



# Programme Regulations 2023–2024

## Marketing

MSc  
PGDip  
PGCert

Important dates and deadlines



### Important information regarding the Programme Regulations

Last revised: 31 May 2023

As a student registered with the University of London you are governed by the current General Regulations and Programme Regulations associated with your programme of study.

These Programme Regulations are designed and developed by Birkbeck, University of London which is responsible for the academic direction of the programme. The regulations take account of any associated arrangements at Birkbeck. Programme Regulations provide the detailed rules and guidance for your programme of study.

In addition to Programme Regulations, you will have to abide by the [General Regulations](#). These regulations apply to all students registered for a programme of study with the University of London and provide the rules governing registration and assessment on all programmes; they also indicate what you may expect on completion of your programme of study and how you may pursue a complaint, should that be necessary. Programme Regulations should be read in conjunction with the General Regulations.

The relevant General Regulations and the Programme Regulations relating to your registration with us are for the current year and not in the year in which you initially registered.

On all matters where the regulations are to be interpreted, or are silent, our decision will be final.

Further information about your programme of study is outlined in the Programme Specification which is available on the relevant [Courses page](#) of the website. The Programme Specification gives a broad overview of the structure and content of the programme as well as the learning outcomes students will achieve as they progress.

If you have a query about any of the programme information provided please contact us. You should button in the student portal <https://my.london.ac.uk/>

#### For the MSc Marketing, you should note the following terminology:

**Module:** Individual units of a programme are called modules. Each module is a self-contained, formally structured learning experience with a coherent and explicit set of learning outcomes and assessment criteria.

**Compulsory module:** Compulsory modules within each qualification structure must be taken and passed, although a compensated fail can be awarded for overall module marks between 45 and 49 (up to 30 credits). They are central to the teaching and learning on the programme and often introduce concepts and ideas that appear in the optional modules.

**Core module:** The Dissertation Part 1 and Dissertation Part 2 are core to the MSc and must be undertaken and passed. No compensation for failure can be awarded for a core module.

**Optional module:** Optional modules are designed to extend the concepts and ideas introduced in compulsory modules and to introduce other relevant concepts and techniques. Students may select their optional modules from a list. Compensation for failure for overall marks between 45 and 49 can be awarded for optional modules (up to 30 credits).

#### Significant changes made to the programme regulations 2023-2024

##### Scheme of award

# 1 Structure of the programme

## Qualifications

### 1.1

The following qualifications are awarded under the Marketing programme:

- Master of Science in Marketing (MSc)
- Postgraduate Diploma in Marketing (PGDip)
- Postgraduate Certificate in Marketing (PGCert)

## Qualification structures

See [Appendix B](#) for module outlines

### 1.2

The **MSc** is a 180 UK credit degree programme. For the MSc, you must complete:

Five compulsory modules (75 credits total):

- Strategic Marketing Management (MKM010) (15 credits)
- Consumer and Buyer Behaviour (MKM020) (15 credits)
- Digital and Social Media Marketing (MKM030) (15 credits)
- Marketing Research and Analytics (MKM040) (15 credits)
- Brand Management

- Relationship Marketing (MKM120) (15 credits)
- International Marketing (MKM130) (15 credits)

**1.4**

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

Two compulsory modules (30 credits total):

- Strategic Marketing Management (MKM010) (15 credits)
- Consumer and Buyer Behaviour (MKM020) (15 credits)

Any two other modules (either further compulsory

upon progression to a related qualification, you must take these two modules, before or along with any other modules, once you commence study on the related qualification (see regulation 2.4).

### 1.8

The pass mark for an individual module taken on a standalone basis is 50%.

### 1.9

The maximum number of attempts permitted for any stand-alone individual module is two.

## 2 Registration

The Entrance Requirements for the programme are listed on the [Requirements tab](#) of the website for full details.

### Effective date of registration

#### 2.1

Your effective date of registration will be either:

- 1 October, if you first register before the September registration deadline;
- 1 April, if you first register before the March registration deadline.

### Date of first assessments

#### 2.2

If your effective date of registration is:

- 1 October, you will take your first assessment(s) in March of the following year;
- 1 April, you will take your first assessment(s) in September of the same year.

### Period of registration

See the [Programme Specification](#) for the minimum periods of registration applicable to these qualifications. See the [General Regulations](#) for the maximum periods of registration applicable to these qualifications.

#### 2.3

The minimum and maximum periods of registration to complete the programme are counted from your effective date of registration.

