

MA MARKETING



LONDON SCHOOL
OF DESIGN
AND MARKETING

MA MARKETING



**WHERE
PASSION
BECOMES A
PROFESSION**



PROGRAMME SPECIFICATION (ACADEMIC YEAR 2020/21)

The Master's Degree in Marketing is intended for students, professionals, entrepreneurs and managers with the ambition of having an established career in the marketing industry. Our Master's degree in Marketing prepares professionals from the communication, advertising, management, sales, product and/or service control fields as well as creatives, business managers, among others. This is a sample programme subject to change with the validating body.

Validating Body:	University for the Creative Arts
Final Award Title and Type:	MA
Course Title:	MA Marketing
Course Location:	Online

ACCREDITATION BY UCA

The University for the Creative Arts (UCA) is the #1 creative specialist university in the UK.

As the 2nd largest provider of creative education in Europe, with around 160 years of history, UCA graduates include Oscar-winning film makers and animators, world-renowned fashion designers, television presenters and Turner-Prize nominees.

- Ranked 13th out of all universities in the UK by the Guardian League Table (2020)
- Highest-ranked creative specialist university in all three league tables in the UK (2020)
- Placed 2nd among all modern universities by the Complete University Guide (2020)
- Named "Modern University of the Year" by The Times and Sunday Times Good University Guide (2019)
- Winner of the Teaching for Excellence Framework Gold Award (2019)



UCA accredits all of our degree courses: BA (Hons) Marketing, BA (Hons) Design, MA Marketing and MA Design.

COURSE OVERVIEW

The Master's Degree in Marketing focuses on the development of new skills which improve the understanding and implementation of innovative and effective marketing strategies, as well as an understanding of the increasingly demanding and competitive market. Our course is exclusively online and has been developed to prompt students to develop critical and theoretical skills through the several evaluation methods used, which include an academic and practical component, such as real study cases and applied projects.

LEARNING SKILLS

The students will adopt an integrated vision of the marketing management process and highlight opportunities for professional development. We will show how important this vision and the respective approaches for management strategies are, by creating plans for a wide range of organisations or companies. Our study plan also promotes the use of theory and practice of existing research to develop strategic thinking and practices of marketing management. This will provide LSDM's students with the advanced, specialised, academic and entrepreneurial knowledge, which will allow them to pursue an established career in the future.

TEACHING STAFF

Our teaching staff is composed of qualified, experienced and reputable teachers. Besides the Doctorate level academic degree, they present well-established professional careers, connecting the academic component with the job market.

TUTOR CENTRE

LSDM's students are supervised on a weekly basis through a Tutor Centre composed of a team of specialised tutors in Marketing, with Master's degrees and several years of proven experience. Our Tutor Centre is also available in English, Spanish and Portuguese.

OVERALL METHODS OF ASSESSMENT

Overall Methods of Assessment	Written Exams	Practical Exams	Coursework
Stage 1	11,1%	13,3%	75,6%
Overall Learning & Teaching hours	Scheduled	Independent	Placement
Stage 1	26,7% - 480 hours	73,3% - 1320 hours	0% - 0 hours
Mode of Study	Online Learning		
Language of Study	English / Spanish / Portuguese		

COURSE STRUCTURE

The Master's Degree in Marketing is 100% online, designed for learning in accordance with our students' availability, without a fixed timetable. In other words, LSDM's students can define when or where they can access our contents and carry out the evaluation assignments. Only the final assignments and specific presentations will be scheduled in a fixed timetable, which will be reported in due time to students.

