

1. Programme title(s):

MSc/Postgraduate Diploma*/Postgraduate Certificate* in Marketing for the Creative Industries

***exit awards only**

2. Awarding body or institution:

University of Leicester

3. a) Mode of study:

Full time

b) Type of study:

Campus-based

4. Registration periods:

The normal period of registration for the MSc Marketing for the Creative Industries is 12 months.

The maximum period of registration for the MSc Marketing for the Creative Industries is 24 months.

5. Typical entry requirements:

The programme will follow standard entry requirements. As with the existing MSc in Marketing, a good UK honours degree or its equivalent or an acceptable professional qualification; or possession of the University of Leicester's Professional Diploma in Management (or its predecessor, the Diploma in Management) will be required. For students whose first language is not English, the English Language requirement is an IELTS 6.5 or TOEFL 90.

6. Accreditation of Prior Learning:

Applicants having previously studied and passed approved School of Management CPD modules may apply to have their prior learning accredited to seek exemption from up to 30 credits of the option modules on the programme.

7. Programme aims:

The programme will offer insights into the application of marketing theory in the context of the creative industries, encompassing (but not limited to) organisations that focus on art, fashion, graphic design, music, dramatic arts and product design. The new programme will sit alongside our existing MSc Marketing and share 50% of its marketing modules, thus allowing efficiencies in teaching and organisation, as well as allowing a strong and creating a strong foundation of marketing knowledge, but leaving enough flexibility for customising content towards the creative industries in the two specialised modules.

8. Reference points used to inform the programme specification:

- [University of Leicester Learning and Teaching Strategy 2011-2016](#)
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)

9. Programme Outcomes:

Unless otherwise stated, programme outcomes apply to all awards specified in 1. Programme title(s).

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<i>(a) Discipline specific knowledge and competencies</i>		
Knowledge		
Identify and discuss the main sets of marketing approaches and techniques available to marketers in the creative industries.	Lectures of shared modules and specialist modules 2 and 4.	Group work and individual essay.
Concepts		
Demonstrate ability to critique and comprehend theories in Consumer Behaviour and Marketing Theory in the context of the creative industries.	Lectures of shared modules and specialist modules; individual self-study.	Group work and individual essay.
Techniques		
Analyse and assess the theories and their application in the creative industries in areas of Marketing Communications, Products and Services (and their distribution or performance), Pricing, Innovation and Research Methods.	Lectures in specialist modules 2 and 4; assignment feedback; discussion of case studies during lectures; guest lectures with professionals from industry	Group work and individual essay.
Critical analysis		
Possess knowledge of quantitative and qualitative methods and methodologies used to research marketing management.	Lectures in specialist modules; field-trip; assignment feedback; independent research.	Group work and individual essay.
Presentation		
Formulate sustainable marketing strategies for the creative industries and assess how they could be implemented.	Seminars; field-trip; formative assessments during seminars.	Group work
Appraisal of evidence		
Critically assess the cultural and societal implications of marketing and consumption in the creative industries.	Group work; group discussions during lectures; seminars.	Assessment of research proposal project; group work and individual essay.

