



# UNIVERSITY OF FLORENCE



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## Programme title and qualifications

Postgraduate Degrees of the University of London may be classified. The award certificate will indicate the level of the academic performance achieved by classifying the award. The classification of the degree will be based on the ratified marks from the completed assessments.

## Level of the programme

The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (FHEQ) forms part of the UK Quality Code for Higher Education of the [Quality Assurance Agency for Higher Education](#) (QAA).

The qualifications are placed at the following Levels of the FHEQ:

MSc            Level 7

PGDip        Level 7

PGCert       Level 7

Individual modules are offered at Level 7.

## Relevant QAA subject benchmarks group(s)

See the [QAA website](#) for information:

Not applicable

## Awarding body

University of London

## Registering body

University of London

[www.london.ac.uk](http://www.london.ac.uk)

## Academic direction

Birkbeck, University of London

## Accreditation by professional or statutory body

### Chartered Institute of Marketing (CIM)

The MSc in Marketing is accredited by the Chartered Institute of Marketing (CIM) as a Graduate Gateway programme. CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. This accreditation gives our MSc graduates exemptions from certain modules of the CIM professional qualifications. CIM qualifications are highly sought after by employers and their content is reflected in our own degree which ensures we are equipping students with the best opportunities for a successful marketing career.

Further information about accreditation bodies can be found in the VLE.

## Language of study and assessment

English

## Mode of study

Web-supported learning with an online tutor or supported learning from a recognised teaching centre, where this is available.

The [website](#) provides further information about the

### Maximum and minimum periods of registration

The minimum periods of registration from a student's effective date of registration, are:

	Minimum
<b>MSc</b>	One and a half years
<b>PGDip</b>	One year
<b>PGCert</b>	Six months
<b>Individual modules (on a standalone basis)</b>	Six months

See the [General Regulations](#)

- Brand Management (15 credits)

Three optional modules *chosen from a list of four* (45 credits total):

- Corporate Responsibility and Sustainability (15 credits)
- Marketing Communications (15 credits)
- Relationship Marketing (15 credits)
- International Marketing (15 credits)

For the **PGCert** (60 UK credits), students must complete four modules:

Two compulsory modules (30 credits total):

### Recognition of prior learning

Recognition of prior learning is a generic term for the process by which we recognise and, where appropriate, award credit for learning that has taken place at an institution other than the University of London. Where the prior learning covered a similar syllabus to a module/course on the University of London programme, credit will be awarded as if the student took the University of London module/course.

See the [General Regulations](#) (Section 3) and [Programme Regulations](#) for more rules relating to prior learning.

MSc students may apply for recognition of prior learning mapped against modules to a total of 60 UK credits. Applications for recognition of prior learning for the Dissertation Part 1 or Part 2 will not be accepted.

PGDip students may apply for recognition of prior learning mapped against modules to a total of 60 UK credits.

PGCert students may apply for recognition of prior learning mapped against modules to a total of 30 UK credits.

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### Entrance requirements

Applicants must submit an application in line with the procedures and deadlines set out on the [website](#).







4. Plan and carry out independent and original research and present their findings and arguments in a coherent and professional manner.
5. Communicate ideas effectively and succinctly to a professional audience.

### **Postgraduate Diploma in Marketing Learning Outcomes**

#### **A: Knowledge, Understanding and Cognitive Skills**

### **B: Practical, Professional and Key Skills**

A student will be able to:

1. Systematically apply all the necessary tools to formulate decisions in different areas of marketing, mindful of multiple stakeholders and the broad impact of these decisions.
2. Analyse and



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## Student support and guidance

Key features of the support for students include:

[Student Portal](#): for accessing student induction, study skills support, careers and employability resources, student wellbeing advice;

University of London Careers Service – offers tailored careers and employability support to students whatever their course, wherever they are studying, and whether they are starting, developing, or changing their career. Support includes webinars led by careers consultants, employer and alumni panel events and a range of online careers resources;

Student induction resources;

[Student Guide](#):



