

## Programme Specification (PG)

Awarding body / institution:	Queen Mary University of London
Teaching institution:	Queen Mary University of London
Name of final award and title:	Msc International Marketing and Consumer Psychology
Name of interim award(s):	Postgraduate Certificate (PgCert), Postgraduate Diploma (PgDip)
Duration of study / period of registration:	1 year
Queen Mary programme code(s):	Business and Management
QAA Benchmark Group:	
FHEQ Level of Award:	Level 7
Programme accredited by:	N/A
Date Programme Specification approved:	
Responsible School / Institute:	School of Business & Management

Schools / Institutes which will also be involved in teaching part of the programme:

School of Business & Management

Collaborative institution(s) / organisation(s) involved in delivering the programme:

N/A

### Programme outline

The programme provides students an opportunity to study marketing from a consumer orientation, building an emphasis of B2C as its paradigm of interrogation. The programme seeks to induce modes of enquiry from an international paradigm building in cross-cultural perspectives of consumer behaviour, psychology, consumption cultures online and the politics of consumption in everyday life. This programme builds a point of difference through its consumer orientation from its ontological paradigms to methodologies of understanding consumer perspective, both within traditional marketing concepts and as well as in age of platformization in accommodating norms and behaviour emerging through a networked digital economy. This programme provides an alternative to the present singular Msc Marketing offering in the Department and affords its USP from the B2C orientation and its inflections through cross-cultural perspectives and the ethical challenges these would pose. This programme will grow student recruitment, while drawing on existing expertise in research and teaching of the compulsory material on the existing Msc Marketing, and in making available new modules as electives for the present and proposed new masters programmes in Marketing. The programme equally leverages on the existing expertise of academics many of whom specialise in consumer psychology, critical consumer culture, services marketing and experimental design as a methodology to examine consumer behaviour online.

## Aims of the programme

The MSc Marketing and Consumer Psychology programme is designed to provide a combination of critical, strategic, and methodological skills and knowledge in Marketing, with its emphasis on consumer behaviour, social marketing, psychology and consumption culture. Through the perspectives of consumer orientations and rights to the marketplace, and their relationship with commodity and consumption, it looks at marketing strategies to bolster relationships as a sustainable proposition with theories, concepts, and their culturally specific applications. The critical, strategic, and methodological insights develop customer orientations through extant literature, to drive organisational strategies, branding campaigns and to devise consumer relationships within a technologically-mediated environment. The compulsory modules build on foundational knowledge and skills on marketing and normative consumer behaviour concepts and theories and to interrogate their relevance in the global South and non-western contexts. Additionally, the opportunity for greater depth on related topics is provided through a number of elective modules.

The programme is open to all disciplinary backgrounds and is suitable for individuals who are looking to work in marketing-related sectors in the UK and Internationally. It also includes organisations seeking to develop consumer strategies in terms of relationship building through direct or indirect means. The programme is foreground on the recognition of consumer psychology as relevant for marketing-related roles encompassing consumer research, technology-mediated behaviour analysis, and persuasive communication for humanitarian sectors through social marketing to drive consumer engagement.

This programme aims to:

- 1) offer an access to a graduate degree for students with different academic backgrounds that include social sciences and humanities but not exclusively in order to meet a diversity of student aspirations;
- 2) provide a highly professional degree that offers students the advanced knowledge in the International marketing from a consumer psychology orientation and behavioural change
- 3) develop critical thinking and analytical skills to evaluate, assess and apply the conceptual B2C ideas to real-life contexts
- 4) develop interdisciplinary skills in the area of International marketing from a critical consumption paradigm
- 5) enhance professional skills of how to transfer knowledge into the specific business processes in the evolving ecosystems
- 6) motivate students to continue their personal development of transferable skills to the marketplace and vocational practice
- 7) enhance students employability skills.

## What will you be expected to achieve?

The programme will build the following broad skills:

The modules in combination will provide insights into International marketing, social-psychological aspects of consumers' functioning such as social influence tactics used in sales, persuasion and advertising, alongside the role of consumer's personality and identity. The programme will cover theoretical and practical complexities of conducting psychologically based consumer research.