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
(b) Transferable skills		
Research skills		
Gather, analyse, and evaluate data and information about marketing campaigns in the creative industries and transform them into useful and actionable insights; ability to make appropriate links between research findings and marketing academic literature.	Lectures of the shared module “Research methods for marketing”; field-trip; assignment preparation; dissertation preparation	Assessment of research proposal; assessment of group-work based on field trip; individual essay; dissertation.
Communication skills		
Be able to communicate effectively within a professional environment demonstrating communication skills.	Group work preparation; discussion during lectures	Group work; individual essay; dissertation tutorials
Data presentation		
Communicate effectively in English in oral, written and electronic formats and disseminate research findings through written reports.	Assignment preparation; seminar presentations	Group work assignments; seminars; dissertation
Information technology		
Engage effectively and appropriately with information and communication technologies communication and information technology for business applications	Assignment preparation; seminar presentations; personal research for the dissertation	Assignments
Problem solving		
Interpret the requirements of coursework exercises, collect relevant data and access relevant information	Field-trip; individual essay preparation; individual research and study; group-work preparation	Group-work; Dissertation; Individual essay
Working relationships		
Operate effectively within a team environment and interact effectively with others in order to work toward a common outcome	Group-work preparation; formative assessments during lectures; guest lectures with professionals from the industry	Peer-review evaluation of group-work
Managing learning		
Working independently and interdependently; ability to draw up a realistic research timetable	Group-work preparation; individual research and study	Peer-review evaluation of group-work
Career management		
Gain self-awareness and identify the synergies between the academic and the professional world	Meetings with professionals from the creative industries; support offered by the career centre of the University of Leicester	Seminars in module 4; dissertation tutorials
Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<i>(a) Discipline specific knowledge and competencies</i>		
Knowledge		
<p>Certificate Identify and discuss the main sets of marketing approaches and techniques available to marketers in the creative industries. Graduates should possess a sound knowledge of the key principles and practices in i) Marketing management and ii) Market Research. Graduates should demonstrate ability to critique and comprehend theories in (i) Consumers, Brands and Communications and (ii) Research Methods for Marketing and (iii) Marketing Strategy for Innovation.</p> <p>Diploma In addition to the above, graduates should possess a sound knowledge of the theories and their application in areas of (i) Consumers, Brands and Communications and (ii) Research Methods for Marketing and (iii) Marketing Strategy for Innovation.</p> <p>Masters In addition to the above students should possess knowledge of quantitative and qualitative methods and methodologies used to research marketing management.</p>	<p>Certificate Lectures of shared modules and specialist modules 2 and 4., seminars, directed reading, self-directed private study, assignment feedback: formative and summative.</p> <p>Diploma As above</p> <p>Masters In addition to the above: completion of an independent research project culminating in a 15,000 words dissertation.</p>	<p>Certificate Essay assignments (formative and summative), and group work.</p> <p>Diploma As above</p> <p>Masters In addition to the above: research proposal, dissertation. Group work and individual essay.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Concepts		
<p>Certificate Graduates should be able to comprehend and critique core marketing concepts such as: the marketing mix, segmentation, targeting and positioning; qualitative and quantitative market research and key Consumer Behaviour models and frameworks. In addition, graduates should also be able to demonstrate evidence of wider reading and critical appraisal of Marketing Theory.</p> <p>Diploma In addition to the above, graduates should be able to explain and critique core concepts in Consumers, Brands and Communications as well as Marketing Strategy and Innovation.</p> <p>Masters In addition to both of the above, graduates should be able to explain and critique core concepts in research methodology underpinning the social sciences. This includes differentiating between positivism and interpretivism; discussing the differences between probability and non-probability sampling; making informed comparisons between parametric and non-parametric statistical tests and defending the choices, assumptions and difficulties involved in carrying out this type of research.</p>	<p>Certificate Lectures, seminars, directed reading, self-directed private-study, assignment feedback: formative and summative</p> <p>Diploma As above</p> <p>Masters In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p>Certificate Essay assignments (formative and summative), written examinations</p> <p>Diploma As above</p> <p>Masters In addition to the above the research proposal, dissertation</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Techniques		
<p>Certificate and Diploma Be able to demonstrate knowledge of key theories and concepts; be able to select relevant material from academic readings and demonstrate familiarity with the conventions of academic writing and associated bibliographic techniques.</p> <p>Masters In addition to the above, graduates should be able to Analyse and assess the theories and their application in the creative industries in areas of Marketing Communications, Products and Services (and their distribution or performance), Pricing, Innovation and Research Methods, and demonstrate mastery of a range of methodological tools used to investigate topics in marketing management (including interviews, questionnaires, focus groups and ethnographic research). Graduates should be able to differentiate the conditions when either qualitative or quantitative data analysis should be used and/or be able to identify the conditions under which it is appropriate to combine different techniques</p>	<p>Certificate and Diploma Lectures in specialist modules 2 and 4; assignment feedback; discussion of case studies during lectures; guest lectures with professionals from industry Assignment feedback: formative and summative; directed reading, self-directed private study, seminars</p> <p>Masters In addition to the above: the dissertation supervision process (1-to-1), independent research, lectures and seminars designed to support the preparation of the research proposal</p>	<p>Certificate and Diploma Essay assignments (formative and summative), group work and written examinations</p> <p>Masters In addition to the above the research proposal, dissertation</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Critical analysis		
<p>Certificate, Diploma, Masters Possess knowledge of quantitative and qualitative methods and methodologies used to research marketing management. Ability to identify and apply relevant concepts and techniques with independence and rigour.</p>	<p>Certificate and Diploma Lectures, seminars, field trip; assignment feedback: formative (during seminars) and summative assessment; directed reading, self-directed private-study, seminars Masters In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p>Certificate and Diploma Essay assignments (formative and summative), group work and written examinations Masters In addition to the above the research proposal, dissertation.</p>
Presentation		
