

MA Marketing and Brand Management

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Awarding institution	Bath Spa University
Teaching institution	Bath Spa University Global Banking School, HE Malta
School	Bath Business School
Department	Bath Business School
Main campus	Newton Park
Other sites of delivery	International House, Mdina Road, Mriehel. BKR 3000 Malta
Other Schools involved in delivery	n/a
Name of award(s)	MA Marketing and Brand Management
Qualification (final award)	MA
Intermediate awards available	PgCert, PgDip
Routes available	n/a
Duration of award	1 year full-time; 2 year part-time
Sandwich period	No
Modes of delivery offered	Campus-based
Regulatory Scheme ^[1]	Taught Postgraduate Framework
Professional, Statutory and Regulatory Body accreditation	n/a
Date of most recent PSRB approval (month and year)	n/a
Renewal of PSRB approval due (month and year)	n/a

UCAS code	n/a
Route code (SITS)	
Relevant QAA Subject Benchmark Statements (including date of publication)	MA/MSc Business & Management June 2015
Date of most recent approval	Dec 2019
Date specification last updated	May 2023

[1] This should also be read in conjunction with the University's Qualifications Framework

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Programme Overview

This course expands your theoretical understanding and professional knowledge of marketing and brand management, through hands-on experience and work-based learning.

The MA in Marketing and Brand Management engages with four key issues:

- 'Customers' are increasingly demanding, while at the same time they are being served by a greater number of competitors – understanding consumer behaviour and the needs of the customer is vital but equally increasingly challenging;
- Businesses have access to, and are bombarded with a huge volume of data, but struggle to know how to effectively manage and utilise that data effectively;
- There is a need for ever faster decision making due to a hyper-competitive climate, time pressure, and often competing and conflicting external contexts;
- Businesses need to negotiate and manage these first three challenges within increasing expectations of social accountability.

This course provides you with the skills, practical experience, and professional networks that organisations need in an ever-changing business environment.

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Programme Aims

1. To develop marketing and brand management knowledge and expertise at both theoretical and practical levels;
2. To engage with students with the current critical debates about marketing and brand management as an academic area of study, and to enable them to reflect on the present challenges for best practice in the contexts of social, political and economic change;
3. To support the professional development of practitioners who can work in or around marketing and brand management in a range of roles, drawing on a broad mix of skills and experience;
4. To foster and support self-development through scholarly enquiry, peer discussion, evaluation, reflective practice and the application of scholarship and research to marketing and brand management practice;
5. To enable the development of the skills necessary to lead, design and conduct a piece of original and/or innovative research, or to produce a substantial sector facing body of work in marketing and brand management, underpinned by relevant analysis and

reflection;

6. To provide opportunities for students to experience the aspects of marketing and brand management most relevant to their chosen career path.

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Programme Intended Learning Outcomes (ILOs)

(NB These ILOs are at level 7 of the FHEQ)

A Subject-specific Skills and Knowledge

A1 An extensive understanding of the role of marketing, and within this, the role of brand management in relation to a range of organisational environments and business practices.

A2 An ability to analyse the theories and practices in marketing and brand management, and place these in broader conceptual, social, economic and political contexts.

A3 A critical awareness of the relevant knowledge in the areas of marketing and brand management, and the ability to synthesise and apply this knowledge to a range of complex marketing and branding problems.

A4 A comprehensive understanding of current key global issues such as ethics, sustainability, and social responsibility in relation to their intersection with evolving marketing and brand management theories and practices.

A5 An ability to conduct research and enquiry into business, management, and marketing issues, either individually or as part of a team, through research design, the collection and analysis of qualitative and quantitative data, synthesis, reporting and evaluation.

B Cognitive and Intellectual Skills

B1 To present coherent, concise, engaging and audience appropriate reports, case studies, evaluations, etc., based on evidence from work-based experience and practice, and on scholarly and sector reading and research.

B2 To research across a range of academic disciplines and professional practical areas, and use a variety of sources and appropriate methodologies to investigate broad areas and more specific topics.