1. Ability to develop independent insights from research, concepts, and application to real world scenarios from consumer psychology and theories to interpret consumer behaviour
2. Critically evaluate approaches and viewpoints on consumer behaviour, and in tandem strategic interventions in the marketplace, utilizing analytical skills to assess the choices consumers make
3. Ability to deal with complex and dynamic marketing challenges in innovatively applying consumer behaviour/psychology orientations to an international marketplace.
4. Examine ethical marketing practices in terms of sustainability and consumer rights & choice orientations
5. Building consumer relationships ethically and with responsibility, in cognizance with the changing regulatory environment in the digital economy.
6. Gain an insight into emotional intelligence in terms of purchasing behaviour and in the broad field of marketing
7. Develop and augment conceptual and critical thinking, analysis, synthesis and evaluation.
8. Self-management to plan, organise and manage time.

### Academic Content:

A 1	Evaluate the theories, concepts, tools and models used in marketing practice and understanding consumer decision making
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A2	Apply consumer psychology theories to interpret consumer behaviour in an International marketing context
A3	Critical engagement with concepts of International Marketing
A4	Approach marketing from a cross-cultural paradigm
A5	Engage with interdisciplinary paradigms on consumption and consumption cultures
A6	Apply methodological considerations to research paradigms
A7	Identifying different approaches for segmentation, targeting, positioning, generating sales, and the need for innovation in product and service design.

<b>Disciplinary Skills - able to:</b>	
B1	Utilize analytical skills to assess the choices consumers make
B2	Cross-disciplinary understanding of consumer behaviour
B3	Critique of Marketing Theories and their normative assumptions
B4	Develop quantitative and qualitative research skills
B5	Application of theoretical understanding to real life cultural contexts
B6	Critique Western-centric paradigms on consumption & consumer behaviour
B7	Understand digital trends in consumption cultures
B8	Examine the imperative for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.
B9	The ability to analyse and evaluate a range of business data, sources of information and appropriate methodologies with relevance to consumer psychology and consumption practices

<b>Attributes:</b>	
C1	Make informed judgements on the use of key analytical and decision-making techniques in developing and appraising marketing strategies.
C2	Ability to work collaboratively and cultivate an awareness of mutual interdependence
C3	Undertake a independent research related to marketing and consumer behaviour
C4	Develop an ethical approach sensitive to Sustainable Development Goals issues
C5	The use of relevant communications for application in business and management, including the use of digital tools.

C6	Develop approaches to problem-solving and critical analysis: analysing facts and circumstances to determine the cause of a problem and identifying and selecting appropriate solutions
C7	Developing an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation and their use in generating business contacts
C8	Ability to work with people from a range of cultures.

## How will you learn?

The teaching team is comprised of Teaching and Research and Teaching & Scholarship staff, complemented where relevant by visiting lecturers with professional industry expertise to combine professional knowledge and professional experience into the praxis of the international marketplace and marketing sectors such as communications, advertising, Public Relations, etc. Students will therefore benefit from this mix of expertise accruing from research, scholarship and industry insights.

### Teaching:

Each module has an outline description, giving the aims, expected learning outcomes, assessment methods, outline syllabus and indication of primary reading. This information will be available online on the School's online teaching portal (i.e. QMplus).

Students typically have 3 contact hours per week in each module. Within these three hours, each module has its own pattern of lectures, seminars/classes and other activities. Lectures emphasize dissemination of information, explain the core/key concepts adhering to the structure of the module outline, determine the focus and sequence and set out the pace of learning. The pacing and sequencing correspond to the duration of the semester. The resonance of topics between different module are meant to be reiterative in terms of emphasizing core/key ideas. Seminars/classes make for a more agile, in-depth discussions drawing from the broader focus of the lectures and are often designed to be interactive and participatory in terms of the learning experience by facilitating discussions, problem solving, group work, group activities case studies and presentations (where relevant in accordance with the aims and objectives as well as learning outcomes of each module).

To achieve the learning outcomes of the programme the following pedagogical forms of teaching are to be deployed within a blended learning environment. These include Inclusive approaches which seek to decolonize and critique normative paradigms of thought. Other modes of learning include inquiry-based learning, application of ideas, deconstruction, as well as collaborative and reflexive ontologies. These forms are to be deployed through a large scale of varied teaching and learning activities that include the standard lectures that will be accompanied by the small group seminars, one-to-one tutorials, expert lectures, group-work, independent studies, research projects, team group learning.

