



NEW START4U CIC
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12-14 Riley Square,
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MSc Business with Marketing Management with Advanced Practice

London Campus

Level of study: Postgraduate

Mode of study: Full-time

Duration: 16-24 months

Overview

As part of our popular range of 'Business with' Masters programmes, the MSc Business with Marketing Management with Advanced Practice programme is designed to give you an insight into the strategic role of marketing within organisations. During this course, you will build the required knowledge and skills to strategically analyse and evaluate organisations to develop and implement competitive marketing strategies.

The Advanced Practice element of this programme will enable you to extend your studies to include either an internship, or an applied group consultancy project working with a real organisation on a live business problem, developing valuable work experience and business insight.

This course is part of our Newcastle Business School, which is part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting.

This option offers the opportunity to spend three months gaining all-important work experience and employability skills in a professional work setting. You may be able to extend this over more than one semester in cases where it is adjacent to a vacation period. Support is provided to help source opportunities and to perfect the applicant CV but ultimately the onus is on the student to secure the internship position.

Key facts

- . Develop a broad understanding of the global business environment
- . Specialise in marketing management in the second semester
- . Understand the importance of marketing within an international context

Part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation. Put your learning into practice with either an internship or an applied group consultancy project. Developed for non-business graduates



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Course information

Level of study: Postgraduate

Fees: To find out about current fees and student finance contact us

**Entry requirements: 2:2 (second class) honours degree, or equivalent from a recognised university
Professional qualifications may also be accepted IELTS 6.5 (or above) with no single element below 5.5, or equivalent**

**English language requirements: IELTS 6.5 (or above) with no single element below 5.5, or equivalent
Mode of study: Full-time**

Duration: 16-24 months

Assessment methods: Coursework and exams

Scholarships or bursaries: available

Student finance: available

Payment plan: available

Starts: Jan, May, Sep,

About this course:

What will I study?

The programme is designed around a set of modules that are common to all our 'Business with' Masters pathways. These modules cover general business functions, strategic management and organisational analysis, developing your strategic awareness, leadership potential and understanding of the theory and practice of international business. In the second semester you will be given the opportunity to specialise in Marketing Management.

In the second semester you will build an understanding of the role of relationship marketing, and by doing so, recognise the importance of customer retention and the internal customer. You will also learn about the marketing processes within the context of a globalised world, with an understanding of the business implications. Throughout the course, you can develop an appreciation of the varying approaches to marketing for organisations working within a dynamic global environment and the effect these challenges place upon marketing planning in an international context.

Following your second semester, you will undertake the Advanced Practice element of this programme which consists of either an internship or an applied group consultancy project where you will work with a real organisation on a live

business problem. You will benefit from valuable work experience and develop key business insights. For those completing an internship, you will also undertake a dissertation in a marketing context, supported by



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an academic supervisor with relevant expertise from this subject area. You will be able to draw upon your learnings and experience from your internship for this. For those not undertaking an internship and depending on what grade you achieve on the consultancy project, you will undertake an applied management work investigation or dissertation in the final semester.

Advanced Practice stage

This stage of your programme offers you the opportunity to secure a 12-15 week internship or complete a group consultancy project, giving you experience of the workplace environment or live business issues, both an excellent way to put your learning into practice.

This stage of your course takes place between your second and final semester and is one semester (12-15 weeks) in duration. The full duration of your programme depends on your start date:

September start dates: your programme will last up to 21 months. You will have a summer break after Semester 2, and commence your Advanced Practice stage in September.

January start dates: your programme will run for 24 months. There are two summer breaks included in this programme for those starting in January. Your Advanced Practice stage will commence in the following January.

May start dates: your programme will run for 16-18 months. There is no summer break included in this programme for those starting in May. Your Advanced Practice stage will commence in January.

Internships

If you undertake an internship as part of this stage, it may be paid or unpaid, and will last 12-15 weeks. The internship can be sourced by students or the University. We will support you in the application process and equip you with the necessary internship application and selection skills (e.g. CV writing, interview techniques etc). All internships will be approved by the University to ensure that they offer you an appropriate learning experience and working environment.

During your internship, you will be allocated an internship tutor who will visit you during your internship and support you in completing the internship assessment.

The module is assessed by a reflective portfolio which is focused on your development via this employment opportunity.

Consultancy project

The alternative consultancy module allows you to work in teams with a business organisation, working on consultancybased projects on real business scenarios.

How will I be taught and assessed?

