



UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA / MSC GLOBAL MARKETING AND COMMUNICATIONS

PROGRAMME SPECIFICATION ACADEMIC YEAR 2020/21

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 course 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 OR Master of Science			
Course Title	Global Marketing and Communications			
Course Location	Epsom Campus			
Length	Length: Full-time - 1 years ²			
Mode of Study	Full-time	X	Part-time	
Period of Validation	2020/21 – 2022/23			
Professional, Statutory or Regulatory Body	Not applicable			
Type of Accreditation	Not applicable			
Accreditation due for renewal	Not applicable			
<p>Entry criteria and requirements</p> <p><i>MA / MSc</i></p> <p>The entry requirements for these courses are, one of the following:</p> <ul style="list-style-type: none"> • 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. • 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><i>Non-standard Entry</i></p> <p>Other relevant and equivalent Level 6 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds to apply. For international qualifications, see https://www.uca.ac.uk/international/equivalent-qualifications/</p> <p>We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results. In these cases, we consider these based on a discussion with applicant as well as their grades. In the discussion, a strong desire to study this subject area and strong evidence of creative work such as through a portfolio or interview is especially important.</p>				

¹ Regulated by the Office for Students

² Students may enter the course in Autumn (October 2020/September 2021) or February.

English Language Requirements

If you are applying for a Tier 4 student visa and your first language is not English, you will need to take a test to prove your English language ability – this is called a Secure English Language Test.

For a full list of the English language requirements for different entry points to this course, please see: <https://www.uca.ac.uk/international/non-eu/study/english-language-requirements/>

If you need a Tier 4 visa, and you are applying for a BA or MA course, you do not need to take a SELT if one of the following applies:

- you are a national of a majority English speaking country*** and have taken your academic qualifications in that country. For majority English speaking country, see
- you have completed a Bachelor's Degree in one of the majority English speaking countries*** within the last two years

***For a list of majority English speaking countries to which these exemptions apply, see: <https://www.gov.uk/tier-4-general-visa/knowledge-of-english>

Overall methods of assessment ³	Written exams	Practical exams	Coursework
Stage 1 - First Year	0%	0%	100%
Overall Learning & Teaching hours ⁴	Scheduled	Independent	Placement
Stage 1 - First Year	25%	75%	0%
	450 hours	1350 hours	0 hours
General level of staff delivering the course ⁵	<p>The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an Masters degree or equivalent professional practice in a relevant discipline or field.</p> <p>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.</p> <p>All Lecturers and Senior Lecturers undertake scholarship in their disciplines.</p> <p>There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.</p>		
Language of Study	English		
<p>Qualification Frameworks</p> <p>Framework for Higher Education Qualifications (November 2014)</p> <p>Subject/Qualification Benchmark Statement</p>			

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.

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

Master's Degrees in Business and Management (June 2015)

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;

MA/MSc award choice: The students need to have decided by end of the first 15 week block which is mid-February as the 2nd block of 15 weeks the splits start.

Unit Code	Unit Title	Level	Credits	Core / Elective MA	Core / Elective MSc
Stage 1 - First Year					
XXXX70XX	Pre-Course: Understanding Business	7	0	Core	
XXXX70XX	Pre-Course: Understanding Finances	7	0	Core	
XXXX70XX	Pre-Course: Understanding Creative Work	7	0	Core	
XXXX70XX	Pre-Course: Understanding Design Thinking	7	0	Core	
XXXX70XX	Creative Industries: Global Industry & Futures	7	0	Core	
XXXX70XX	Creative Industries: Leadership	7	0	Core	
XXXX70XX	Postgraduate Bootcamp 1: Creativity	7	0	Core	
XXXX70XX	Understanding Consumers	7	15	Core	
XXXX70XX	Principles of Advertising	7	15	Core	
XXXX70XX	Global Cosmetics & Beauty Industry & Business	7	15	Elective	
XXXX70XX	Global Fashion Industry & Business	7	15	Elective	
XXXX70XX	Global Fine Art Industry & Business	7	15	Elective	
XXXX70XX	Global Games Industry & Business	7	15	Elective	
XXXX70XX	Global Media Industry & Business	7	15	Elective	
XXXX70XX	Global Luxury Industry & Business	7	15	Elective	
XXXX70XX	Global Music Industry & Business	7	15	Elective	
XXXX70XX	Marketing, Design & Communications	7	15	Core	
XXXX70XX	Bootcamp 2: Forecasting & Predictive Analytics	7	0	Core	
XXXX70XX	Marketing Management	7	15	Core	
XXXX70XX	Digital Marketing Analytics	7	15	Core	
XXXX70XX	Global Marketing Planning & Strategy	7	15	Core	
XXXX70XX	Human-centred Innovation & Design	7	15	Core	
XXXX70XX	Bootcamp 3: Competitive Intelligence & Research	7	0	Core	
XXXX70XX	Trends & Forecasting	7	15	Core	Elective
XXXX70XX	Business Analytics	7	15	N/A	Elective
XXXX70XX	Strategy: Development & Implementation	7	15	Elective	N/A

XXXX70XX	Behavioural Studies & Consumption	7	15	Elective	Core
XXXX70XX	Masters Project	7	30	Core	

Section B - Course Overview

Global Brands need creative thinkers to communicate their messages effectively, be it through social media and digital technologies, or Creative Advertising practices. Brand appropriate campaigns and the ability to understand future trends are important. This course combines core marketing and communication skills to build a comprehensive portfolio of knowledge, which is central to the fast changing sector of the creative industries and intrinsic to today's world class communicators.

