

**Programme Specification (Postgraduate)**  
**Date created/amended: 09/03/18, for students**  
**entering in 2018/19**

**1. Programme title(s):**

MSc/Postgraduate Diploma\*/Postgraduate Certificate\* in Marketing for Places and Tourism

\*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 Places and Tourism is 12 months.

The maximum period of registration for the MSc Marketing for Places and Tourism is 24 months.

**5. Typical entry requirements:**

The programme will follow standard entry requirements. As with the already offered MSc in Marketing, what will be required is 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). 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 aims to offer innovative and research-led contents that draw upon the cutting-edge expertise of the faculty member in the areas of place marketing, place branding, tourism and cultural heritage marketing. In particular, the programmes will empower participants to:

- Employ theoretical and conceptual knowledge to identify and analyse the problems that places face in global competitive contexts;
- Define the main marketing concepts and approaches as applied to cities, regions and nations;
- Apply theoretical and conceptual knowledge to formulate marketing plans for cities, regions and nations and implement them at an international level;
- Critically assess the socio-cultural, political and ethical implications of place marketing and reflect on the differences between place marketing and traditional product/service marketing;
- Present suggestions and policy recommendations for cities, regions and nations with confidence, fluency and clarity;

- Analyse and assess the marketing activities of cities, regions and nations; evaluate research findings.