<p>Certificate and Diploma Formulate sustainable marketing strategies for the creative industries and assess how they could be implemented. Differentiate between relevant and non-relevant material; professional and academic writing, to write up and deliver written work to a professional standard. Masters In addition to the above, to arrange research material in a manner appropriate to the medium that is to be assessed (i.e. professional report, research proposal or dissertation)</p>	<p>Certificate and Diploma Assignment feedback: formative (during seminars) and summative assessment; directed reading, self-directed private study, field trip, seminars. Masters In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p>Certificate and Diploma Essay assignments (formative and summative), practical reports (e.g. Market Research), group work and written examinations. Masters In addition to the above the research proposal and dissertation.</p>
Appraisal of evidence		
<p>Certificate and Diploma Critically assess the cultural and societal implications of marketing and consumption in the creative industries. Ability to assess the relevance and quality of a range of primary sources and secondary literature. Masters In addition to the above, demonstrate an independent level of inquiry at an advanced level</p>	<p>Certificate and Diploma Lectures, seminars, assignment feedback: formative and summative assessment; group work and discussions; directed reading; self-directed private-study. Masters In addition to the above: the dissertation supervision process (1-to-1), independent research</p>	<p>Certificate and Diploma Essay assignments (formative and summative), written examinations and group work Masters In addition to the above the research proposal, dissertation</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<i>(b) Transferable skills</i>		
Research skills		
<p>Certificate and Diploma Ability to locate, select and organise relevant evidence for essays; demonstrate an ability to produce logically structured, focused and clearly written essays and market research reports.</p> <p>Masters In addition to the above, plan research projects based on focused research questions, conduct significant background research and literature surveys, collect and analyse data which is relevant to research questions, report on findings demonstrating an ability to critique the data from competing viewpoints, construct an informed critical argument.</p>	<p>Certificate and Diploma Seminars, assignment feedback: formative and summative; directed reading, self-directed private-study. Workshops in use of marketing resources and information consultations with Library staff.</p> <p>Masters In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p>Certificate and Diploma Essay assignments (formative and summative), practical reports.</p> <p>Masters In addition to the above the research proposal, dissertation</p>
Communication skills		
<p>Certificate and Diploma Critically discuss relevant information in an essay format in response to written questions and case studies; write with clarity and precision; prepare short oral presentations in seminar groups and participating and moderating focus groups.</p> <p>Masters In addition to the above, produce a dissertation that is logically structured and written with clarity and precision.</p>	<p>Certificate and Diploma Assignment feedback: formative and summative; self-directed private study; seminars</p> <p>Masters In addition to the above: the dissertation supervision process (1-to-1), independent research</p>	<p>Certificate and Diploma Written skills to be assessed using essay assignments and examinations. Oral skills to be assessed using formative assessment based on informal qualitative feedback on content and performance from lecturer and peers in small group seminars.</p> <p>Masters In addition to the above the research proposal, dissertation.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Data presentation		
<p>Certificate and Diploma Ability to synthesise secondary research data into coherent and sustained written arguments, ability to respond to case studies through professional report.</p> <p>Masters Clearly arrange primary research data into thematic analysis and/or statistical data.</p>	<p>Certificate and Diploma Assignment feedback: formative and summative; self-directed private study</p> <p>Masters In addition to the above: the dissertation supervision process (1-to-1), independent research, lectures and seminars designed to support the preparation of the research proposal.</p>	<p>Certificate and Diploma Essay assignments (formative and summative), practical report, written examinations.</p> <p>Masters In addition to the above the research proposal and dissertation.</p>
Information technology		
<p>Certificate and Diploma Ability to retrieve and present information using appropriate information technology, for example bibliographic software and subject specific databases. Ability to employ commercial marketing databases (GMID & Keynote) to obtain and evaluate marketing information.</p> <p>Masters In addition to the above to use, if necessary, data analysis software that is relevant to their dissertation (e.g. SPSS)</p>	<p>Certificate and Diploma Lectures in the induction module (Foundations of Knowledge); Introduction to SPSS (Marketing Research), Advanced Application of SPSS (Quantitative Marketing Intelligence), Blackboard Resources.</p> <p>Masters In addition to the above: the dissertation supervision process (1-to-1), independent research, lectures and seminars designed to support the preparation of the research proposal.</p>	<p>Essay assignments, and the dissertation.</p>
Problem solving		
<p>Certificate, Diploma and Masters Ability to identify, investigate, analyse, formulate and advocate solutions to problems. Ability to identify problems and opportunities faced by organisations using case studies. Analysis should lead to the proposal of sustainable actions that help resolve problems and to capitalise on latent opportunities.</p>	<p>Research methods classes and independent research, particularly that supported by dissertation supervision. Marketing case studies</p>	<p>Practical report, Essay assignments, independent research, particularly that leading to dissertation.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Working relationships		
<p>Certificate and Diploma Ability to work collaboratively as part of a team; ability to contribute and comment on ideas in learning groups.</p> <p>Masters Knowing how and when to draw on the knowledge and expertise of others.</p>	<p>Certificate and Diploma Participation in seminar activities such as moderating and participating in a focus groups; group problem solving through marketing case studies as well as preparation of short presentations.</p> <p>Masters In addition to the above: the establishment of a working relationship with the dissertation supervisor (or the resolution of any problems through consultation with the Personal Tutor and the Programme Leader).</p>	<p>Certificate and Diploma Formative assessment based on informal qualitative feedback on content and performance from teacher and peers.</p> <p>Masters In addition to the above, the Dissertation.</p>
Managing learning		
<p>Certificate and Diploma Management of an extensive literature and familiarisation with subject-relevant debates and concepts. To manage self-directed study, to ensure the completion of assessment tasks and successfully manage the related study work-load.</p> <p>Masters In addition to the above: Identify a credible research project; construct a feasible research timetable; carry out independent research.</p>	<p>Certificate and Diploma Lectures in the Induction module (Foundations of Knowledge); seminars; self-directed private study; self-reflection on assignment feedback; formative and summative.</p> <p>Masters In addition to the above: the dissertation supervision process (1-to-1).</p>	<p>Certificate and Diploma Essay Assignments; written examinations</p> <p>Masters Research Proposal; Dissertation</p>
Career management		
<p>Certificate and Diploma Ability to take charge of progress and development; to reflect on strengths and limitations, interests, motivation and skills; recognition of achievements.</p> <p>Masters In addition to the above: if appropriate, to research an area which may be relevant to the student' career preferences</p>	<p>Certificate and Diploma Personal Tutor System Self-reflection on assignment feedback Guest Lecture and Talk from alumni and marketing professionals.</p> <p>Masters In addition to the above; the dissertation supervision process</p>	<p>Certificate and Diploma Personal Development Planning</p> <p>Masters Dissertation</p>

