

## Course Description Document

Course Title	Marketing Management (2023-24)
Course Code	8537
Award Title	Master of Science (MSc)
Awarding Body	University of Southampton
Teaching Institution	University of Southampton
Regulated by	Office for Students
Accreditation	Association to Advance Collegiate Schools of Business (AACSB)
Regulations	The Regulations of the University are in the University Calendar. <a href="https://www.southampton.ac.uk/calendar/index.page?">https://www.southampton.ac.uk/calendar/index.page?</a>
Location of study	Southampton
Length of the course	12 Months
Tuition Fees	Fees for students can be located by the student fees page. <a href="https://www.southampton.ac.uk/studentservices/money-matters/student-fees/index.page">https://www.southampton.ac.uk/studentservices/money-matters/student-fees/index.page</a>

## Course Overview

Marketing has become essential in modern businesses and the demand for knowledgeable and skilled marketing professionals has never been greater. Markets are dynamic, consequently business success relies heavily on good use of marketing techniques, for instance, consumer insights, marketing communication, digital marketing, marketing analytics, strategic branding, customer relationship management, market segmentation. This means that a business must be aware of current market trends and evolving customer requirements caused by new fashions or changing economic conditions.

The MSc Marketing Management provides full-time postgraduate marketing education to graduates with little or no marketing experience or qualifications. It is suitable for Individuals who are seeking to become professional marketers or who want to develop detailed insight into the marketing discipline by integrating the most important and current marketing concepts, approaches and informing frameworks within an international and multicultural context. The programme also aims to develop the ability to undertake research on topics relevant to the context and content of marketing and marketing management.

The structure of the programme enables you to have the opportunity to gain a grounding in the fundamental principles of the environment in which strategic decisions are made and the contribution made by the various functional areas of organisations, before moving on to a more focused look at the specific contribution of Marketing. Students have optional modules to choose from in semester 2, this

enables you to develop specific marketing skills for future employment.

The programme is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which is an internationally recognised award of excellence in business education.

## **Aims of the Course**

This programme provides you with education and training in the theory and application of the principles, concepts, approaches, purpose and practice of Marketing Management in contemporary organisations.

The aims of the programme are to:

- Provide an appreciation of the value of the consumer insight in modern organisations and provide opportunities to understand the nature of marketing decision-making and decision support, communication, planning, problem solving and working in team environment with people. This will be primarily set in the context of business to consumer relationships rather than in business-to-business relationships;
- Develop your appreciation and understanding of the range and relationship of management disciplines such as strategic marketing decisions, integrated marketing communications, data driven marketing and customer led marketing in preparation for your career;
- Introduce you to, and develop a breadth of knowledge in, key Marketing disciplines such as marketing strategy, branding, marketing analytics, research method for marketing, marketing communications and the marketing tactics that make up the value proposition experienced by customers;
- Provide the opportunity to gain experience of applying the concepts and approaches learned through case studies and a practice-based dissertation involving examination of the marketing activities of a company;
- Develop your ability to undertake rigorous, independent research.

## **Course Structure**

The tables below provide a list of the modules that make up your course.

Each module is worth a specified number of credits: you can take a combination of core and compulsory modules enabling you to cover key subject knowledge. Some courses have option modules which enable you to develop your own interests.

Your programme requires a certain number of credits. The number of option modules you can take depends on the number of core and compulsory modules and this is also influenced by the requirements of the regulatory requirements for professionally accredited courses. Some courses also have pre and co-requisites, and these are included in individual module information.

Your learning will be led by the latest research, and modules can change periodically to reflect developments in the discipline. You can always find the most up-to-date information about your modules and who is teaching them via the information on our webpages and, post enrolment, via the Faculty hub. If we have insufficient numbers of students interested in an option module, it may not be offered. If an option module will not be run, we will advise you as soon as possible and help you choose an alternative module.

The core and compulsory modules available on your course are as follows:

## Part I

### Typical course content

There is a range of optional core, compulsory and optional modules on this MSc Marketing Management programme. Optional Core modules provide the abilities and skills to conduct research into marketing and management issues in businesses and provide possible solution to solve business problems. Compulsory modules provide a balanced grounding in the skills of the discipline. Optional modules provide opportunities to broaden understanding or to specialise in specific areas such as luxury marketing, project management, business ethics or web analytics.

### Part I Compulsory Semester 1

Code	Module Title	ECTS	Type
MANG6336	Customer Insight	7.5	Compulsory
MANG6256	Introduction to Marketing	7.5	Compulsory
MANG6337	Marketing Communications and Media Management	7.5	Compulsory
MANG6565	Research Methods for Marketing	7.5	Compulsory

### Part I Compulsory Semester 2

Code	Module Title	ECTS	Type
MANG6560	Digital Marketing Strategy	7.5	Compulsory
MANG6533	Measuring Marketing Effectiveness	7.5	Compulsory

### Part I Optional Core

Students must choose one of the modules below (30ECTS/60CATS), once chosen the module will become core.

Code	Module Title	ECTS	Type
MANG6544	Dissertation for Marketing	30	Optional/Core
MANG6518	Marketing Practice Based Dissertation	30	Optional/Core

### Part I Optional Semester 2

Please select 2 module (15ECTS/30CATS):

Code	Module Title	ECTS	Type
MANG6534	Digital Analytics	7.5	Optional
MANG6519	Services Marketing	7.5	Optional
MANG6539	Strategic Branding and Luxury Marketing	7.5	Optional

## Learning and Teaching

Your overall workload consists of class contact hours, independent learning, and assessment activity, with each ECTS credit taken equivalent to 20 hours of student effort. While your actual contact hours may depend on the option modules you select, the information available on our webpages give an indication of how much time you will need to allocate to different activities.