B3 To operate effectively in the planning, executing and evaluation of a range of tasks and projects in a logical, knowledgeable and professional manner.

B4 To plan, complete and evaluate a range of work-based activities, relating these to appropriate research, critical thinking, theoretical and practical contexts and current professional practice.

B5 To deal creatively and systematically with complex issues.

B6 To analyse and solve problems, and make evidence-based, well-founded decisions in unpredictable or challenging situations.

B7 To understand the crucial need for ongoing Continuing Professional Development (CPD), and the importance of establishing, maintaining and expanding professional networks.

C Skills for Life and Work

On achieving Level 7 you will be able to:

- C1 **Work Independently** - Act autonomously in planning and implementing tasks in a professional context.

C2 **Work with Others** - Plan for and actively engage in inclusive collaboration with others to tackle and solve complex problems and develop original insights.

C3 **Communicate with Impact** - Communicate complex ideas clearly, effectively and impactfully with specialist and non-specialist audiences.

C4 **Demonstrate Digital Fluency** - Use digital skills productively, critically and ethically to enhance creativity and communication in a professional context.

Intermediate awards

PgCert Intended Learning Outcomes

A1; A2; A3

B1; B2

C1; C3; C4

PgDip Intended Learning Outcomes

A1; A2 A3; A4

B1; B2; B4; B5

C1; C3; C4

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Programme content [↗](#)

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single programme - Bath Campus

MA Marketing and Brand Management				
Level	Code	Title	Credits	Status
7	BM7301-15	Strategic Brand Management	15	C
7	BM7302-15	Digital Marketing	15	C
7	BM7303-15	Marketing Analytics	15	C
7	BM7304-60	Extended Work-Based Placement/Project ***	60	R*

7	BM7305-60	Dissertation ***	60	R*
7	BM7017-15	Marketing Communications	15	C
7	BM7019-15	Entrepreneurship	15	C
7	BM7044-15	Fashion Marketing	15	C
7	BM7046-15	Sustainability	15	C
7	BM7047-15	International Business Management	15	C

***All students must do a 60 credit module to obtain the MA, but they can choose between BM7304-60 Extended Work-Based Placement/Project **OR** BM7305-60 Dissertation.

Subject offered as single programme - GBS Malta

MA Marketing and Brand Management				
Level	Code	Title	Credits	Status
7	BM7301-15	Strategic Brand Management	15	C
7	BM7302-15	Digital Marketing	15	C
7	BM7303-15	Marketing Analytics	15	C
7	BM7305-60	Dissertation	60	C
7	BM7047-15	International Business Management	15	C
7	BM7017-15	Marketing Communications	15	C
7	BM7019-15	Entrepreneurship	15	C
7	BM7044-15	Fashion Marketing	15	C
7	BM7046-15	Sustainability	15	C

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Assessment methods [↗](#)

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

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Work experience and placement opportunities

Bath Business School has close contacts and partnerships with a wide range of local, regional, national and international organisations and businesses, and work-based learning is an essential part of our postgraduate taught provision, underpinning the teaching across our programmes in the use of case studies, current real world scenarios and business data, professional practitioners as guest lecturers, site visits, etc.

In addition, all students on the MA Marketing and Brand Management have the opportunity to formally engage in credit-bearing work-based experience in their choice of 60 credit 'capstone' module if they choose **BM7304-60 Extended Work-Based**

Placement/Project. Students on this module produce a portfolio that evidences and reflects on their experience of working on a marketing and/or brand management placement or project in association with an external organisation/business.

Work-based experience placements and projects are supported by the Bath Business School Graduate Course Director and the MA Business and Management Programme Tutor, the BSU Careers and Employability placements team where appropriate, a designated project/placement tutor from the Business School, and by a mentor in the host organisation.