If the maximum registration period for your qualification changes during your studies, you will retain the period of registration initially given to you on registration. Your period of registration may still change if you change qualification as set out in Programme Regulations.

#### 2.4

If you progress from a PGCert or PGDip, to the PGDip or MSc respectively, your maximum period of registration will continue to be counted from your effective date of registration for the PGCert or PGDip.

**2.5**

If you start by taking individual modules and then register for the PGCert/PGDip/MSc Marketing, we will give you a new maximum period of registration for the PGCert/PGDip/MSc.

**Order in which to take the modules**

**2.6**

You must commence study of the *Consumer and Buyer Behaviour* module and the *Strategic Marketing Management* module before, or along with, any other modules. You must have attrip(t).0 g/TT162 Tth





An examination is defined as an element of assessment that takes place in a controlled environment. You will be given details of how the courses on your programme are assessed, the specific environment or location that is permitted and the time allowed for the assessment.

All examinations are scheduled using an online delivery method. You must ensure that your device is kept up to date and complies with [University Computer Requirements](#).

Wherever they are held, all examinations take place on the same dates and at specific times in line with the published timetables.

See [General Regulations](#) Rules for taking written examinations.

Coursework is submitted in the VLE by prescribed deadlines.

### Passing a module

#### 4.2

The pass mark for each module is 50% (with the exception of Dissertation Part 1). Where there is more than one element of assessment for a module, you do not need to pass each element of assessment, although you do need to obtain an overall weighted mark of 50% in each module, unless a compensated fail 4(1))TET@m8ET@.000008871 0 595.32 841.92 reW\*nBT/F2 11.04 Tf1 0 0 1 208.61

**4.11**

If, at the first attempt, you achieve a compensatable fail mark for a module and, in your subsequent attempt to redeem the failure, achieve a further compensatable fail mark, the highest mark obtained will be used for the purposes of classification.

**Number of attempts permitted at an element of assessment**

**4.12**

The maximum number of attempts permitted for an element of assessment is two.

**Taking assessments**

Refer to the rules on assessment and assessment offences in the [General Regulations](#).

**4.13**

You must attempt all elements of assessment in order to have made a valid attempt at a module.

**4.14**

Written examinations take place on two occasions each year in September and March.

**Resitting a failed module**

If you resit an element of assessment for a module, you will have to pay a module continuation fee when you re-register for the module to resit the assessment. You do not have to take 4B. SoMAzDD5AD4C

### 4.21

When you re-register for a module due to a previous invalid attempt, you will be required to pay a module continuation fee.

### 4.22

When you re-register for a module due to a previous invalid attempt, any assessment elements for which you achieved a mark of 50% or above will be carried forward.

### 4.23

When you re-register for a module due to a previous invalid attempt, you will be required to resit any elements for which you achieved a mark of less than 50%, which will count as a second attempt at the element.

### 4.24

When you re-register for a module due to a previous invalid attempt, you may not resit an element of assessment that you have passed.

## Deadlines for items of assessment and submission guidance

### 4.25

All assessments must be submitted by the deadline dates given in the Virtual Learning Environment.

### 4.26

For coursework and dissertation items, you should not exceed the maximum word limits by more than 10%. If the word count is between 10% to 20% above the maximum word limit, five marks will be deducted. If the word count exceeds the maximum word limit by more than 20%, you will receive a mark of zero for your work.

The content within the main body of text comprises the overall word count, including in-text citations, references, quotes, heading and sub-headings. The cover page, reference list and any appendices do **not** count towards the overall word count.

## Swapping a module

### 4.27

If you fail an optional module at the second attempt, you will be permitted to swap to an alternative optional module, where this is possible. You will only be permitted to do so once.

### 4.28

MSc and PGDip students are required to complete all five compulsory modules, and PGCert students are required to complete two specific compulsory modules. Therefore, compulsory modules cannot be swapped.

### 4.29

Your mark for the new module will be used for the purposes of classification. You cannot swap a module which you have passed.



## **Award requirements**

### **5.7**

To be awarded the MSc Marketing, you must:

achieve a mark of at least 50% in each of the modules (subject to rules for compensated fails) a mark of at least 50% in the Dissertation Part 2, and have passed Dissertation Part 1 (marked on a Pass/Fail basis).