Structure of the Course:

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Level 7	Term 1 (16 weeks)															
	Strategic Marketing 20 credits															
	Consumer Economics 20 credits															
	Marketing Simulator 30 credits															
Level 7	Term 2 (16 weeks)															
	Trend Forecasting and Analytics 30 credits															
	Research Methods 20 credits															
	Applied Marketing Project 60 credits								Applied Marketing Project							
Level 7	Term 3 (16 weeks)															
	Applied Marketing Project								Applied Marketing Project							

Key

Assessment Formative Feedback

Teaching and learning methods used in this course:

- Taught in English, Spanish and Portuguese;
- Maximum of 3 units at the same time and a final project;
- The unit's content is asynchronous and organised by weekly topics;
- Our Tutor Centre functions as a support and interaction tool for our students;
- Online resources (such as lectures, seminars and discussions, tutorials and feedback sessions, forums facilitation, online discussion groups and practical exercises).

UNITS CONTENT DESCRIPTION

STRATEGIC MARKETING

Strategic Marketing examines key aspects of traditional marketing strategy combined with the presentation of a synthesis of recent thinking on the subject. The key focus of the unit is how companies create and sustain competitive advantage through the engagement of innovative marketing strategies.

You will learn to think strategically and to articulate different elements of the marketing strategy process, specifically linking mission, vision and objectives with segmentation, targeting and positioning (STP), along with the consequent and coherent development of competitive offers to target markets.



MARKETING SIMULATOR

Understanding the professional working environment is crucial for developing knowledge and core skills in order for you to contribute effectively in the marketing industry. The simulator unit will test your current skills base and enable you to begin to identify with the dynamics of marketing practice integrated in different areas of management. You will place particular emphasis on understanding the contribution of marketing in top decision making and planning.

The overall aim of this unit is for you to experience a real life working scenario. Throughout the simulator unit you are going to run and manage a company, competing with other students as well as professional practitioners within their field of expertise.

You will identify with how companies use sophisticated approaches to understand the markets in which they operate, and to understand their customers and their consumers.

This knowledge forms the basis of marketing strategies and operational decisions, which you will be making.

Throughout this unit you will have to study the market, plan, decide and then analyse the results, repeating this cycle continuously to gain experience.

CONSUMER ECONOMICS

This unit is focused on the discussion of economic concepts and economic theory.

The unit is divided between a microeconomic dimension, with emphasis on the decision making of individual consumers and firms and macroeconomics with orientation to issues such as interest rates, government spending, and other broad economic decisions.

In this unit you will use economic tools to analyse and evaluate public policies, poverty and welfare questions, inequity and other related topics.



TREND FORECASTING AND ANALYTICS

Emerging ideas and future trends are beneficial to companies seeking direction and confirmation of their product development and marketing strategies.

These trends cannot be viewed in isolation to the current market environment, but rather as part of a bigger picture applicable to other areas of design and marketing. This unit will explore new trends that will shape our world and their impact on today's global market place.

You will be expected to critique and develop methods of prediction and research mechanisms to create your own projections and inform strategic marketing insight. You will apply your theoretical and contextual knowledge to identify and define an appropriate concept and demonstrate how visionary marketing technology can be used to communicate this to target audiences.

RESEARCH METHODS

The unit will cover the main dimensions of research practice.

It is expected to give you the knowledge and acumen required to understand different research approaches and skills, and enable you to complete research within the academic and professional environment.

This unit will provide you with a framework of the research process and project formulation enabling you to draw upon the key elements of research design, namely the choice of unit of analysis, measurement, methods of data collection, and data analysis. You will also be challenged to identify the opportunities of research using social media and the internet. You will study issues of research design, quality indicators, epistemology and ethics.

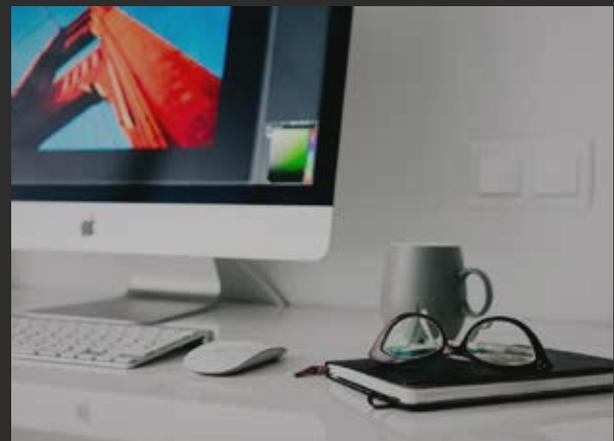
The unit has the intention of equipping you with conceptual understanding of current academic debates regarding qualitative and quantitative methods of research, and with practical skills to put those methods into practice.