Table of Additional Costs

Module Code & Title	Type of Cost	Cost

Graduate Attributes [↗](#)

Graduate Attribute	While at Bath Spa, I will develop my ability to:	This programme will help me to do this through:
Confidently Self-Aware	Reflect on and recognise my unique skills, strengths, and values and be able to apply and articulate them in a range of different contexts.	Marketing and brand management provides students with the knowledge and skills to reflect on their own abilities and forge future career paths. By acquiring in-depth knowledge of the marketing and brand management industry students will be empowered to recognise their abilities and articulate these.

Emotionally Attuned	Be mindful of how my actions and emotions impact those around me so I can better navigate difficult situations and build effective interpersonal relationships.	Students will have some opportunities to collaborate with students on tasks and assessments in which they can develop their soft skills. Students are also encouraged to reflect on their own experiences in order to develop respect and empathy for a broad range of people.
Inclusive Collaborator	Contribute independently to collaborative projects while working effectively with others, valuing diversity and respecting individual differences.	Students will have opportunities to collaborate with students on tasks and assessments in which they can develop their soft skills. Through this process students will be more confident in dealing with conflict and differences of opinion in a professional and respectful manner.
Adaptable Innovator	Embrace challenges, taking risks where needed and applying individual and collective problem solving.	Problem solving and approaching business in a creative and collaborative way will arm students with the tools for an ever-changing world. These human centric skills are vital in an increasingly technological world.
Critical Thinker	Keep an open mind, ask curious questions and think creatively to gain a deeper and broader understanding of global perspectives and the world around me.	Students are encouraged to challenge conventional thinking and approaches within the domains they are interested in, by using reasoned and considered arguments. Using existing research and an emphasis on developing their own research skills will enable this.
Forward Thinker	Set goals, plan ahead and utilise resources to support my personal ambitions and achieve my own version of success.	Planning, project management, time management, organisation management and strategic thinking are ways in which students will be empowered to develop forward thinking abilities. These occur in the study of brands and organisations, but also in the reflective modules focused on personal development.
Ethical Leader	Act with empathy, making decisions grounded in ethical principles while advocating for sustainability and positive social change.	The marketing and brand management programme exposes students to the UN's Sustainable Development Goals. It allows students to explore the main drivers, trends and opportunities and challenges surrounding sustainability in the industry.

Responsible Self-Starter	Be accountable for my actions and decisions while demonstrating creativity, proactivity, and a focus on solutions.	Being an independent learner is encouraged in marketing and brand management students from their first day. Students are encouraged to make the use of the wide variety of learning support that is available at the University including Academic Advisors, the ASK team and library resources.
Compassionately Resilient	Respond to setbacks with a reflective and positive attitude, flexibility and a self-caring approach.	Adapting to failure is addressed in the context of marketing and brand management modules. As a key part of innovation and entrepreneurship, the ability to adapt and problem solve will help students on this programme to develop their resilience.
Digitally Resourceful	Utilise and responsibly leverage existing and emerging technologies to solve problems and communicate.	Digital literacy and skills are embedded throughout the programme. Many teaching and assignment activities encourage the use of digital technologies available in the Adobe suite and beyond.

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Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
BM7046-15	Sustainability	New Module	approved by SQMC 11th November 2020	2021/22
BM7302-15	Digital Marketing	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM7012-15	Marketing Management	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM7017-15	Marketing Communications	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM7019-15	Entrepreneurship	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22

BM7032-15	Advanced Academic and Business Skills	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM7036-15	Creative Enterprise: A New Business Venture	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM7043-15	Research Methods	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM7044-15	Fashion Marketing	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM7301-15	Strategic Brand Management	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM7303-15	Marketing Analytics	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM7304-60	Extended Work-Based Placement/Project	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM7305-60	Dissertation	Assessment modification	approved by Curriculum Committee 16th June 2021	2021/22
BM7032-15	Advanced Academic and Business Skills	Assessment modification	approved by Curriculum Committee 15th June 2022	2022/23
BM7012-15	Marketing Management	Optional Module Removed	Curriculum Approval Panel December 2023	2024/25
BM7032-15	Advanced Academic and Business Skills	Optional Module Removed	Curriculum Approval Panel December 2023	2024/25
BM7036-15	Creative Enterprise: A New Business Venture	Optional Module Removed	Curriculum Approval Panel December 2023	2024/25
BM7043-15	Research Methods	Optional Module Removed	Curriculum Approval Panel December 2023	2024/25
BM7017-15	Marketing Communications	Module Status Change	Curriculum Approval Panel December 2023	2024/25
BM7019-15	Entrepreneurship	Module Status Change	Curriculum Approval Panel December 2023	2024/25
BM7044-15	Fashion Marketing	Module Status Change	Curriculum Approval Panel December 2023	2024/25
BM7046-15	Sustainability	Module Status Change	Curriculum Approval Panel December 2023	2024/25
BM7306-15	International Business Management	New Module	Curriculum Approval Panel December 2023	2024/25

