

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA / MSc GLOBAL MARKETING AND COMMUNICATIONS

PROGRAMME SPECIFICATION 2020/21– Subject to validation

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	Master of Arts / Master of Science		
Course Title	Global Marketing and Communications		
Course Location and Length	Campus: Epsom	Length: Full-time – 1 year	
Mode of Study	Full-time	✓	Part-time
Period of Validation	<i>TBC – subject to validation</i>		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
Entry criteria and requirements ²			
<p>A good Honours degree or equivalent qualification in the subject or a related discipline and/or relevant work experience, demonstrating an ability to study at postgraduate level.</p> <p>Consideration will also be given to applicants who can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.</p> <p><i>Minimum English language requirements:</i> For students whose first language is not English, a certificate is required as evidence of the necessary level of English. For postgraduate study an average IELTS score of 6.0 (TOEFL 550 (CBT 213) or equivalent is required. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</p> <p>You may be offered a place on a course on the condition that you improve your English language and study skills. We offer pre-sessional English language courses which can improve your IELTS score by a maximum of 1.0 and 0.5, or equivalent.</p>			
Overall methods of assessment ³ - <i>Estimated – subject to validation</i>	Written exams:	Practical exams:	Coursework:
Course	0%	15.6%	84.4%
Overall Learning & Teaching hours ⁴ <i>Estimated – subject to validation</i>	Scheduled:	Independent:	Placement:
Course	25.3%	74.7%	0%

¹ Regulated by the Office for Students

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

	455 hours	1345 hours	0 hours
General level of staff delivering the course ⁵	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.		
Language of Study	English		
Subject/Qualification Benchmark Statement: QAA Master's Degree Characteristics Statement, September 2015			
QAA Subject Benchmark Statement: Masters Degrees in Business and Management, June 2015			
Framework for Higher Education Qualifications (FHEQ)			

The course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

The list of units below are the current validated units delivered on the MA Creative Marketing and Advertising course and are subject to change.

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Course				
ECMA7002 Business Lecture Series	7	20	Core	
ECMA7003 Creative Thinking	7	20	Core	
ECMA7001 Entrepreneurship & Innovation	7	20	Core	
ECMA7004 Advertising Account Management	7	20	Core	
ECMA7005 Digital Comms and Strategy	7	20	Core	

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

ECMA7006 Ideas Development and Marketing and Comms Proposal	7	40	Core	
ECMA7007 Final Marketing and Advertising Project	7	40	Core	