

Marketing MSc Programme Specification

Academic Year:	2026/2027	
Degree Awarding Body:	The University of Bradford	
Target Degree Award:	Master of Science (MSc) in Marketing	[Level 7]
Intermediate Awards:	Postgraduate Diploma (PGD) or Postgraduate Certificate (PGC)	[Level 7]
Programme Admissions:	UK and international students	
Programme Start Month:	September or January	
Programme Duration:	12 months full-time (September start) 15 months full-time (January start) 24 months part-time (September start) 27 months part-time (January start)	
Subject Benchmark:	Masters in Business and Management (Quality Assurance Agency 2019)	

This programme leads to a Chartered Institute of Marketing (CIM) Accredited Degree. Holders of MSc Marketing will be eligible for up to 62 credits of exemptions from CIM professional qualifications.

[Find out more about CIM qualifications.](#)

Please note: The University has a set of terms and conditions for all students accepting an offer to study on a course here at Bradford. This is called the Student Contract. This document sets out the Terms and Conditions which apply when an offer of a place on a programme of study at the University of Bradford is accepted. [View our Student Contract for further details.](#) Information about this programme and its modules has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but changes may occur given the interval between publishing and commencement of teaching. Any change which impacts the terms and conditions of an applicant's offer will be communicated to them.

Minor Modification Schedule

1. July 2025: Annual Changes for the 2025 academic year, including changes to academic regulation.
2. May 2026: Annual changes for 2026 entry: updated admissions and references

Introduction

Marketing is indispensable business function of any organisation to generate value for customers. The core objective of marketing is to attract and retain customers to generate cash flow, which serves as lifeline for any organisation's survival. Business survival has become more challenging than ever due to global uncertainty and force majeure events that were formerly unthinkable. In a world of constantly changing consumer habits and technological advances the business that embrace contemporary marketing techniques have chance to be more successful.

The Master's in Marketing programme will enable you to discover the secrets behind creating successful branding and marketing strategy in a global environment, learn the tools and

techniques used in conducting and analysing market research, and explore the marketing mix in an international context. You will benefit directly from expertise from leading researchers, academics, and practitioners within the International Business Marketing and Strategy Research Centre many of whom are world-renowned in their fields.

The MSc Marketing programme offers graduates from non-marketing disciplines to fast track their marketing career by offering outstanding and comprehensive training in the marketing discipline. The programme cultivates the ethos of an engaging and inclusive learning community that is responsive to different learning styles and allows each student to develop to their full potential. The programme provides a well-rounded marketing education that fosters the critical and strategic skills to multiply graduate career prospects through combination of core and elective modules.

The programme is commensurate with the UK QAA Benchmark for a Type 2 (Career Entry) Master's Degree in Business and Management and is suitable for students from a wide range of backgrounds with first degrees in any subject from an approved university, or an acceptable professional qualification.

On graduation from this programme students will have developed a portfolio of work that demonstrates competence and employability and will thus be well-placed to access a range of career opportunities in marketing either nationally or internationally. Therefore, graduates from this programme will be able to contribute to business and society as a whole whilst applying the highest professional standards and will be capable of identifying their own professional development requirements. Equipped with the skills, knowledge and critical faculties required to operate and thrive in the contemporary business environment, these graduates will be ideally placed to pursue a career in business and commerce with a particular focus on marketing.

The School of Management is dynamic with a diverse and active Faculty and wider University. It arranges numerous events and opportunities each semester beyond the taught modules to engage with not only academic but also policy and practitioner events and issues. These include invited speakers, seminars, workshops, activities and conferences. Further, there are many opportunities to take part in exciting extra-curricular activities. The Faculty's Career Booster professional development programme offers opportunities to advance intellectual and employability skills (e.g. critical thinking, communication, team work, problem solving). University wide there is support available for students for academic skills, information literacy and programming language learning.

MSc Marketing is a CIM Accredited Degree. It currently offers exemptions from parts of 3 CIM professional qualifications. For details on the exemptions you can apply for, visit the [CIM Accredited Degrees Universities database](#) website.