10. Special features

Participants will participate in a field trip to at least one location which is relevant to the creative and cultural industries, e.g. three days in a European city of culture or a thriving centre for the creative industries to assess marketing activities for creative ventures. This will be an opportunity for doing fieldwork contributing towards at least one of the module assignments, which would not involve any additional marking requirement. A minimum of one member of staff will need to organise and attend the trip, depending on numbers. The staff member/s involved will need to conduct a risk assessment and admin support will be required to take registrations for the trip.

Indicators of programme quality

Quality will be enhanced by using the usual protocols, including careful programme planning, external examining of programme content and marking, coordination and alignment between programme instructors. This element is of particular importance given the fact that this programme will be entirely co-taught.

Quality will be measured through an outcome-based system that assess the students' satisfactions with the quality of their experience gained during the programme and the quality of the developed skills. Furthermore, process indicators will be used to assess the perceived quality of teaching, facilities and learning activities.

11. Scheme of Assessment:

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

12. Progression points

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course and a recommendation will be made to the Board of Examiners for an intermediate award where appropriate.

13. Rules relating to re-sits or re-submissions:

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

14. Additional features (e.g. timetable for admissions)

n/a

Appendix 1: Programme structure (programme regulations)

Module code	Module title	Credits
	Semester one:	30
	Principles of Marketing (shared module)	
	Consumption and the Creative Industries	30
	Research Methods for Marketing (shared module)	30
	Strategies for Creative Marketing and Innovation	30
	Dissertation	60

The current 8 x 15 credit taught module structure is to be replaced with 4 x 30 credit taught modules. Larger 30-credit modules would enable more varied content to be delivered rather than relying

solely on lecture-based provision and would encourage team-teaching, as well as giving students a clearer focus.

Appendix 2: Module specifications

See module specification database <http://www.le.ac.uk/sas/courses/documentation>