



Programme Specification

A statement of the knowledge, understanding and skills that underpin a taught programme of study leading to an award from
The University of Sheffield

1	Programme Title	Strategic Marketing and Branding
2	Programme Code	MGTT169
3	JACS Code (if applicable)	N200
4	Level of Study	Postgraduate
5a	Final Qualification	Master of Science (MSc)
5b	Position in the QAA Framework for Higher Education Qualifications	F7: Masters
6a	Intermediate Qualification(s)	Postgraduate Certificate (PG Cert), Postgraduate Diploma (PG Dip)
6b	Position in the QAA Framework for Higher Education Qualifications	F7
7	Teaching Institution (if not Sheffield)	Not applicable
8	Faculty	Social Sciences
9	Department	Management School
10	Other Department(s) involved in teaching the programme	None
11	Mode(s) of Attendance	Full-time
12	Duration of the Programme	1 year
13	Accrediting Professional or Statutory Body	None
14	Date of production/revision	April 2011, November 2023, April 2024, September 2024

15. Background to the programme and subject area

Organisations exist in increasingly turbulent and competitive environments. Many organisations have recognised for some time that surviving and developing within these circumstances requires employees to engage not only with specialised tasks within the organisation, but also to be able to appreciate wider perspectives of values, mission and strategy. Many organisations have gone through a process of transferring middle management duties from a strict hierarchical structure towards a flatter structure of networked and multi-disciplinary groups.

One result of this process is that the demands of the workplace have changed to require both specialist skills and generalist attributes from an individual. These changes require an understanding of how organisations are structured and managed and how they respond to developments and challenges in the environment.

The Programme is designed primarily to attract non-business graduates who are seeking to add an understanding of management theory and practice in the marketing discipline, to their existing qualifications. There is a growing recognition of the usefulness of post-graduate qualifications in management and business and this is reflected in an increasing demand for post-graduate education in business-related subjects in the U.K. (British Council, 2005, Presentation to the Committee of Heads of Accounting Conference). The programme will provide an excellent grounding in marketing for students prior to moving into full-time employment or continuing onto further studies in higher education.

Further information about the Management School is available on our website at <http://www.shef.ac.uk/management>

16. Programme aims

1. Our students will be employable professional graduates.
2. Our students will have contextually relevant critical thinking skills.
3. Our students will be socially responsible professionals in Strategic Marketing and Branding.
4. Our graduates have advanced knowledge in Strategic Marketing and Branding and the ability to apply this knowledge in an effective manner.

17. Programme learning outcomes

Knowledge and understanding: students will

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| K1 | Attain advanced knowledge of theory and concepts in Strategic Marketing and Branding. |
| K2 | Create solutions using theories and concepts in Strategic Marketing and Branding. |

Skills and other attributes: students will be able to:

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|-----------|---|
| S1 | Demonstrate advanced written communication skills for different purposes and audiences. |
| S2 | Deliver persuasive oral presentations for different purposes and audiences. |
| S3 | Recommend evidence-based management solutions to complex/wider contexts. |
| S4 | Critically analyse complex management practices. |
| S5 | Critically synthesise relevant theoretical concepts. |
| S6 | Integrate social responsibility concepts into management practices. |

18. Teaching, learning and assessment

Development of the learning outcomes is promoted through the following teaching and learning methods:

Lectures are used to communicate subject-specific knowledge and understanding, to guide the general direction of students' engagement with each subject, to develop analytical skills and to stimulate critical reflection.

The provision of **web sites** and **handouts** embodies questions, activities and case-studies to enhance understanding through exercises and illustrations and to promote critical reflection by students of the linkages between management theory and practice.

Seminars enable students to develop their understanding of the subject matter through discussion of review questions and the analysis of case studies based upon real organisational challenges. Students also prepare presentations on their case study analysis to develop communication and other transferable skills.

Group work allows students to develop transferable skills and understanding by debate and collaborative working.

Tutor and self-directed **private study** and preparation for tutorials and assessment is a significant component of each student's personal development.

Tutorials are used to respond to students' enquiries, to provide feedback on progress and to promote reflection and analysis. Students will have personal (or group) supervision to help them prepare their marketing dissertation (S5). Students will also have one-to-one communication through the use of face-to-face meetings, email and telephone contact.

Opportunities to demonstrate achievement of the learning outcomes are provided through the following assessment methods:

Examinations are used to test knowledge and understanding of the theory and practice of marketing management and the skills of application to small-scale case studies.

Essays and **reports** are used to test knowledge and understanding and skills.

Case analysis **presentations** are used to test skills S1 to S4 and relevant knowledge and understanding.

The **management project** is used to test S5.

19. Reference points

The learning outcomes have been developed to reflect the following points of reference:

Subject Benchmark Statements

<https://www.qaa.ac.uk/quality-code/subject-benchmark-statements>

Framework for Higher Education Qualifications (2024)

<https://www.qaa.ac.uk/the-quality-code/qualifications-frameworks#>

University Vision and Strategic Plan

<https://www.sheffield.ac.uk/vision>

The Management School Learning and Teaching Strategy

20. Programme structure and regulations

The programme for the MSc in Strategic Marketing and Branding has 135 credits of core taught modules. The dissertation counts for 45 credits. Students may only proceed to the dissertation with the permission of the Board of Examiners: the Board will need to be satisfied that the student will have been awarded enough credits in the taught part of the programme to be awarded the MSc on satisfactory completion of the dissertation.

Detailed information about the structure of programmes, regulations concerning assessment and progression, and descriptions of individual modules are published in the University Calendar available on-line at

<http://www.sheffield.ac.uk/calendar/regs>

21. Student development over the course of study

The first semester, which can be thought of as the Certificate stage, consists of core modules that have traditionally been recognised within the marketing field, they aim to cover the basic discipline and functions relating to marketing.

The second semester, the Diploma stage, builds on those modules delivered in the first semester by covering more specialist subjects. Students can therefore develop a deeper level of skills in analysing marketing situations and problems.

The Masters' stage enables students to demonstrate their ability to undertake a sustained investigation, drawing on relevant aspects of the knowledge, understanding and skills gained in the earlier stages.

22. Criteria for admission to the programme

The normal entry requirement will be the holding of a good honours' degree or its equivalent.

Applicants whose first language is not English will also be required to provide an International English Language Test Score (IELTS) of at least 7.0 with a minimum in any of the four categories of 6.0.

Detailed information regarding admission to the programme is available at <http://www.shef.ac.uk/prospective/>

23. Additional information

None

This specification represents a concise statement about the main features of the programme and should be considered alongside other sources of information provided by the teaching department(s) and the University. In addition to programme specific information, further information about studying at The University of Sheffield can be accessed via our Student Services web site at www.shef.ac.uk/ssid.