Programme Aims

The programme is intended to:

- A1. Develop marketing professionals with a sound theoretical understanding of organisational activities and the complexities that arise in the management of these as a consequence of the interrelationships that exist between them.

- A2. Develop students' competence in a range of analytical and personal skills necessary to enable them to make an effective and immediate contribution to the performance of an organisation in a range of functional areas.
- A3. Develop a critical awareness of the current issues affecting the discipline and the knowledge, skills, and expertise to assist organisations in achieving a sustainable business future.
- A4. Help those with knowledge and expertise in other disciplines to make the transition to the business and marketing world and assist them in developing their existing skills and knowledge within the business and marketing context.
- A5. Provide an opportunity for students to accrue the theoretical knowledge and applied skills enabling them to analyse and understand the impact of marketing on range of stakeholders.

Programme Learning Outcomes

Students eligible for the FHEQ Level 7 Degree award of Master will be able to:

- 1. Explain the context in which organisations conduct their business and how the business environment influences marketing in a national and international context
- 2. Describe in detail the multi-dimensional concept of marketing and the functions of specialist areas (including consumer behaviour, services, and Branding).
- 3. Effectively communicate complex ideas clearly, both orally and in writing to a broad range of recipients
- 4. Critically discuss the importance and organisational role of the marketing function, marketing environment and international markets and the way these affect marketing strategies and practices
- 5. Synthesise and critically appraise emerging information and knowledge using quantitative and qualitative techniques to generate creative solutions to a range of business problems
- 6. Develop solutions to complex business problems through the application of appropriate theoretical models, frameworks, and decision support techniques
- 7. Develop original solutions to complex problems, and to work cooperatively with others providing ethical leadership in effecting change
- 8. Develop the knowledge and skills required to practice as a professional manager through critical self-awareness and reflective practice skills
- 9. Design, conduct and manage research into a range of business and marketing issues/activities to inform the development of business strategies.

Assessment Strategy

The assessment strategy for this programme is based on principles of constructive alignment, diversity and inclusion. It employs a well-developed range of formative and summative

assessments tasks which are designed to help students to develop and demonstrate knowledge and understanding as well as a skill set in accordance with the learning outcomes for the programme overall and for specific modules. Our overall strategy aims to develop ability to succeed in a global context, and to assist individuals to take effective roles within them in a balanced and diverse range of assessment tasks.

The formative assessment strategy includes monitoring student's learning throughout each semester, using a range of class and seminar activities, personal tutors, project supervision and a variety of coursework, including essays, reflective notes, literature reviews, oral or audio-visual presentations, and group and individual tasks for which formative feedback is given.

The programme is summatively assessed by a mixture of written examinations, assessed coursework, case studies, group projects and [multimedia] presentations. Assessment is integrated with learning and teaching to support and demonstrate achievement of the learning outcomes for individual modules and the programme as a whole.

Learning outcomes 1, 2 and 3 are focused on knowledge. They are assessed by a mixture of closed book examinations and individual pieces of coursework and group work, including [multimedia] presentations.

Learning outcomes 4, 5 and 6 are focused on subject specific skills aimed to equip students with the practical ability to directly contribute to a marketing and management role. They are assessed by a mixture of closed book examinations and individual pieces of coursework and group work, including [multimedia] presentations.

Learning Outcomes 7, 8 and 9 are focused on the transferable skills that are so important to employability, such as communication, practical creativity and self-awareness. They are assessed by a mixture of individual coursework, group coursework, individual and group presentations (including multi-media), examination and individual coursework.

The final Dissertation is a capstone module assessing all learning outcomes. The dissertation involves carrying out an extended piece of written work involving an original and in-depth investigation of a programme-specific issue.

Learning and Teaching Strategy

This programme seeks to integrate applied and theoretical knowledge with assessment processes that test both knowledge of the discipline and understanding of its application and limitations. The learning and teaching strategy put significant emphasis on the development of analytical, practical, and interpersonal skills. Throughout the programme, students will be actively engaged in a diverse range of learning activities designed to develop your capacities for thoughtful analysis and reflective practice.