The learning outcomes - academic content A1-A7 - will be achieved through lectures, tutorials and research projects.

The learning outcomes - disciplinary skills B1- B9 - will be achieved through a series of lectures, case studies, tutorials, PC lab sessions, private studies, group exercises.

The learning outcomes- attributes C1-C8 - will be achieved through lectures, guest lectures, tutorials, research projects, one to one tutorials.

The variety of the proposed learning approaches will be underpinned by elements of the fundamental pedagogical forms as we have already emphasised: constructivist, collaborative, integrative, reflective and inquiry based learning, that will enhance the quality of student experience in this particular highly professional degree. It is necessary to underscore the fact that the knowledge construction and interdisciplinary skills are achieved through the designed structure of the programme that uses three teaching terms.

## How will you be assessed?

The learning outcomes that include academic content and disciplinary skills are assessed in each module through the following assessments: coursework, essays, projects, presentations and unseen exams. But there is considerable variation across modules, and some are wholly examined by coursework. The assessment methods are carefully designed for each module and there is the required variations of the used assessment methods to fully capture the essence of the specific modules and the specific learning outcomes. It is important that timely and detailed feedback provided to students is an integral part of the assessment process. Clear guidance on coursework requirements is given emphasizing approaches to coursework of various types and the avoidance of plagiarism. Standard College procedures are followed in the setting and marking of examinations and in the determination of overall results.

**How is the programme structured?**

Please specify the structure of the programme diets for all variants of the programme (e.g. full-time, part-time - if applicable). The description should be sufficiently detailed to fully define the structure of the diet.

In the week before Semester A teaching begins, the Director of Postgraduate Taught Programmes leads a two day induction session for the cohort entering that year. This covers Compulsive and Elective Modules in each Programme; Choice of Electives; the Documentation Students must Complete; Exams; Coursework and Assessment; the Student Handbook; Security and Safety; Library Resources; IT Resources; SSLC; Careers Advice; Help with English; and Campus Tours.

The programme is full-time and delivered across 3 semesters in 1 academic year, with 4 modules in semester 1, 4 modules in semester 2, and a core Dissertation OR Consultancy Dissertation project, being delivered in semesters 2 &3.

Students elect to take either Dissertation for Marketing (BUSM106) OR the Marketing Consultancy Dissertation (BUSM248), both of which are worth 60 credits. All taught modules will be delivered in the semesters 1 & 2. After that students will have the time to work on their dissertations over Semesters 2 & 3.

Semester 1: Theoretical and Compulsory:  
 Introduction to Marketing Management (BUSM137)  
 Global Marketing and Communications(BUSM206)  
 Understanding Consumer Behaviour (BUSM058)  
 Consumer and Digital Cultures (BUSM204)

Semester 2:  
 Compulsory:  
 Research Methods for Marketing (BUSM098)  
 Social Marketing for Social Justice (BUSM213)  
 Sustainable Marketing, Ethics and CSR (BUSM214)

Electives (One elective)  
 Brand Storytelling in the Digital Age (BUSM210)  
 Advertising and Media Strategies (BUSM209)  
 Integrated Digital Communications and Campaigns (BUSM212)

Semester 2 & 3: Core (select ONE path only)  
 Dissertation for Marketing (BUSM106)  
 Marketing Consultancy Dissertation (BUSM248)

Academic Year of Study    FT - Year 1

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Introduction to Marketing Management	BUSM137	15	7	Compulsory	1	Semester 1
Understanding Consumer Behaviour	BUSM058	15	7	Compulsory	1	Semester 1
Global Marketing and Communications	BUSM206	15	7	Compulsory	1	Semester 1