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
Optional Modules Removed	Curriculum Approval Panel December 2023	2024/25
Modified Programme Structure	Curriculum Approval Panel December 2023	2024/25

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Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

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Appendix 1: Programme Structure Diagram – MA Marketing and Brand Management

Single Honours, Bath Campuses		
Full-Time - September 2024 to September 2025		
Level 7		
Trimester 1 <i>(Sept to Jan)</i>	Trimester 2 <i>(Feb to May)</i>	Trimester 3 <i>(June to Sept)</i>
Core Modules		
BM7301-15 Strategic Brand Management	BM7301-15 Marketing Analytics	N/A
BM7017-15 Marketing Communications	BM7044-15 Fashion Marketing	N/A
BM7047-15 International Business Management	BM7046-15 Sustainability	N/A
BM7302-15 Digital Marketing	BM7019-15 Entrepreneurship	N/A
Required* Modules		

N/A	N/A	BM7304-60 Extended Work-Based Placement/Project OR BM7305-60 Dissertation
N/A	N/A	
N/A	N/A	
N/A	N/A	
Rule Notes:		
A selection of one of the Required* module must be taken and passed to be awarded the Masters Degree.		
PART-TIME STUDENTS START THE WORK ON THEIR 60 CREDIT MODULE IN THE SUMMER TRIMESTER OF THEIR FIRST YEAR AND WORK ON IT THROUGHOUT THEIR SECOND YEAR.		

Single Honours, Bath Campuses		
Full-Time - February 2025 to January 2026		
Level 7		
Trimester 1 <i>(Feb to May)</i>	Trimester 2 <i>(June to Sept)</i>	Trimester 3 <i>(Sept to Jan)</i>
Core Modules		
BM7301-15 Marketing Analytics	BM7301-15 Strategic Brand Management	N/A
BM7044-15 Fashion Marketing	BM7017-15 Marketing Communications	N/A
BM7046-15 Sustainability	BM7047-15 International Business Management	N/A
BM7019-15 Entrepreneurship	BM7302-15 Digital Marketing	N/A
Required* Modules		
N/A	N/A	BM7304-60 Extended Work-Based Placement/Project OR BM7305-60 Dissertation
N/A	N/A	
N/A	N/A	
N/A	N/A	
Rule Notes:		
A selection of one of the Required* module must be taken and passed to be awarded the Masters Degree.		
PART-TIME STUDENTS START THE WORK ON THEIR 60 CREDIT MODULE IN THE SUMMER TRIMESTER OF THEIR FIRST YEAR AND WORK ON IT THROUGHOUT THEIR SECOND YEAR.		

Single Honours, Bath Campuses		
Full-Time - September 2025-September 2026		
Level 7		

Trimester 1 <i>(Sept to Jan)</i>	Trimester 2 <i>(Feb to May)</i>	Trimester 3 <i>(June to Sept)</i>
Core Modules		
BM7301-15 Marketing Analytics	BM7301-15 Strategic Brand Management	N/A
BM7044-15 Fashion Marketing	BM7017-15 Marketing Communications	N/A
BM7046-15 Sustainability	BM7047-15 International Business Management	N/A
BM7019-15 Entrepreneurship	BM7302-15 Digital Marketing	N/A
Required* Modules		
N/A	N/A	BM7304-60 Extended Work-Based Placement/Project OR BM7305-60 Dissertation
N/A	N/A	
N/A	N/A	
N/A	N/A	
Rule Notes:		
A selection of one of the Required* module must be taken and passed to be awarded the Masters Degree.		
PART-TIME STUDENTS START THE WORK ON THEIR 60 CREDIT MODULE IN THE SUMMER TRIMESTER OF THEIR FIRST YEAR AND WORK ON IT THROUGHOUT THEIR SECOND YEAR.		