### **5.8**

To be awarded the



## PGCert Marketing

**Two compulsory modules (30 credits total):**

Strategic Marketing Management (MKM010) (15 credits)

Consumer and Buyer Behaviour (MKM020) (15 credits)

**Any two other modules (either further compulsory or optional modules) chosen from a list of seven (30 credits total):**

Digital and Social Media Marketing (MKM030) (15 credits)

Marketing Research and Analytics (MKM040) (15 credits)

Brand Management (MKM050) (15 credits)

Corporate Responsibility and Sustainability (MKM100) (15 credits)

Marketing Communications (MKM110) (15 credits)

Relationship Marketing (MKM120) (15 credits)

International Marketing (MKM130) (15 credits)





A breadth of topics are discussed, ranging from buyer decision making theories and influences, to the effects of word of mouth and social media communications, branding and brand extensions, advertising, pricing and price promotions, and to different aspects of customer loyalty. The module is evidence-based and entails activities aimed at enhancing students' appreciation of how consumer and buyer behaviour theories can be applied in solving practical marketing problems and ultimately impact the well-being of consumers and societies at large.

This module aims to help students:

- develop a critical understanding of consumer and buyer behaviour concepts, theories, methods and research findings;

### **Assessment:**

#### **Coursework (30% weighting)**

One item of coursework, a written reflective essay of a maximum of 2,000 words, contributes to the final grade for this module. The coursework is designed to check student progress, extend and reinforce concepts covered and also test individual performance.

#### **Examination (70% weighting)**

The final piece of assessment will be an unseen written examination of 2-hour duration.

### **Marketing Research and Analytics (MKM040)**

Marketing research is one of the most important, interesting and fast-moving aspects of marketing. Working as a marketing researcher remains an intellectually stimulating, creative and rewarding career, and as such forms a central part of any marketing education. Globally marketing research is an industry that turns over more than US\$40billion per year (Malhotra et al., 2017) and is at the forefront of innovation in many sectors of the economy. However, few industries have been presented with as many challenges and opportunities as those faced by marketing research due to the growing quantum of data generated by modern technology. For example, the growth of digital techn



strategy. Ultimately, it aims to help students think critically about the opportunities and limitations of marketing in society.

The students will develop critical perspectives needed to debate the importance of sustainability in their organizations, build the business case for adopting sustainability strategies and help their organizations to better address social and environmental concerns. The module will be suitable for students without prior knowledge of marketing or management.

### **Assessment:**

#### **Coursework (30% weighting)**

An individual essay of up to 2,000 words.

#### **Examination (70% weighting)**

The final piece of assessment will be an unseen written examination of 2 hour-duration.

### **Marketing Communications (MKM110)**

It is critical that resources allocated to marketing communication tools are used effectively. In order to achieve this, a thorough understanding is required of the marketing communications strategic planning process. Relevant issues include the role of marketing communication tools in influencing brand choices, how they could be used effectively to deliver a promotional message and how to identify the media strategy that will not only maximise the target audience reached, but also increase the likelihood that consuF2 11.04 Trp(su)-4(he)3(y)11( )6(cou)3(l)oueqc1.04 IBTy. In order

**Examination (70% weighting)**

The final piece of assessment will be an unseen written examination of 2 hour-duration.

**Relationship Marketing (MKM120)**

Historically, companies have been almost exclusively focused on the marketing mix framework, especially for product-related exchanges. The idea of the customer being at the centre of the





## Appendix C – Assessment Criteria

The following table gives a general overview of what is expected for each mark band:

Mark band	Assessment criteria
80%-100% High Distinction	Marks in this range indicate an exceptionally high level of scholarship and outstanding performance in terms of all of the dimensions outlined. While work at this level exhibits scrupulous completion of the requirements of the assignment, it will also exhibit a high degree of initiative, high quality of analysis, academic sophistication, comprehension and critical assessment, making a novel contribution to marketing studies.
70%-79% Distinction	Marks in this range indicate high levels of scholarship, and high performance in terms of all of the dimensions outlined. Comprehensively argued writing of interest and originality which is also well organized and presented exhibiting a sound, critical and analytical grasp of the relevant literature(s) and drawing on an extensive range of relevant academic sources. The work will display an excellent understanding of underlying theory as well as employing appropriate analytical techniques, resulting in an argument of interest and significance.
60%-69% Merit	Work that demonstrates a good command of the subject and relevant literature(s) as well as a sound grasp of critical issues, with evidence of independent thought and a high standard of argument as well as good presentation. Work towards the bottom of this range may have occasional weaknesses and flaws but will