This course is taught using a range of methods, including: lectures, seminars, and workshops, totalling around 14 hours per week where you will develop your understanding of today's global businesses. You will also be expected to engage in independent study involving directed and self-directed learning, around 33 hours per week. Assessments for this course are based on a mix of assignments, presentations and group work. You'll be taught by experienced lecturers and academics who use their industry experience to



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demonstrate how the theories you will learn translate in to real life situations. Technology Enhanced Learning (TEL) is embedded throughout the course with tools such as the 'Blackboard' eLearning Portal and electronic reading lists that will guide your preparation for seminars and independent research. Significant emphasis is placed on developing your ability to complete a Masters degree. As part of induction you will be made fully familiar with the learning resources and support available to you. There will also be weekly academic support sessions designed to build your confidence and ability as a postgraduate learner. You will also be allocated an individual guidance tutor at induction. You will meet this tutor at regular intervals across your period of study.

Careers and further study

Graduates on the programme have joined a wide range of businesses, including graduate training schemes. A significant number of graduates have gone back to work for a family business or even started up their own businesses. Our graduates typically go into professional and graduate management positions and, by the end of the course, you'll be well-equipped to follow them. Thanks to the specialist modules – Analysing Buyer Behaviour and Brand Dynamics, Relationship Marketing in a Global Context, and the dissertation/consultancy project – you'll have a particular edge in roles related to marketing.

Upon successfully completing your course, you may undertake further professional development and training through Professional Pathways programmes.

You can also gain access to the Northumbria University Graduate Enterprise scheme where we can help provide you with advice and skills to enable you to set up your own business.

Entry requirements

Applicants should have the following:

Academic requirements

. Minimum of a 2:2 (second class) honours degree or equivalent from a recognised university If you don't meet the academic requirements

Applicants who do not have such an academic qualification but do have substantial experience of working in a business organisation and/or possess a relevant professional qualification will also be considered. If you're unsure if you meet the entry criteria, please contact us and our team will be able to advise you.

Alternatively, you may also be eligible for our Pre-Masters courses. These are pathway programmes designed specifically for students who are looking to progress on to a Masters degree but who don't currently meet the entry requirements.

English language requirements

Students require IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

If you have IELTS 5.5 – 6.0, you may be able to join our Pre-Sessional English before beginning this programme.



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Modules

Core modules

LD0472 – Developing Global Management Competencies I (20 credits)

This module is the first of two that prepares you to be highly employable, and enables you to demonstrate your ability to make an immediate impact on your organisation of choice. You will develop the key hard and soft skills which have been identified by current research as those necessary for postgraduate students seeking work.

LD0474 – Strategic Management for Competitive Advantage (40 credits)

This module is aimed at those with little or no prior business and management subject experience. The module introduces the main business functions – Finance, Marketing, HRM, Operations, Strategy – and shows how each contributes to a business's competitive advantage, enabling firms to achieve strategic objectives.

LD0422 – Dissertation Preparation and Research Methods (0 credits)

This module provides research methods training which will give the underpinning knowledge and skills necessary for you to complete a Masters dissertation.

LD0475 – Academic and Professional Development (0 credits)

This module is designed to facilitate the development of your learning experience over the course of your programme. It is mapped to support your academic skills and professional development.

LD0473 – Developing Global Management Competencies II (20 credits)

Developing Global Management Competencies II facilitates and supports you to develop and refine relevant and up to date employability skills. You will learn about the development of practical skills and the techniques required by businesses to help in project management and the implementation of data management and data analytics solutions. The module will introduce some core project management processes and frameworks e.g. PMBOK, Scrum, Kanban and data analytics.

You will build on your learnings from Developing Global Management Competencies I to further explore your strengths, weaknesses and areas for development. You will learn the key issues in relation to employability prospects and build your career development plans.

LD4000 – Analysing Buyer Behaviour and Brand Dynamics (20 credits)

You will be able to develop the ability to understand and analyse contemporary branding issues using appropriate models and techniques during this module. In addition, you will also critically evaluate the process of developing a

brand and its challenges in an international context. The focus of this module will be to advance your knowledge and understanding of the concept of branding in-line with consumer behaviour and how branding is applied in a real business environment.



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This module also studies the behaviour of consumers and organisations to understand and predict responses to marketing action. From a base of the behavioural sciences, the module examines the what, why and how of consumer and organisational buying. You will learn to approach your own consumer behaviour and that of others with a more critical perspective. You will analyse actual trends in buyer behaviour and brand environment and discuss their implications in seminars. This process is aided by lectures, reading and experiential exercises.

LD4003 – Relationship Marketing in a Global Context (20 credits)

This module involves the analysis and evaluation of marketing management processes set within the context of globalisation and its implications for business.

It enables you to appreciate the value of different marketing approaches, which can be adopted in a dynamic world trading environment and to examine their potential impact upon international marketing planning.