Teaching on the programme will take different formats and will be directed, supported and reinforced through a combination of formal lectures, staff/student led group tasks and discussions, simulations, personal research and guided self-study, tutorials, seminars and directed reading. Sessions may be delivered weekly or in blocks.

Small Group sessions will use case studies and simulations with formative feedback given in class. Students will be guided to suitable primary and secondary data sources and be required to conduct research and presentation exercises. These activities will all be further supported by the use of a virtual learning environment.

In addition to learning within modules, personal academic tutors will support individual academic development, by helping in analysing learning needs, developing appropriate learning strategies that enable students to reflect on their own progress. Building many and varied opportunities to engage with and learn from each other into the programme is integral to fostering an inclusive learning environment.

Academic Student Journey

Students entering the full-time programme in September or January will study the course content in a different order to each other as detailed below. The model part-time student journey is based on the equivalent of 1 day's attendance per week over 2 years (depending on timetabling and student availability).

Mode of Study 1: Full-time, September entry

Study Period	Learning and Teaching	Assessment
Autumn Semester (1)	Induction and Semester 1 Modules	Coursework submission (December)
Spring Semester (2)	Semester 2 Modules. Supervisor allocated and start work on the Dissertation	Coursework submission and exam period (April/May)
Summer (3)	International Master's Summer School (accredited or attendance options). Continue work on the Dissertation	Submit Dissertation (September)

Mode of Study 2: Full time, January entry

Study Period	Learning and Teaching	Assessment
Spring Semester (2)	Induction and Semester 2 Modules	Coursework submission (April)
Summer (3)	International Master's Summer School (accredited or attendance options). Supervisor allocated and start work on the Dissertation	-
Autumn Semester (1)	Semester 1 Modules	Coursework submission and exam period (December/January)
Spring Semester (2)	Continue work on the Dissertation	Submit Dissertation (March)

Mode of Study 3: Part time, September entry

Study Period	Learning and Teaching
Year 1, Semester 1	Two Core Modules
Year 1, Semester 2	One Core Module + One Option Module
Year 2, Semester 1	Two Core Modules
Year 2, Semester 2	One Core Module + One Option Module
Year 2, full year	Dissertation

Curriculum

The Master's degree in Marketing is built on a foundation of specialist marketing modules and broader management modules, all offered at FHEQ Level 7 (Master's degree level) standard.

In **Semester 1**, students will take the compulsory taught (core) modules and select **one** option module within 10 credits. In **Semester 2/3**, students will take the compulsory taught (core) modules and select 1-2 option modules within 10 credits.

Table 1: Marketing Modules (cores/options) FHEQ Level 7

Code	Module Title	Credit	Period	Selection
MAR7501-B	Marketing Planning and Strategy	20	Sem 1	Core
MAR7514-B	Strategic Brand Management	20	Sem 1	Core
MAR7504-A	International Marketing	10	Sem 1	Core
HRM7503-A	Developing Skills for Business Leadership	10	Sem 1	Option 1
MAR7509-A	Digital Marketing Metrics	10	Sem 1	Option 2
MAR7510-B	Consumer Behaviour and insights in the Digital Age	20	Sem 2	Core
MAR7512-A	Digital Business and Marketing Strategy Simulation	10	Sem 2	Core
MAR7515-B	Service Marketing	20	Sem 2	Core
SIB7506-A	International Master's Summer School	10	Sem 3	Option 3
SIB7505-A	Corporate Social Responsibility	10	Sem 2	Option 4
SIB7504-A	Cross Cultural Management	10	Sem 2	Option 5
EAE7501-A	Entrepreneurship and Innovation	10	Sem 2	Option 6
SIB7507-Z	International Master's Summer School (attendance only)	0	Sem 3	Option

This programme offers the Summer School as attendance only (Z) which allows you to select a second taught Semester 2 module within your 10 available credits. You may not study SIB7506-A and SIB7507-Z together.

Following the successful completion of the taught component students will be registered on the **Dissertation** module. Part-time students will normally start the Dissertation after the completion of 60 credits and the start of their second year.