Single Honours, GBS Malta Campus		
Full-time - September 2024 to September 2025		
Level 7		
Trimester 1 <i>(Sept to Jan)</i>	Trimester 2 <i>(Feb to May)</i>	Trimester 3 <i>(Jun to Sept)</i>
Core Modules		
BM7301-15 Strategic Brand Management	BM7301-15 Marketing Analytics	BM7305-60 Dissertation
BM7302-15 Digital Marketing	BM7044-15 Fashion Marketing	
BM7047-15 International Business Management	BM7017-15 Marketing Communications	
BM7046-15 Sustainability	BM7019-15 Entrepreneurship	
Rule Notes: N/A		

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Appendix 2: Map of Intended Learning Outcomes

[*] C = Core; R = Required; R* = Required*; O = Optional

[NOTE: all students must do a 60 credit module to obtain the MA, but they can choose between BM7304-60 Extended Work-Based Placement/Project **OR** BM7305-60 Dissertation]

Level	Module Code	Module Title	Status (C, R, O) *	INTENDED LEARNING OUTCOMES															
				Subject-specific Skills and Knowledge					Cognitive and Intellectual Skills							Skills for Life and Work			
				A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	B7	C1	C2	C3	C4
7	BM73 01-15	Strategic Brand Management	C	x	x	x	x		x	x			x			x		x	
7	BM73 02-15	Digital Marketing	C	x	x	x	x	x	x	x		x	x		x	x		x	x
7	BM73 03-15	Marketing Analytics	C	x	x	x		x	x	x	x		x	x		x		x	x
7	BM73 04-60	Extended Work-Based Placement/Project	R*	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
7	BM73 05-60	Dissertation	R*/C	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
7	BM70 17-15	Marketing Communications	C	x	x	x	x		x	x			x	x		x		x	x
7	BM70 19-15	Entrepreneurship	C				x		x	x			x	x		x		x	x
7	BM70 44-15	Fashion Marketing	C	x	x	x	x		x	x		x	x	x		x		x	x
7	BM70 46-15	Sustainability	C	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
7	BM70 47-15	International Business Management	C	x	x	x	x		x	x	x	x	x			x	x	x	x

[4] C = Core; R = Required; R* = Required*; O = Optional

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Appendix 3: Map of Summative Assessment Tasks by Module [↗](#)

[*] C = Core; R = Required; R* = Required*; O = Optional [**] eg. marketing plan, project management plan, business plan, research/project proposal, etc.

[Note: All students must do a 60 credit module to obtain the MA, but they can choose between BM7304-60 Extended Work-Based Placement/Project **OR** BM7305-60 Dissertation]

Level	Module Code	Module Title	Status (C,R,O) *	Assessment method									
				Coursework				Practical			Written Examination		
				Report	Essay	Plan **	Dissertation	Presentation	Project	Portfolio	Written Examination	In-class test	Multiple-choice test
7	BM73 01-15	Strategic Brand Management	C	x									
7	BM73 02-15	Digital Marketing	C						x				
7	BM73 03-15	Marketing Analytics	C							x			
7	BM73 04-60	Extended Work-Based Placement/Project	R*							x			
7	BM73 05-60	Dissertation	R*/C				x						
7	BM70 17-15	Marketing Communications	C			x							
7	BM70 19-15	Entrepreneurship	C	x									
7	BM70 44-15	Fashion Marketing	C	x									
7	BM70 46-15	Sustainability	C	x									
7	BM70 47-15	International Business Management	C	x									

[5] C = Core; R = Required; R* = Required*; O = Optional