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Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Consumer and Digital Cultures	BUSM204	15	7	Compulsory	1	Semester 1
Social Marketing for Social Justice	BUSM213	15	7	Compulsory	1	Semester 2
Research Methods for Marketing	BUSM098	15	7	Compulsory	1	Semester 2
Sustainable Marketing, Ethics and CSR	BUSM214	15	7	Compulsory	1	Semester 2
Advertising and Media Strategies	BUSM209	15	7	Elective	1	Semester 2
Brand Storytelling in the Digital Age	BUSM210	15	7	Elective	1	Semester 2
Integrated Digital Communications and Campaigns	BUSM212	15	7	Elective	1	Semester 2
Dissertation for Marketing	BUSM106	60	7	Core	1	Semesters 2 & 3
Marketing Consultancy Dissertation	BUSM248	60	7	Core	1	Semesters 2 & 3

### What are the entry requirements?

The programme is designed for students with a bachelor's degree (2:1 or above) in the social sciences. IELTS Academic: 7.0 overall including 6.0 in Writing, and 5.5 in Reading, Listening and Speaking or equivalent exam.

### How will the quality of the programme be managed and enhanced? How do we listen to and act on your feedback?

The Student academic performance and the academic quality of the programme are to be closely monitored, managed and enhanced through the following mechanisms:  
The Programme Director works closely with the Deputy Dean of Education, the Head of Department and the School of Business and Management Teaching and Learning Committee. As a result, any issues are identified earlier for remedy. For example, issues may be cited by students or the external examiner and meetings held monthly.  
In addition, the Programme Director works closely with the School's Student Engagement Team to update students on important aspects concerning quality, including Plagiarism workshops, additional short courses on writing and support from academic tutors.  
The School of Business and Management has a dedicated member of academic staff to scrutinise the latest and past NSS scores, in addition to module evaluations.  
The school regularly sends staff members to attend CABS conferences (Chartered Association of Business School). These conferences bring together colleagues from business schools across the UK and foster an exchange between them on how to manage business schools effectively and how to best teach students about business. These interactions ensure that our students are taught using the most recent methods.

The Staff-Student Liaison Committee (SSLC) provides a formal means of communication and discussion between schools/institutes and its students. The committee consists of student representatives from each year in the school/institute together with appropriate representation from staff within the school/institute. It is designed to respond to the needs of students, as well as act as a forum for discussing programme and module developments. Formally, the SSLC meets twice a semester, with a student representative from each programme. Informally, each student in the programme has access to the Programme Director, who reports to the Director of Postgraduate Taught Programmes.

Each school operates a Learning and Teaching Committee, or equivalent, which advises the School's Associate Dean for Education on all matters relating to the delivery of taught programmes at school level including monitoring the application of relevant QM policies and reviewing all proposals for module and programme approval and amendment before submission to Taught Programmes Board. Student views are incorporated in the committee's work in a number of ways, such as through student membership, or consideration of student surveys.

Curriculum development and delivery are overseen by the Programme Director through the relevant School Teaching Review Group which reports to the School's Teaching and Learning Committee. The School's Teaching Review Groups oversee teaching methods in each module, taking into account student evaluations and comments, means and distributions of examination marks, and external examiner reports. Development of individual teaching is guided through peer review, participation in staff development courses, the appraisal system and teaching evaluation. Account is also taken of views put forward by Department Meetings and the Student-Staff Liaison Committee as well as external sources (external examiners, and views filtered through the College's International Office).

All schools operate an Annual Programme Review (APR) of their taught undergraduate and postgraduate provision. APR is a continuous process of reflection and action planning which is owned by those responsible for programme delivery. Students' views are considered in this process through analysis of the NSS and module evaluations.

In addition, the director of the programme collaborates with technological companies and industry experts to reflect on the content of degree (1x a year - director of the programme). External examiners provide feedback on the content of the programme and academic performance.

### **What academic support is available?**

The School of Business and Management aims to provide a high quality teaching and learning environment. Teaching will be by research-oriented staff complemented where appropriate by Teaching Fellows, who will combine specialist knowledge of their subject with a critical attitude to its delivery. Students will, accordingly, be working in a challenging, supportive environment.

The induction week before the start of Semester A provides introductory talks on all the services and support mechanisms available within the school and college. The plasma screens within the school also update on timetabling, events and support services within the school. The virtual learning environment (QMplus) has information on the different modules and supervisory advice as well as personalised teaching timetables. Students are also advised on the support services available in the Language and Learning Unit. A module talk is held at the start of the module selection process to enable students make informed choices when selecting their electives.