This practical and comprehensive course provides a learning environment where students can develop both creative and strategic skills in Global Marketing and Communications.

What to expect

The course has a strong creative practice and technical skills background, which will underpin the extensive development of your academic, theoretical knowledge of the global marketing and communications Industry.

The curriculum emphasises creativity and design outputs which are supported by real world investigations into core field disciplines in a subject of your choice, whether that be games industry, fashion, fine art or luxury etc.

In the Pre-course, you will develop fundamental knowledge and skills required for the study of the business of the creative industries, working with your fellow applicants and course tutors to provide a solid foundation for your entry onto the course.

The course provides an approach to learning that encourages you to work creatively on business problems whilst enabling you to develop confidence in becoming a reflective independent practitioner, strategic thinker and decision maker.

Highlights

- Located in a small specialist institution, and as part of the only Business School in the UK devoted to the study of the Creative Industries, you will develop your skills in conversation with the widest possible community of future creative business leaders.
- Studying with access to London and the South-East as the hub of the UK's advertising industry, but with the distance and separation to concentrate on the development of your creative practice, UCA Epsom is the perfect location for any student who is passionate about experience and service design.
- Our optional Global Creative Industries immersion gives you the opportunity to develop your professional, academic, and personal understanding of the creative industries by participating in an extended networking trip to one of the world's centres of Creative Industries, enabling the development of your professional network and understanding.
- Instructed by a mixture of cutting-edge academic staff and experienced industry professionals, you will have the opportunity to learn real-world skills beyond the classroom through visits, networking and placements.

Section C - Course Aims

The MA / MSc Global Marketing and Communications course aims to:

- Develop the creative, intellectual and practical skills necessary for students to advance the discipline of global marketing and communications, its methods, tools and techniques.
- Enable students to examine critically the opportunities and threats posed by both technological as well as business model innovation in the marketing industry and how historic and contemporary frameworks provide insight into the future of the industry.
- Enable students to develop a deep understanding of the importance of the societal, environmental and business context for global marketing and communications.
- Engage students in the strategic as well as operation level in the business of the marketing industry underpinned by the strong development of practical skills in financial management, marketing, operations, human resources, and innovation management.
- Enable students to identify, analyse, and lead teams to create user and business value in the global marketing and communication industries and create original solutions for provision that ensures consistent delivery of business and user experience.
- Apply those techniques to the experience design and systems and service innovation in the context of tackling challenges of sustainability, societal issues, and governance particularly around the
- Prepare students for high-level autonomous graduate employment, research, further study and lifelong learning by developing their intellectual, practical and transferable skills.

Section D - Course Outcomes

MA Global Marketing and Communications

Upon successful completion of the course, students will be able to:

Knowledge and Understanding

- KU1. Demonstrate originality and creativity in the application of a coherent and detailed knowledge of global marketing and communications.
- KU2. Display a critical awareness of current problems and new insights in marketing business and management informed by the forefront of academic and professional practice.
- KU3. Understand how a deep understanding of the historic and contemporary place of global marketing and communications in society works to inform strategy, production, and finances in a range of business models and structures.

Professional Application

- PS1. Critically evaluate the methodologies, research and advanced scholarship used to explore questions in marketing business issues and problems and make appropriate choices for your own professional work.
- PS1. Utilise comprehensive understanding of techniques applicable to your own research and scholarship to deal with complex issues both systematically and creatively.
- PS2. Make sound judgements - in the absence of complete information - to complete projects and propose solutions to a wide range of business and management problems faced in the global marketing and communications industry.
- PS3. Apply a comprehensive understanding methods and techniques to review, consolidate, and extend your knowledge, skills, and attitudes to support your research and scholarship.

Transferable Skills

- TS1. Act autonomously - exercising initiative and personal responsibility - to plan and implement complex tasks and projects at a professional or equivalent level.
- TS2. Apply professional standards in design, presentation, and writing to clearly communicate your ideas to both specialist and non-specialist audiences.
- TS3. Plan and manage your own learning making appropriate use of professional networks, publications and research sources.

MSc Global Marketing and Communications

Upon successful completion of the course, students will be able to:

Knowledge and Understanding

- KU1. Demonstrate originality and creativity in the application of a coherent and detailed knowledge of global marketing and communications.
- KU2. Display a critical awareness of current problems and new insights in global marketing and communications informed by the forefront of academic and professional practice.
- KU3. Understand service and experience design works to inform strategy, production, and finances in a range of business models and structures.

