

2022 2023

Ma

**Important document – please read**  
This document contains important  
information that governs our  
registration, assessment and  
programme of stud

## Contents

Important information regarding the Programme Regulations .....	2
Alternative Assessments during the Coronavirus (COVID-19) Outbreak.....	3

---

## Important information regarding the Programme Regulations

Last revised: 31 January 2022

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





- 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 or optional modules) *chosen from a list of seven* (30 credits total):

- Digital and Social Media Marketing (MKM030) (15 ~~cr~~)



**Progression within the programme**

**2.5**



---

## 4 Assessment for the programme

## 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 can be applied (see regulation 4.5).

### 4.3

To pass the Dissertation Part 1, you must pass the research proposal. You will not receive a mark for the research proposal. It is marked on a Pass/Fail basis. It will not contribute to the calculation of your final classification. You must pass Dissertation Part 1 before you can register for Dissertation Part 2.

### 4.4

To pass the Dissertation Part 2, you must obtain a mark of least 50% for the final dissertation submission.

## Compensated fail for a module

### 4.5

A compensated fail is awarded if you have exhausted both attempts at a module and have an overall weighted mark of between 45% and 49%.

### 4.6

## 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 the assessment at the next available study session; there are two study sessions each year and you have five years to complete your studies.

### 4.15

You will fail the element if the mark for the element is below 50% and your overall weighted mark for the module is below 50%.

### 4.16

You must resit any failed



## 5 Scheme of award

If your last assessments take place in the October session, the date of award will be 1 May in the year of the last assessments that contribute to the award.

If your last assessments take place in the April session, the date of award will be 1 November in the year of the last assessments that contribute to the award.

### Mark scheme

#### 5.1

The following mark scheme is used for the MSc, PGDip and PGCert:

#### Mark range

## 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 PGDip Marketing, you must:

achieve a mark of at least 50% in each of the modules (subject to rules for compensated fails).

### 5.9

To be awarded the PGCert Marketing, you must:

achieve a mark of at least 50% in each of the modules.

## Intermediate qualifications

### 5.10

While studying on the programme, you can progress from the PGCert to the PGDip, and then onto the MSc and accumulate these qualifications as you progress.

### 5.11

If you are registered for the MSc or PGDip and you wish to receive the PGDip or PGCert (respectively) as an intermediate qualification, you **must apply** to be awarded those qualifications. The PGDip and the PGCert will **not** be awarded automatically as an intermediate qualification, unless as an exit qualification.

### 5.12

If you are registered on the MSc and you wish to receive the PGDip as an intermediate qualification, you must have passed the required modules as outlined in the 1 9.96 Tf1 0 0 1 59.4 359.21 Tan intermediate



## Appendix A – Qualification structures

---

### MSc Marketing

**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 (MKM050) (15 credits)

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

- Corporate Responsibility and Sustainability (MKM100) (15 credits)
- Marketing Communications (MKM110) (15 credits)
- Relationship Marketing (MKM120) (15 credits)
- International Marketing (MKM130) (15 credits)

**Dissertation:**

- Dissertation Part 1 (MKM400) (15 credits) (core)
- Dissertation Part 2 (MKM500) (45 credits) (core)

---

### PGDip Marketing

**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 (MKM050) (15 credits)

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

- Corporate Responsibility and Sustainability (MKM100) (15 credits)
- Marketing Communications (MKM110) (15 credits)



## 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)

## Appendix B – Module outlines

Topics covered in each module may be revised to ensure currency and relevance. Students will be advised of any changes in advance of their study.

### Compulsory

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;

- gain an appreciation of the managerial relevance of key consumer and buyer behaviour concepts, models and frameworks and how these can be used within a broader framework of marketing strategy;

- learn to apply concepts and frameworks from consumer and buyer behaviour theories in solving responsibly practical marketing problems.

**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\$40 billion 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

fundamental questions over the relevance of traditional notions of marketing research. For that reason, this module presents a dynamic analysis of the fundamental methods, developments and debates in the wider field of marketing research and approaches to analytics.

This module aims to facilitate knowledge of marketing research as a practice and industry, and focuses particularly on methods used, as well as emerging developments and technologies (hence marketing research and analytics), and their critical assessment. The purpose is to provide an enhanced platform for understanding various perspectives on consumers and marketplaces. Underpinning these methods, the usage of qualitative and quantitative approaches and basic research principles of ontology and epistemology are discussed, the latter focusing mainly on how differing, practical marketing research objectives and questions are addressed. The module also covers methodological approaches, emphasis will be placed upon new trends and developments in



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-



through the use of exercises and case studies. Students will be availed of opportunities to apply international marketing principles and practices, evaluate international marketing issues, and develop the confidence to design strategies and plans for targeting international markets mindful of the triple bottom line.



provide direct experience of carrying out research, including negotiating access to organisations and individuals, where relevant, and/or sources of secondary data;

enable candidates to critically reflect on the ethics and purposes of empirical research.

The broader aim is to prepare candidates for comparable work in employment, whether in an academic environment (e.g., teaching or further research), consultancy practice, or other roles that require research capabilities.

### Learning and teaching strategy and methods

The two modules employ a series of methods. The main aim is to encourage independent research, but students will be guided and availed of multiple sources of support:

1. Mini-lectures on selected issues: Each stage of the research process is accompanied by short, advisory lectures, highlighting the main things to consider, the main debates and the main sources of further reading/consultation
2. Written material on each topic: Each mini-lecture is also accompanied by specially selected reading material. The main text for the course (Thomas, 2017, How to do your research project, 3rd edition), along with specific, additional chapters and articles.
3. Further reference material and links to external resources: A series of links are provided to relevant external resources, such as the UK Data Service.
4. Moderated peer-group exercises: One intended outcome of the module is to encourage discussion among candidates about their developing research projects, so peer-group exercises are facilitated at different stages, e.g., around developing research questions, or how to find relevant data.
5. Formative feedback: A number of research capacity-building formative assessment elements are built into the modules in order to stimulate critical reflection.
6. Example dissertations: Exemplar dissertations are provided as a way for candidates to examine possible approaches and critically reflect on different methodological choices.

### Assessment

#### Dissertation Part 1

Students submit a 3,000-word research proposal, which is marked on a Pass/Fail basis. It must be