#### **Postgraduate Programme Director**

The School has one academic Programme Director who is able to support students through their studies, if they encounter any difficulties of a personal nature which are having an impact on their studies they can meet with the Director for support.

#### **Academic Advisors**

Every student is allocated an Academic Advisor who they can approach should they have any queries or issues related to their academic studies or academic development. Students are expected to see their advisor at least once each semester.

#### **Office Hours**

All academics have dedicated office hours published on the website so students may visit them to discuss any aspect of their learning on specific modules.

## Programme-specific rules and facts

Students are required to take either the BUSM106 Dissertation for Marketing module or the BUSMXXX Marketing Consultancy Dissertation in semester 2&3. Both the dissertation and the Consultancy Dissertation Project are core modules and students must take one of the two. Students will be required to make the selection between the two dissertation pathways at the point of selecting elective modules. Due to the limited capacity on the Consultancy Dissertation Project there will be a fair selection process to select students.

## How inclusive is the programme for all students, including those with disabilities?

Queen Mary has a central Disability and Dyslexia Service (DDS) that offers support for all students with disabilities, specific learning difficulties and mental health issues. The DDS supports all Queen Mary students: full-time, part-time, undergraduate, postgraduate, UK and international at all campuses and all sites.

Students can access advice, guidance and support in the following areas:

- Finding out if you have a specific learning difficulty like dyslexia
- Applying for funding through the Disabled Students' Allowance (DSA)
- Arranging DSA assessments of need
- Special arrangements in examinations
- Accessing loaned equipment (e.g. digital recorders)
- Specialist one-to-one "study skills" tuition
- Ensuring access to module materials in alternative formats (e.g. Braille)
- Providing educational support workers (e.g. note-takers, readers, library assistants)
- Mentoring support for students with mental health issues and conditions on the autistic spectrum.

All reading lists have been reviewed to coincide with the new blended learning environment in response to the pandemic and the necessity for electronic versions of module texts, with all staff encouraged to use the space for Talis / Reading Lists Online within the updated QMPlus module sites.

QMPlus modules sites have been significantly developed during 2020/21, to be re-purposed and further developed in 2021/22 and beyond, including significant video and audio materials on all modules for asynchronous learning, supplemented by video recordings of essential material also made available post-live sessions. This practice shall continue on return to in-person teaching via further development of QMPlus modules sites, linked to QReview, and with a move towards the standard use of SensusAccess before uploading QMPlus materials. Due allowance will be made for students to record seminars, if necessary, and seminar discussions and classroom arrangement will furthermore take into account any special arrangements. Students requiring additional time for completion of assessments i.e. in-class tests and presentations as recommended by DDS will have the adjustments made by the module administrator. In addition, marking of assessments will take into consideration any neurodiversity i.e. not penalising sentence structure or grammar.

## Links with employers, placement opportunities and transferable skills

Graduates from this programme will have developed a range of cognitive and practical skills together which will be applicable to be different context beyond academia.

The School works closely with the Careers Service to locate possible work placements/ internships and to prepare students for the recruitment process (e.g assistance in creating effective CVs to reach potential employers, interview skills).

The qualities and skills a graduate from this programme might be expected to have include a range of cognitive and intellectual skills together with techniques specific to business and management, and relevant personal and interpersonal skills. These include:

- The ability to think critically and creatively: organise thoughts, analyse, synthesise and critically appraise. This includes the capability to identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately
- The ability to conduct research into business and management issues either individually or as a part of a team through research design, data collection, analysis, synthesis and reporting
- Effective performance within team environments and the ability to recognise and utilise individuals' contributions in group



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processes and to negotiate and persuade or influence others; team selection, delegation, development and management  
- Ability to recognise and address ethical dilemmas and corporate social responsibility issues, applying ethical and organisational values to situations and choices.

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## Programme Specification Approval

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**Person completing Programme Specification:**

**Person responsible for management of programme:**

**Date Programme Specification produced / amended by  
School / Institute Education Committee:**

**Date Programme Specification approved by Taught  
Programmes Board:**