APPLIED MARKETING PROJECT

The Applied Marketing Project unit runs along the whole of term 2 and term 3 and constitutes a framework for the central ideas and concepts developed throughout your MA. The outcome should demonstrate evidence of advanced contextual and theoretical capability over an extended period of self-directed study and will examine specific problem or opportunity of your choice, related to marketing management.

The identified problem/opportunity must require a comprehensive marketing-related solution and you should draw upon your supporting work developed in earlier units to give you an overview of your MA project from inception to conclusion. You will have to produce a formal project analysing the situation and proposing applicable solutions. Consideration should be given to the relationship between the theoretical discourses pursued within your studies and the practical manifestation of your final applied marketing project.

Your project should be regarded as an exercise in the analysis, interpretation and presentation of your information, research, observations and findings with proposals related directly to a marketing management context.



COURSE OUTCOMES

KNOWLEDGE

- Demonstrate an integrated vision of the marketing management process and highlight opportunities for further professional development.
- Demonstrate the role of marketing management and revised approaches to strategies to create management plans for a diverse range of organisations.
- Choose and apply new theory and practice of research in order to advance strategic thinking and marketing management practice.

UNDERSTANDING

- Analyse and demonstrate the professional implications of market research through use of sophisticated research.
- Demonstrate the need for change in business environments specific to management and marketing functions.

APPLICATION

- Produce an effective work in a professional context individually or in group environments and demonstrate professional marketing skills.
- Produce a systematic framework to implement project development through project management and self-initiated study.
- Develop and apply your skills and business acumen and relate your study to your professional area of interest and career aspirations.



ENTRY REQUIREMENTS

Candidates can apply for a Master's Degree in Marketing through the following application options:

VIA HIGHER EDUCATION

Applicants must have concluded Higher Education (3 years of study) in their country of origin attested by a certificate legally issued. This degree must have been obtained in the area you've chosen or in a related one.

Documents:

- Copy of the Identification Card (ID) or Copy of the Passport
- CV and Motivation Letter
- Academic Certificate (bearing the Hague Apostille or equivalent)
- * Language Certificate (required only for students wishing to attend the course in a language that is non-native).

VIA PROFESSIONAL EXPERIENCE

Applicants must have relevant professional experience demonstrating their ability to study a Master's degree in Design, subject to the approval of LSDM based on the affinity and relevance of the student's basic education, training and projects' experience. A portfolio will be asked to the candidates revealing their professional experience in the area of Design.

Documents:

- Copy of the Identification Card (ID) or Copy of the Passport
- CV and Motivation Letter
- Portfolio (demonstrating appetite for the marketing area, recommendation letters and any other evidence of the applicant's professional experience)
- *Language Certificate (required only for students wishing to attend the course in a language that is non-native).



Students with Special Needs can also apply. An analysis will be carried out between the student and the responsible for the LSDM's student support regarding the specific needs of each case.

Mature students can also apply. There will be an analysis to the applicant's professional career, similar to the process carried out in the applications Via Professional experience.

LANGUAGE REQUIREMENTS

Language certificates are only requested for the students who wish to attend the course in a language other than their own. If a student wishes to attend the course in his own native language, he doesn't need to prove he masters the language. For non-native students who wish to attend the course in a different language, a certificate must be provided:

English - You must provide the IELTS Certificate with a grade equal to, or higher than, 6.

Spanish - You must provide the Cervantes Certificate (DELE).

Portuguese - You must provide the Camões Certificate (PLE of CAPLE).

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