**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>		
<b>Knowledge</b>		
<p><b>Certificate</b>            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) Marketing Places: Tourism and beyond and (ii) Research Methods for Marketing and (iii) Strategies for Place Marketing.</p> <p><b>Diploma</b>            In addition to the above, graduates should possess a sound knowledge of the theories and their application in areas of (i) Marketing Places: tourism and beyond and (ii) Research Methods for Marketing and (iii) Strategies for Place Marketing.</p> <p><b>Masters</b>            In addition to the above students should possess knowledge of quantitative and qualitative methods and methodologies used to research marketing management.</p>	<p><b>Certificate</b>            Lectures, seminars, directed reading, self-directed private study, assignment feedback: formative and summative.</p> <p><b>Diploma</b>            As above</p> <p><b>Masters</b>            In addition to the above: completion of an independent research project culminating in a 15,000 words dissertation.</p>	<p><b>Certificate</b>            Essay assignments (formative and summative), written examinations.</p> <p><b>Diploma</b>            As above</p> <p><b>Masters</b>            In addition to the above: research proposal, dissertation. Group work and individual essay.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Concepts</b>		
<p><b>Certificate</b>            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 tourism and destination marketing models and frameworks.            In addition, graduates should also be able to demonstrate evidence of wider reading and critical appraisal of Marketing Theory as applied to places.</p> <p><b>Diploma</b>            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><b>Masters</b>            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><b>Certificate</b>            Lectures, seminars, directed reading, self-directed private-study, assignment feedback: formative and summative</p> <p><b>Diploma</b>            As above</p> <p><b>Masters</b>            In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p><b>Certificate</b>            Essay assignments (formative and summative), written examinations</p> <p><b>Diploma</b>            As above</p> <p><b>Masters</b>            In addition to the above the research proposal, dissertation</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Techniques</b>		
<p><b>Certificate and Diploma</b> 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><b>Masters</b> In addition to the above, graduates should be able to demonstrate mastery of a range of methodological tools used to investigate topics in marketing management (including, interviews, questionnaires, focus groups, 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><b>Certificate and Diploma</b> Assignment feedback: formative and summative; directed reading, self-directed private study, seminars</p> <p><b>Masters</b> 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><b>Certificate and Diploma</b> Essay assignments (formative and summative), written examinations</p> <p><b>Masters</b> In addition to the above the research proposal, dissertation</p>
<b>Critical analysis</b>		
<p><b>Certificate, Diploma, Masters</b> Ability to identify and apply relevant concepts and techniques with independence and rigour.</p>	<p><b>Certificate and Diploma</b> Lectures, seminars, assignment feedback: formative and summative; directed reading, self-directed private-study, seminars</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), written examinations</p> <p><b>Masters</b> In addition to the above the research proposal, dissertation.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Presentation</b>		
<p><b>Certificate and Diploma</b> To differentiate between relevant and non-relevant material; professional and academic writing, to write up and deliver written work to a professional standard.</p> <p><b>Masters</b> 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><b>Certificate and Diploma</b> Assignment feedback: formative and summative; directed reading, self-directed private study, seminars.</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), practical reports (e.g. Strategies for Place Marketing), written examinations; video group work</p> <p><b>Masters</b> In addition to the above the research proposal, dissertation; video group work</p>
<b>Appraisal of evidence</b>		
<p><b>Certificate and Diploma</b> Ability to assess the relevance and quality of a range of primary sources and secondary literature. Ability to analyse a variety of complex marketing and consumer research ideas.</p> <p><b>Masters</b> In addition to the above, demonstrate an independent level of inquiry at an advanced level</p>	<p><b>Certificate and Diploma</b> Lectures, seminars, assignment feedback: formative and summative; directed reading, self-directed private-study.</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), written examinations</p> <p><b>Masters</b> In addition to the above the research proposal, dissertation</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<i>(b) Transferable skills</i>		
<b>Research skills</b>		
<p><b>Certificate and Diploma</b> 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><b>Masters</b> 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><b>Certificate and Diploma</b> Seminars, assignment feedback: formative and summative; directed reading, self-directed private-study. Workshops in use of marketing resources and information consultations with Library staff. Furthermore, Fieldwork sessions in domestic and international destinations.</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research.</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), practical reports.</p> <p><b>Masters</b> In addition to the above the research proposal, dissertation</p>
<b>Communication skills</b>		
<p><b>Certificate and Diploma</b> 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><b>Masters</b> In addition to the above, produce a dissertation that is logically structured and written with clarity and precision.</p>	<p><b>Certificate and Diploma</b> Assignment feedback: formative and summative; self-directed private study; seminars</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1), independent research</p>	<p><b>Certificate and Diploma</b> 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><b>Masters</b> In addition to the above the research proposal, dissertation.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Data presentation</b>		
<p><b>Certificate and Diploma</b> Ability to synthesise secondary research data into coherent and sustained written arguments, ability to respond to case studies through professional report.</p> <p><b>Masters</b> Clearly arrange primary research data into thematic analysis and/or statistical data.</p>	<p><b>Certificate and Diploma</b> Assignment feedback: formative and summative; self-directed private study</p> <p><b>Masters</b> 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><b>Certificate and Diploma</b> Essay assignments (formative and summative), practical report, written examinations. Video group project.</p> <p><b>Masters</b> In addition to the above the research proposal and dissertation.</p>
<b>Information technology</b>		
<p><b>Certificate and Diploma</b> Ability to retrieve and present information using appropriate information technology, for example bibliographic software and subject specific databases. Ability to employ commercial marketing databases to obtain and evaluate marketing information.</p> <p><b>Masters</b> In addition to the above to use, if necessary, data analysis software that is relevant to their dissertation (e.g. SPSS)</p>	<p><b>Certificate and Diploma</b> Lectures in the induction module (Foundations of Knowledge); Introduction to SPSS (Marketing Research), Advanced Application of SPSS (Quantitative Marketing Intelligence), Blackboard Resources.</p> <p><b>Masters</b> 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><b>Certificate and Diploma</b> Essay assignment</p> <p><b>Masters</b> Essay assignments and the dissertation.</p>
<b>Problem solving</b>		
<p><b>Certificate, Diploma and Masters</b> 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. Place Marketing case studies</p>	<p><b>Certificate and Diploma</b> Practical report, Essay assignments</p> <p><b>Masters</b> Practical report, Essay assignments, independent research, particularly that leading to dissertation.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Working relationships</b>		
<p><b>Certificate and Diploma</b> Ability to work collaboratively as part of a team; ability to contribute and comment on ideas in learning groups.</p> <p><b>Masters</b> Knowing how and when to draw on the knowledge and expertise of others.</p>	<p><b>Certificate and Diploma</b> 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><b>Masters</b> 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><b>Certificate and Diploma</b> Formative assessment based on informal qualitative feedback on content and performance from teacher and peers.</p> <p><b>Masters</b> In addition to the above, the Dissertation.</p>
<b>Managing learning</b>		
<p><b>Certificate and Diploma</b> 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><b>Masters</b> In addition to the above: Identify a credible research project; construct a feasible research timetable; carry out independent research.</p>	<p><b>Certificate and Diploma</b> Lectures in the Induction module (Foundations of Knowledge); seminars; self-directed private study; self-reflection on assignment feedback; formative and summative.</p> <p><b>Masters</b> In addition to the above: the dissertation supervision process (1-to-1).</p>	<p><b>Certificate and Diploma</b> Essay Assignments; written examinations</p> <p><b>Masters</b> Research Proposal; Dissertation</p>
<b>Career management</b>		
<p><b>Certificate and Diploma</b> Ability to take charge of progress and development; to reflect on strengths and limitations, interests, motivation and skills; recognition of achievements.</p> <p><b>Masters</b> In addition to the above: if appropriate, to research an area which may be relevant to the student' career preferences</p>	<p><b>Certificate and Diploma</b> Personal Tutor System Self-reflection on assignment feedback Guest Lecture and Talk from alumni and marketing professionals.</p> <p><b>Masters</b> In addition to the above; the dissertation supervision process</p>	<p><b>Certificate and Diploma</b> Personal Development Planning</p> <p><b>Masters</b> Dissertation</p>



## 10. Special features

Participants will have the opportunity to do a field-trip in a city of region hosting a relevant place marketing event (e.g. European Capital of Culture, Olympic Games, Commonwealth Games etc.) and, thus, to gain a first-hand experience of place marketing aspects. This will be an opportunity for doing fieldwork and advise the hosting city of region. This activity will be the object of two assessment tasks, one individual and one collective. 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.

## 11. 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.

## 12. Scheme of Assessment:

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

## 13. 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.

## 14. Rules relating to re-sits or re-submissions:

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

## 15. Additional features (e.g. timetable for admissions)

n/a

### Appendix 1: Programme structure (programme regulations)

#### Semester 1

MN7010 Principles of marketing (shared module) (30 credits)

MN7014 Marketing places: tourism and beyond (30 credits)

#### Semester 2

MN7012 Research methods for marketing (shared module) (30 credits)

MN7015 Strategies for place marketing (30 credits)

MN7020 Dissertation (60 credits)

## **Appendix 2: Module specifications**

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