For those completing an internship:

Internship (60 credits)

Students completing the Advanced Practice Masters programme can choose to complete a 12-15 week internship, worth 60 credits. This internship can be sourced by the student or by the university. It may be paid or unpaid. Most internships are unpaid. Students will be supported in the process of applying for an internship during their first year of study and equipped with the necessary internship application and selection skills, e.g. CV writing, interview technique.

All internships will be approved by the university to ensure they are providing an appropriate learning experience and working environment. Students will be allocated an internship tutor who will work with them throughout the internship period. This will include visits and support in completing the internship assessment.

The module is assessed by a 4,000 word reflective portfolio which is focussed on your development from the perspective of gaining particular skills relating to employability and being employment prepared, engagement in further self-development from the perspective of employment potentially in a new or international context and further demonstration of cultural and ethical awareness through broader experience of working in a cultural diverse groups and teams via this employment opportunity.

LD0480 – The Newcastle Business School Masters Dissertation (60 credits)

You will design a research project, assessed through a proposal and will then work under supervision of a member of academic staff to use and extend the knowledge and skills that you have acquired during your programme of study to complete a dissertation. You will use appropriate research methodologies and data collection methods to critically synthesise a body of knowledge relevant to the taught programme.

On successful completion of this module, you will be able to conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. You will demonstrate this ability by identifying an appropriate research topic, critically selecting and applying an appropriate research methodology and data collection method(s) to your chosen research topic, demonstrating a rigorous understanding of the theory and literature relevant to the issues under



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investigation, and showing how these link to the research method(s). You will also critically reflect on how their research contributes to the understanding of the topic area.

Some students may choose to base their topic on their internship.

For those not completing an internship:

Business Clinic PG Group Consultancy Project (60 credits)

The module aims to provide you as a postgraduate student with experiential learning activities in a work-based context that utilises skills and knowledge acquired during the taught part of your study programme, i.e. in year one of the twoyear Advanced Practice programme suite. The module recognises that you may have limited prior experience of real world management investigations.

Through your work-based experience, you will develop abilities as a problem solver with valued investigative, theoretical and practical business skills. This work-based experience will last the length of the semester and involve the examination of a complex organisational problem or commercial opportunity. By undertaking this module, you will have enhanced your individual skills, knowledge, effectiveness and employability by locating learning and development within a work-based context and will have critically reflected and evaluated upon organisational practices and the relation with academic theory.

Assessment will be both formative and summative and incorporate self, peer, and tutor evaluation. You will present your work-based findings to the host organisation (oral presentation) and an interim report written on behalf of the host organisation or sponsoring project client. In the follow-up module (LD0470), you will provide a substantial management investigation report on the business related issue emerging from this placement or consultancy, alongside a personal reflective statement.

Depending on what grade you achieve for the Consultancy Project, you will progress to one of the following modules:

LD0480 – The Newcastle Business School Masters Dissertation (60 credits)

You will design a research project, assessed through a proposal and will then work under supervision of a member of academic staff to use and extend the knowledge and skills that you have acquired during your programme of study to complete a dissertation. You will use appropriate research methodologies and data collection methods to critically synthesise a body of knowledge relevant to the taught programme.

On successful completion of this module, you will be able to conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. You will demonstrate this ability by identifying an appropriate research topic, critically selecting and applying an appropriate research methodology and data collection method(s) to your chosen research topic, demonstrating a rigorous understanding of the theory and literature relevant to the issues under investigation, and showing how these link to the research method(s). You will also critically reflect on how their research contributes to the understanding of the topic area.

Applied Management Work Investigation (60 credits)

This follows your group consultancy project during the first semester of your second year of Masters' study. In this module you will take the skills you developed as a problem solver of a work based project and



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develop a client focused management report and presentation alongside an individual literature review and personal reflection. The content of the management report will be unique. The nature and scope of the area of your investigation will be defined and agreed in collaboration with the organisation you worked with on the group consultancy project and your

University supervisor. The syllabus will include:

- . Conducting research in organisations
- . Identifying researchable questions

Consultancy and project management skills

- . Research methods and doing a literature review
- . Presentation, communication and report writing skills
- . Analysing findings
- . Writing recommendations and action plans
- . Reflecting on work based experiential learning

In undertaking this project based module, you will critically reflect and evaluate upon organisational practices and their relation with academic theory, and in doing so, provide practical and actionable recommendations through an investigative management report.

The assessment for your module consists of a Group Consultancy Report (7,000 words) and Final Client Presentation, weighted at 60%, alongside an Individual Assignment comprising a Literature Review (4,000 words) and a Reflective Learning Statement (2,000 words), weighted at 40%.

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £150 for the duration of your studies should you choose to purchase any additional reading materials.