Table 2: Marketing Dissertation (FHEQ Level 7)

Code	Module Title	Credit	Period	Availability
MAL7501-E	Dissertation	60	NsYear	September start submit the following September
MAL7501-E	Dissertation	60	NsYear	January start submit the following March

Assessment, Continuation and Award Regulations

This programme follows the Assessment, Continuation and Award regulations for postgraduate taught courses published on the University's Website ([Regulation 9](#)).

Award of the Masters degree requires 180 FHEQ Level 7 credits and achievement of the award learning outcomes. Students who exit the programme with 120 or 60 credits completed may be eligible for an intermediate award in line with the regulations.

Study Abroad

This programme is not designed to include a study abroad component. However, students can choose to study abroad for Semester 1 or Semester 2 at specified approved partner Universities. This “study abroad semester” is a cost- and time-effective way of getting international experience alongside your education.

Any student wishing to study abroad for a semester should first contact the International Opportunities Team to explore the opportunities and funding in place and, secondly, the Faculty Exchange Coordinator to check if the available options and relevant modules are in line with the University requirements. Following these checks, the International Opportunities Team will liaise with the relevant Programme Leader to validate the modules and the semester exchange. Further information about [study abroad opportunities](#) is published on the University's website.

The list of Study Abroad Semester partners is a subset of the Study Abroad partners offered and changes year-to-year depending on the curriculum offered. This option can be available ONLY if the modules offered by the host institution allow the student to meet the learning outcomes of the Bradford Programme Stage.

The semester exchange requires students to study only modules suitable to the Bradford programme stage when abroad. Therefore, all modules selected for the exchange will have to be mapped to the Bradford programme learning outcomes and be approved by the Programme leader in Bradford in advance of the exchange. During the exchange, if the student needs to change the modules, this can only be done after approval of the Bradford Programme Leader. If the student fails a module abroad, the student must explore the possibility of re-taking any exams at the host university and immediately inform the International Opportunities Team.

During the exchange, students will have support from the relevant University services. All credit successfully obtained whilst on study abroad semester will count towards the students final degree.

Admission Requirements

We are proud to be [one of the most inclusive universities in the UK](#). All our students have potential, and we believe that as many people as possible should have the chance to benefit from higher education, no matter what their background or circumstances.

We take the time to understand the background of our applicants, understand their journey to education, and make decisions based on an applicant's potential to thrive at university and beyond.

As the programme is taught in English, all applicants are required to have proficiency at GCSE Grade 4 (national grade C) or above in English Language. Alternative RQF Level 2 qualifications such as Key Skills are also acceptable if equivalent.

For international students, the level of English required is listed on the [University of Bradford English language requirements website](#). Exceptionally, holders of a UK degree awarded within 2 years prior to entry to the Bradford programme may be exempt from these English test requirements. International applicants who do not meet the IELTS requirement can take a [University of Bradford pre-session English course](#).

A typical entry profile for the MSc in Marketing will be an undergraduate bachelors degree passed at 50%, such as a UK Honours degree classified 2:2 or above, or its equivalent in any discipline from an approved higher education institution.

This is generally equivalent to an International degree grade percentile average (GPA) of 2.5 out of 4.0 or 6.5 out of 10, or overall average of 70 from 100%. Examples of other equivalent international qualifications are provided on the [University of Bradford page for a country or region](#).

Applications are welcome from students with non-standard qualifications and students returning to study (aged over 25 years of age on entry). Equivalent professional qualifications will also be eligible if supported with appropriate practical experience. For such applicants, evidence of interests and any work experience will be assessed by interview.

If applicants have prior certificated learning or professional experience which may be equivalent to parts of this programme, the University of Bradford has procedures to evaluate and recognise this learning to provide applicants with exemptions from specified modules or parts of the programme. Find more information about [recognition of prior learning decisions](#) on the University website.

People thinking of studying with the University of Bradford don't need to wait for the start of the year to contact our Disability Service. The University can arrange for anyone to talk to this team about what support is on offer at Bradford including an invitation to our Get Set Day. To contact the Disability Service please complete the [request support form](#).

Information in this document is for the contemporary recruitment cycle and was accurate at time of publication. The current tariff and accepted qualifications for entry onto the programme is published at the online course page: <https://www.bradford.ac.uk/courses/pg/marketing/>