When not attending lectures, seminars and other timetabled sessions you will be expected to continue learning independently through self-study. Typically, this will involve reading journal articles and books, working on individual and group projects, undertaking research in the library, preparing coursework assignments and presentations, and for other types of assessments and examinations.

Full information about contact hours is provided in individual module information.

## **How we'll assess you**

Your course provides you with opportunities to test your understanding of the subject informally before you complete the formal assessments that count towards your module mark. Each module normally contains at least one piece of practice or formative assessment for which you receive feedback. Formative assessments are developmental, and any results do not count towards your module mark, but they are an important part of your learning.

Summative assessments usually take place at the end of each module, although some may have interim assessments throughout. Assessment methods might include written examinations and a range of coursework assessments such as essays, reports, portfolios, performance, presentations and projects for example. The marks from summative assessments count towards your module mark.

The information available on our website gives an indication of the assessment methods used on your course.

## **Staff involved in delivering the different elements of the course**

You will be taught by an experienced teaching team whose expertise and knowledge are closely matched to the content of the modules on your course. The team includes senior academics, professional practitioners with industry experience, demonstrators and technical officers.

Postgraduate research students who have undertaken appropriate training may also contribute to the teaching of seminars if their research specialism is directly related to the topic of the module and may also be involved in practical classes, project work and field trips. All contributions will be carried out under the supervision of the module leader.

## **Fees**

### **What your fees pay for**

Your tuition fees pay for the full cost of tuition and all examinations.

### **Extra costs you may experience**

Accommodation and living costs, such as travel and food, are not included in your tuition fees.

Depending on the nature of your course, you may be able to choose modules which may have additional costs, such as field studies, travel overseas or industrial placements which will change the overall cost of your course. Details of these costs can be found in module information.

Please also ensure you read the section on additional costs in the Fees, Charges and Expenses Regulations in [Section IV](#) of the University Calendar.

### **The following course-related costs are not included in your fees:**

Type	Details
Calculators	Where a calculator is required, all Casio Calculators are allowed but they must be Non-Programmable, Scientific models. More information is

	<p>available in the Examination Regulations</p> <p><a href="https://www.southampton.ac.uk/studentadmin/assessment/assessment-overview/exam-regulations.page">https://www.southampton.ac.uk/studentadmin/assessment/assessment-overview/exam-regulations.page</a></p>
Stationery	<p>You will be expected to provide your own day-to-day stationery items, e.g. pens, pencils, notebooks, etc. Any specialist stationery items that you may need will be specified in the relevant module profile.</p>
Textbooks	<p>Where a module specifies essential texts, the Library will identify the optimal option(s) to support the module via the course Reading List. This may include e-books (ideally with unlimited concurrent usage) or a digitised chapter extract, supported by a limited number of print books (where available). You may request that the Library purchases additional print copies via 'suggest a book', borrow an additional copy via our <a href="#">inter-library-loans service</a> or you may prefer to buy your own copies for high demand titles.</p>
Printing	<p>In most cases, written coursework such as essays and projects are submitted online. However it may be necessary to submit a hard copy of some projects, business projects and dissertations. The costs of printing a hard copy for submission of such work will be your responsibility. You will also have to cover the cost of photocopying.</p> <p><a href="https://www.southampton.ac.uk/isolutions/students/printing">https://www.southampton.ac.uk/isolutions/students/printing</a>.</p>
Parking	<p>Parking space is limited on all sites and the issue of permits is restricted to students that have medical needs. For more information please follow the link: <a href="https://www.southampton.ac.uk/transport/parking/car-parking.page">https://www.southampton.ac.uk/transport/parking/car-parking.page</a></p>

## Bursaries, scholarships and other funding

We award scholarships and grants for travel, academic excellence, or to students from underrepresented backgrounds.

You may be able to get a University of Southampton bursary to help with your living costs.

If you are a care leaver or estranged from your parents, you may be able to get a specific bursary.

You may be able to get a scholarship or grant that's linked to your chosen subject area.

## Financial Support

The Student Services Centre offers support and advice regarding student finances. You may be able to access our Student Support fund and other sources of financial support during your course. You can find more information about financial support via our webpages:

<https://www.southampton.ac.uk/studentservices/money-matters/student-support-fund/index.page>

## Academic support

The Student Support Hub is your first point of contact when it comes to seeking support. The team will answer your questions or concerns about your wellbeing, fees and funding, accommodation and

visas. The team will help make sure you receive the support you need, guiding you to further support services where required. You can find more information about student support via our webpages:

<https://www.southampton.ac.uk/studentservices/index.page>

One of the most important people you will meet while you are a student at Southampton is your Personal Academic Tutor, who will be allocated to you for your arrival at the University and who is normally a member of academic staff in your own or a closely related subject area. Your Personal Academic Tutor will offer one-to-one support and advice throughout your time at Southampton and will support you in your studies or with other issues you may have. You can find out more via our webpages:

<https://www.southampton.ac.uk/studentadmin/academic-support-guidance/personal-tutor.page>

## **Disclaimer**

As a research-led University, we undertake a continuous review of our courses to ensure quality enhancement and to manage our resources. As a result, this course may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's course.