knowledge and expertise at both theoretical and practical levels;
2. To engage with students with the current critical debates about marketing and brand management as an academic area of study, and to enable them to reflect on the present challenges for best practice in the contexts of social, political and economic change;
3. To support the professional development of practitioners who can work in or around marketing and brand management in a range of roles, drawing on a broad mix of skills and experience;
4. To foster and support self-development through scholarly enquiry, peer discussion, evaluation, reflective practice and the application of scholarship and research to marketing and brand management practice;
5. To enable the development of the skills necessary to lead, design and conduct a piece of original and/or innovative research, or to produce a substantial sector facing body of work in marketing and brand management, underpinned by relevant analysis and reflection;
6. To provide opportunities for students to experience the aspects of marketing and brand management most relevant to their chosen career path.

Programme Intended Learning Outcomes (ILOs)

(NB These ILOs are at level 7 of the FHEQ)

A Subject-specific Skills and Knowledge

A1 An extensive understanding of the role of marketing, and within this, the role of brand management in relation to a range of organisational environments and business practices.

A2 An ability to analyse the theories and practices in marketing and brand management, and place these in broader conceptual, social, economic and political contexts.

A3 A critical awareness of the relevant knowledge in the areas of marketing and brand management, and the ability to synthesise and apply this knowledge to a range of complex marketing and branding problems.

A4 A comprehensive understanding of current key global issues such as ethics, sustainability, and social responsibility in relation to their intersection with evolving marketing and brand management theories and practices.

A5 An ability to conduct research and enquiry into business, management, and marketing issues, either individually or as part of a team, through research design, the collection and analysis of qualitative and quantitative data, synthesis, reporting and evaluation.

B Cognitive and Intellectual Skills

B1 To present coherent, concise, engaging and audience appropriate reports, case studies, evaluations, etc., based on evidence from work-based experience and practice, and on scholarly and sector reading and research.

B2 To research across a range of academic disciplines and professional practical areas, and use a variety of sources and appropriate methodologies to investigate broad areas and more specific topics.

B3 To operate effectively in the planning, executing and evaluation of a range of tasks and projects in a logical, knowledgeable and professional manner.

B4 To plan, complete and evaluate a range of work-based activities, relating these to appropriate research, critical thinking, theoretical and practical contexts and current professional practice.

B5 To deal creatively and systematically with complex issues.

B6 To analyse and solve problems, and make evidence-based, well-founded decisions in unpredictable or challenging situations.

B7 To understand the crucial need for ongoing Continuing Professional Development (CPD), and the importance of establishing, maintaining and expanding professional networks.

C Skills for Life and Work

C1 Autonomous learning (including time management) that demonstrates the exercise of initiative, personal responsibility and decision-making in complex and unpredictable situations and the independent learning ability required for continuing professional development

C2 Team working skills necessary to succeed in the global workplace, with an ability both to work in and lead teams effectively, as well as the ability to act autonomously in planning and implementing tasks at a professional or equivalent level

C3 Communication skills that show the ability to communicate clearly to specialist and non-specialist audiences knowledge at, or informed by, the forefront of the academic discipline, field of study or area of professional practice, and the conclusions drawn from dealing with complex issues systematically

C4 IT skills and digital literacy that demonstrate the ability to develop new skills to a high level and to approach complex issues systematically and creatively

Intermediate awards

PgCert Intended Learning Outcomes

A1; A2; A3

B1; B2

C1; C3; C4

PgDip Intended Learning Outcomes

A1; A2 A3; A4

B1; B2; B4; B5

C1; C3; C4

Programme content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single and/or joint programme

[For examples of how to complete this section, please see the Bachelor's award template.]

MA Marketing and Brand Management				
Level	Code	Title	Credits	Status
7	BM7301-15	Strategic Brand Management	15	C
7	BM7302-15	Digital Marketing	15	C
7	BM7303-15	Marketing Analytics	15	C
7	BM7304-60	Extended Work-Based Placement/Project ***	60	R*
7	BM7305-60	Dissertation ***	60	R*
7	BM7012-15	Marketing Management	15	O
7	BM7017-15	Marketing Communications	15	O
7	BM7019-15	Entrepreneurship	15	O
7	BM7032-15	Advanced Academic and Business Skills	15	O
7	BM7036-15	Creative Enterprise: A New Business Venture	15	O
7	BM7044-15	Fashion Marketing	15	O
7	BM7043-15	Research Methods	15	C
7	BM7046-15	Sustainability	15	O

*** All students must do a 60 credit module to obtain the MA, but they can choose between BM7304-60 Extended Work-Based Placement/Project **OR** BM7305-60 Dissertation

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Work experience and placement opportunities

Bath Business School has close contacts and partnerships with a wide range of local, regional, national and international organisations and businesses, and work-based learning is an essential part of our postgraduate taught provision, underpinning the teaching across our programmes in the use of case studies, current real world scenarios and business data, professional practitioners as guest lecturers, site visits, etc.

In addition, all students on the MA Marketing and Brand Management have the opportunity to formally engage in credit-bearing work-based experience in their choice of 60 credit 'capstone' module if they choose **BM7304-60 Extended Work-Based Placement/Project** . Students on this module produce a portfolio that evidences and reflects on their experience of working on a marketing and/or brand management placement or project in association with an external organisation/business.

Work-based experience placements and projects are supported by the Bath Business School Graduate Course Director and the MA Business and Management Programme Tutor, the BSU Careers and Employability placements team where appropriate, a designated project/placement tutor from the Business School, and by a mentor in the host organisation.

Graduate Attributes

	Bath Spa Graduates...	n Marketing and Brand Management , this means ...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	<p>This course has been designed to align to the talents and skills required in the current marketing and brand management employment market.</p> <p>The embedded work-based learning, and work-based experience opportunities offered on this course ensure students leave with practical experience, graduate level skills, and will have started to develop their own professional networks.</p>
2	Will be able to understand and manage complexity, diversity and change	<p>The ways in which marketing and brand management cut across a range of sectors and professions means that students graduate with a nuanced understanding of complexity, and are both resilient and ready to adapt in a diverse range of constantly changing situations and contexts.</p> <p>Students on this course will have worked through challenging practical assignments in culturally diverse contexts, preparing them to face the realities of the business environment in the future.</p>
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	<p>Marketing and brand management require creative and innovative approaches to the challenges facing organisations and business today - through practical experience, and theoretical underpinning, students graduate understanding how important creativity, innovation and collaboration are for successfully meeting these challenges.</p>
4	Will be digitally literate: able to work at the interface of creativity and technology	<p>It is increasingly standard for marketing and brand management roles to require digital literacy skills and creativity. The Digital Marketing, and Marketing Analytics modules are specifically designed to develop and sharpen students' skills in these areas.</p>
5	Will be internationally networked: either by studying abroad for part of their programme, or studying alongside students from overseas	<p>From the multicultural international makeup of the cohort of students on the course, to the range of international academic and sector partners students have the opportunity to engage with, to the international projects and organisations used as case studies - students on this programme graduate with an awareness of how business and marketing function globally, and with the beginning of their own international professional network.</p>
6	Will be creative thinkers, doers and makers	<p>Creativity and innovation are at the heart of marketing. Through the practical elements of the course, they demonstrate how much they bring to the problems they are trying to solve, and to the organisations they work with - making, doing, and thinking creatively with an enhanced understanding of context, constraints and opportunities.</p>

7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	Students on the MA Marketing and Brand Management graduate with an understanding on how to question information and critically assess current theory and practice. They leave with experience in working with real data and skills in how to get evidence-based information to diverse audiences, and they know how to research as graduate scholars, and as sector practitioners.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Sustainability - environmental, financial, ethical - are key issues in business, marketing and brand management today. Across all aspects of the course - taught content, practical work-based experience, assessment and placement related research, and professional sector engagement - students constantly encounter, discuss, research and practically engage in current debates on ethics, equity, diversity, and cultural citizenship

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
BM704 6-15	Sustainability	New Module	approved by SQMC 11th November 2020	2021/22
BM730 2-15	Digital Marketing	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM701 2-15	Marketing Management	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM701 7-15	Marketing Communications	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM701 9-15	Entrepreneurship	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM703 2-15	Advanced Academic and Business Skills	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM703 6-15	Creative Enterprise: A New Business Venture	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM704 3-15	Research Methods	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM704 4-15	Fashion Marketing	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM730 1-15	Strategic Brand Management	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM730 3-15	Marketing Analytics	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM730 4-60	Extended Work-Based Placement/Project	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM730 5-60	Dissertation	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram

MA Marketing and Brand Management		
FULL-TIME (ONE YEAR)		
Trimester 1	Trimester 2	Trimester 3
<i>(Sept to Jan)</i>	<i>(Feb to May)</i>	<i>(June to Sept)</i>
Strategic Brand Management [BM7301-15 core module]	Marketing Analytics [BM7303-15 core module]	Extended Work-Based Placement /Project or Dissertation [BM7304-60 or BM7305-60 required] **
Digital Marketing [BM7302-15 core module]	Research Methods [BM7043-15 core module]	
Choice A one 15 credit [option] module *	Choice C one 15 credit [option] module *	
Choice B one 15 credit [option] module *	Choice D one 15 credit [option] module *	
<i>* please see below for a list of option modules</i>		
OPTION MODULES		
Marketing Management [BM7012-15]	Marketing Communications [BM7017-15]	<i>no option modules</i>
Creative Enterprise: A New Business Venture [BM7036-15]	Entrepreneurship [BM7019-15]	
Advanced Academic and Business Skills [BM7032-15 recommended module for international students]	Fashion Marketing [BM7044-15]	

Sustainability [BM7046-15]	Sustainability [BM7046-15]
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**** All students must do a 60 credit module to obtain the MA, but they can choose between BM7304-60 Extended Work-Based Placement/Project OR BM7305-60 Dissertation**

MA Marketing and Brand Management

PART-TIME (TWO YEARS)

YEAR ONE			YEAR TWO		
Trimester 1	Trimester 2	Trimester 3	Trimester 1	Trimester 2	Trimester 3
<i>(Sept to Jan)</i>	<i>(Feb to May)</i>	<i>(June to Sept)</i>	<i>(Sept to Jan)</i>	<i>(Feb to May)</i>	<i>(June to Sept)</i>
Strategic Brand Management [BM7301-15 core module]	Marketing Analytics [BM7303-15 core module]	Extended Work-Based Placement /Project or Dissertation [BM7304-60 <i>or</i> BM7305-60 required] **	Digital Marketing [BM7302-15 core module]	Research Methods [BM7043-15 core module]	Extended Work-Based Placement /Project or Dissertation [BM7304-60 <i>or</i> BM7305-60 required] **
Choice B one 15 credit [option] module *	Choice A one 15 credit [option] module *		Choice C one 15 credit [option] module *	Choice D one 15 credit [option] module *	

** please see below for a list of option modules*

OPTION MODULES			OPTION MODULES		
Marketing Management [BM7012-15]	Marketing Communications [BM7017-15]	<i>no option modules</i>	Marketing Management [BM7012-15]	Marketing Communications [BM7017-15]	<i>no option modules</i>
Creative Enterprise: A New Business Venture [BM7036-15]	Entrepreneurship [BM7019-15]		Creative Enterprise: A New Business Venture [BM7036-15]	Entrepreneurship [BM7019-15]	
	Fashion Marketing [BM7044-15]		Sustainability [BM7046-15]	Fashion Marketing [BM7044-15]	
Sustainability [BM7046-15]	Sustainability [BM7046-15]			Sustainability [BM7046-15]	

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**** All students must do a 60 credit module to obtain the MA, but they can choose between BM7304-60 Extended Work-Based Placement/Project OR BM7305-60 Dissertation - **NOTE:** PART-TIME STUDENTS START THE WORK ON THEIR 60 CREDIT MODULE IN THE SUMMER TRIMESTER OF THEIR FIRST YEAR AND WORK ON IT THROUGHOUT THEIR SECOND YEAR.**

Appendix 2: Map of Intended Learning Outcomes

[*] C = Core; R = Required; R* = Required*; O = Optional

[NOTE: all students must do a 60 credit module to obtain the MA, but they can choose between BM7304-60 Extended Work-Based Placement /Project **OR** BM7305-60 Dissertation]

Level	Module Code	Module Title	Status (C,R,O) *	INTENDED LEARNING OUTCOMES															
				Subject-specific Skills and Knowledge					Cognitive and Intellectual Skills							Skills for Life and Work			
				A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	B7	C1	C2	C3	C4
7	BM7301-15	Strategic Brand Management	C	x	x	x	x		x	x			x			x		x	
7	BM7302-15	Digital Marketing	C	x	x	x	x	x	x	x		x	x		x	x		x	x
7	BM7303-15	Marketing Analytics	C	x	x	x		x	x	x		x	x		x		x	x	x
7	BM7304-60	Extended Work-Based Placement/Project	R*	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
7	BM7305-60	Dissertation	R*	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
7	BM7012-15	Marketing Management	O	x	x	x	x		x	x			x	x		x		x	x
7	BM7017-15	Marketing Communications	O	x	x	x	x		x	x			x	x		x		x	x
7	BM7019-15	Entrepreneurship	O				x		x	x			x	x		x		x	x
7	BM7032-15	Advanced Academic and Business Skills	O					x	x	x								x	x
7	BM7036-15	Creative Enterprise: A New Business Venture	O				x		x	x			x	x		x		x	x
7	BM7044-15	Fashion Marketing	O	x	x	x	x		x	x		x	x	x		x		x	x
7	BM7043-15	Research Methods	C					x		x	x	x	x	x		x	x	x	x
7	BM7046-15	Sustainability	O	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

[*] C = Core; R = Required; R* = Required*; O = Optional [**] eg. marketing plan, project management plan, business plan, research/project proposal, etc.

[Note: All students must do a 60 credit module to obtain the MA, but they can choose between BM7304-60 Extended Work-Based Placement /Project **OR** BM7305-60 Dissertation]

Level	Module Code	Module Title	Status (C,R,O) *	Coursework				Practical		
				Report	Essay	Plan **	Dissertation	Presentation	Project	Portfolio
7	BM7301-15	Strategic Brand Management	C	x						
7	BM7302-15	Digital Marketing	C						x	
7	BM7303-15	Marketing Analytics	C							x
7	BM7304-60	Extended Work-Based Placement/Project *	R							x
7	BM7305-60	Dissertation *	R				x			
7	BM7012-15	Marketing Management	O	x						
7	BM7017-15	Marketing Communications	O			x				
7	BM7019-15	Entrepreneurship	O	x						
7	BM7032-15	Advanced Academic and Business Skills	O							x
7	BM7036-15	Creative Enterprise: A New Business Venture	O			x				
7	BM7044-15	Fashion Marketing	O	x						
7	BM7043-15	Research Methods	C			x				
7	BM7046-15	Sustainability	O	x						

[5] C = Core; R = Required; R* = Required*; O = Optional