Professional Application

- PS1. Critically evaluate the methodologies, research and advanced scholarship used to explore questions in marketing business issues and problems and make appropriate choices for your own professional work.
- PS2. Utilise comprehensive understanding of a wide range of quantitative data analysis techniques applicable to your own research and scholarship to deal with complex issues both systematically and creatively.
- PS3. Make sound judgements - in the absence of complete data - to complete projects and propose solutions to a wide range of business and management problems faced in the marketing industry.
- PS4. Apply a comprehensive understanding of predictive data analysis methods and techniques to review, consolidate, and extend your knowledge, skills, and attitudes to support your research and scholarship.

Transferable Skills

- TS4. Act autonomously - exercising initiative and personal responsibility - to plan and implement complex tasks and projects at a professional or equivalent level.
- TS5. Apply professional standards in design, presentation, and writing to clearly communicate your ideas to both specialist and non-specialist audiences.
- TS6. Plan and manage your own learning making appropriate use of professional networks, publications and research sources.

Section E - Learning, Teaching and Assessment

Learning and Teaching

At the Business School for the Creative Industries, we are about “Putting Creativity to Work”, and we believe our graduates should be able to contribute at the highest level in the professional environments that they will join upon graduation.

Our rich and inclusive curriculum is continually reviewed in consultation with our students to take account of new developments, seeking to keep the programme exciting and lively. A range of methods is used to actively engage students, including problem solving and enquiry-based learning, industry research and peer-assisted learning. Formative assessment develops key aims during the progress of a unit.

The learning and teaching on your course will include:

- Contact Hours

Lectures (usually groups of between 25 and 200+), seminars (usually within groups of less than 25), learning groups (usually groups of between 6 to 8): and technical skills sessions to develop your hard and soft skills in a variety of necessary software and skills areas.

- Guided Learning

Supported by online learning platforms or courses, guided reading and projects, and tutorials (usually either one-to-one with a tutor or in a small group tutorial session).

- Independent Study

Your own planned work to support your learning either individually or with colleagues on your course or other courses which supports the exploration of your own interest areas.

The latest technology is used to enhance learning and collaborative working, research-active staff work with you on the latest research developments, while industry guest speakers and live briefs provide development opportunities embedded throughout the course enrich your creative and business practice and significantly contributes to your experience at university and preparation of professional practice.

The curriculum recognise that diversity enriches our studies, whether from diversified cultural backgrounds or a range of different social experiences. Our curriculum is designed to provide a wide range of perspectives on the Creative Industries in a global context and to be an inclusive learning environment where explicit consideration is given to the diversity of our students.

Support for students

We aim to ensure, where possible, personal tutors remain with a student throughout their degree studies to discuss all matters relating to student well-being and academic support. Personal tutors and the Careers & Employability Team will also support students in discussions around their potential or preferred career direction.

Students are further supported by:

<ul style="list-style-type: none"> • Unit leader for each unit • Business School support staff • Personal academic tutors • Careers and Employability Services • Technical support with IT and software • My UCA - a versatile online learning environment 	<ul style="list-style-type: none"> • Induction and ongoing re-induction sessions • Student Staff Course Boards • Library and Learning Resources • Gateway Services including support for finance, regulations, disability, well-being, accommodation, and international students • UCA Students' Union
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International students receive additional support from our International Office and specialist administrative staff not only when they first arrive but also throughout their programme of study.

Assessment

Assessment within the course is focussed on the development of a range of advanced technical and professional skills which can be applied using your knowledge and understanding of business problems within the Creative Industries.

Assessments typically require substantial primary and secondary research to be undertaken, ensuring you progressively develop critical thinking and information literacy skills at each level of the programme. The assessment strategy ensures that you can access a range of formative opportunities for practice and feedforward designed to help them achieve their full potential in final (summative) assessment.

Exams, although used very infrequently during the course, seek to assess the depth and range of student understanding in key professional areas and related professional practice.

Presentation skills and group learning are developed throughout the programme to emulate the real-world situations in which our students may find themselves.

In addition, early formative and summative assessment during the first six weeks of the programme is used to monitor student engagement with both in-class and online learning. Students who are considered at risk

due to low engagement can be identified and advised by the personal tutor with the support of the liaison librarian and learning & development tutors as appropriate.

The diversity in assessment tasks allows for inclusivity for all students. The assessment criteria are suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignment, presentations, research proposals, business project etc. allows for diversity of assessment methodology. For students to have access to professional working practice, business and industry practitioners are invited as guest speakers, allowing for networking opportunities and allows for live clients and projects.

Section F - Employability

It is a core ethos of the course and is evidenced in the course overall philosophical aims, approach to teaching and learning, as well as underpinned by co-curriculum activities, where students will gain transferable skills which are adding values to their future employability and enterprising ventures.

As well as specific industry standard skills and attributes, employers are also looking for the 'soft skills' acquired through interacting effectively in groups and teams, and additionally the ability to work independently and diligently manage your own time. This profile of teaching and learning strategies therefore strongly encourages these qualities and prepares you for the world of work by inculcating these transferable skills.

Section G - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives