



**UNIVERSITY
OF LONDON**

Programme Specification 2020–2021

Marketing

MSc
PGDip
PGCert

Important document – please read



IMPORTANT NOTICE FOR 2020-2021 ACADEMIC YEAR

Alternative Assessments during the Coronavirus (COVID-19) Outbreak

In these unprecedented times, the University has and continues to respond quickly to the impact of COVID-19, which has resulted in changes to our assessment processes.

In line with our current General Regulations, the University may offer you alternative assessments where necessary. This includes holding online timed assessments in place of written examinations, which are usually held at examination centres. Please note that this statement replaces any published information relating to assessments or written examinations in any of our materials including the website. Previously published materials relating to examinations should therefore be read in conjunction with this statement.

The University of London continues to work towards supporting the academic progression of all its students. The University also continues to be mindful of the health and wellbeing of its students during this pandemic, whilst protecting the academic standards of its awards.

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Important information regarding the Programme Specification

Last revised: 26 August 2020

The Programme Specification gives a broad outline of the structure and content of this programme, the entry level qualifications, as well as the learning outcomes students will achieve as they progress. Some of the information referred to in this programme specification is included in more detail on the University of London [website](#). Where this is the case, links to the relevant webpage are included.

Where links to external organisations are provided, the University of London is not responsible for their content and does not recommend nor necessarily agree with opinions expressed and services provided at those sites.

If you have a query about any of the programme information provided, whether here or on the website, registered students should use the *ask a question* tab in the [Student Portal](#); otherwise, the *Contact Us* link at the bottom of every webpage should be used.

Terminology

For the Marketing programme, you should note the following terminology:

Module: Individual units of the programme are called modules. Each module is a self-contained, formally structured learning experience with a coherent and explicit set of learning outcomes and assessment criteria.

Compulsory module: Compulsory modules within each qualification structure must be taken and passed, although a compensated fail can be awarded for overall module marks between 45 and 49 (up to 30 credits). They are central to the teaching and learning on the programme and often introduce concepts and ideas that appear in the optional modules.

Core module: The Dissertation Part 1 and Dissertation Part 2 are core to the MSc and must be undertaken and passed. No compensation for failure can be awarded for a core module.

Optional module: Optional modules are designed to extend the concepts and ideas introduced in compulsory modules and to introduce other relevant concepts and techniques. Students may select their optional modules from a list. Compensation for failure for overall marks between 45 and 49 can be awarded for optional modules (up to 30 credits).

Key revisions made

Programme specifications are revised annually. The relevant committee of Birkbeck, University of London, as part of its annual review of standards, confirms the programme structure, the educational aims and learning outcomes, and the learning, teaching and assessment strategy.

Where changes have been made which may affect continuing students, these are listed below. For all new students, the programme and general information provided in this document is correct and accurate and will be applicable for the current year.

Programme title and awards

Postgraduate Degrees of the University of London may be classified. The award certificate will indicate the level of the academic performance achieved by classifying the award. The classification of the degree will be based on the ratified marks from the completed assessments.

The classification system for the programme's MSc, Postgraduate Diploma and Postgraduate Certificate is as follows:

Distinction; Merit; Pass.

Specific rules for the classification of awards are given in the [Programme Regulations](#), under Scheme of Award

Programme title

Marketing

Qualifications

- Master of Science in Marketing
- Postgraduate Diploma in Marketing
- Postgraduate Certificate in Marketing

Qualification titles may be abbreviated as follows:

- Master of Science – MSc
- Postgraduate Diploma – PGDip
- Postgraduate Certificate – PGCert

Intermediate qualifications

The intermediate qualifications for this programme are the PGCert and PGDip, as listed above. Students may be awarded an intermediate qualification as they progress if they complete the requirements for that qualification. The student may request the intermediate qualification whether or not they are registered on it. A student can progress from the PGCert to the PGDip and then onto the MSc and accumulate these awards as they progress. The specific rules are given in the [Programme Regulations](#), under Scheme of award.

Exit qualifications

The exit qualifications for this programme are the PGCert and PGDip, as listed above. An exit qualification is an intermediate qualification for which the student may not have registered at the outset, but which may be awarded on completion of specific modules/courses (or credit accumulated) in a longer programme of study, if a student's registration is terminated due to their exhausting attempts at modules.

Exit qualifications are granted at the discretion of the Board of Examiners and once a student has been awarded an exit qualification, they will not be permitted to continue their study towards a higher qualification on the programme.

Individual modules taken on a stand-alone basis

Subject to module availability, stand-alone individual modules will be offered from the April 2021 session.

There is provision for individual modules to be studied and assessed on a stand-alone basis without being registered for a related qualification (subject to module availability), with the exception of the

Dissertation Part 1 and Part 2. Students may study for a maximum of three stand-alone individual modules (a maximum of 45 credits) without being registered for the MSc, PGDip or PGCert Marketing.

Credit for stand-alone individual modules (a maximum of 45 credits) will be considered provided that the application for a related qualification is made within three years of the completion of the relevant modules. Neither progression nor credit is automatic.

Level of the programme

The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (FHEQ) forms part of the UK Quality Code for Higher Education of the [Quality Assurance Agency for Higher Education](#) (QAA).

The qualifications are placed at the following Levels of the FHEQ:

- MSc Level 7
- PGDip Level 7
- PGCert Level 7

Individual modules are offered at Level 7.

Relevant QAA subject benchmarks group(s)

See the [QAA website](#) for information:

Not applicable

Awarding body

University of London

Registering body

University of London

www.london.ac.uk

Academic direction

Birkbeck, University of London

Accreditation by professional or statutory body

Chartered Institute of Marketing (CIM)

The MSc in Marketing is accredited by the Chartered Institute of Marketing (CIM) as a Graduate Gateway programme. CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. This accreditation gives our MSc graduates exemptions from certain modules of the CIM professional qualifications. CIM qualifications are highly sought after by employers and their content is reflected in our own degree which ensures we are equipping students with the best opportunities for a successful marketing career.

Further information about accreditation bodies can be found in the VLE.

Language of study and assessment

English

Mode of study

Web-supported learning with an online tutor or supported learning from a recognised teaching centre, where this is available.

The [website](#) provides further information about the University's Recognised Teaching Centres.

Maximum and minimum periods of registration

The MSc can be completed in as little as one year and a half, or students can take up to five years. This flexible programme allows students to study at their own pace (either part-time or full-time), adjusting the intensity of the programme to suit their needs. The minimum and maximum periods of registration for the different qualifications are included in the table below:

	Minimum	Maximum
MSc	One and a half years*	Five years
PGDip	One year*	Five years
PGCert	Six months*	Five years
Individual modules (on a standalone basis)	Six months*	Two years

*The minimum period of registration is subject to module availability and modules will be launched on a rolling basis from October 2020 onwards. Based on the current module release schedule, if commencing studies in October 2020, it is expected that the MSc will take a minimum of two and a half years to complete.

Learning resources are made available after registration and on payment of the applicable fee.

Programme structures

The programme has two registration points in the year corresponding with start dates for modules. Students have an online induction session available through the Virtual Learning Environment (VLE) prior to the start of their study session, which will include orientation of their learning environment and guidance on the structure and learning expectations of the programme.

The **MSc** is a 180 UK credit degree programme. For the MSc, you must complete:

- Five compulsory modules (75 credits total):
 - Strategic Marketing Management (15 credits)
 - Consumer and Buyer Behaviour (15 credits)
 - Digital and Social Media Marketing (15 credits)
 - Marketing Research and Analytics (15 credits)
 - Brand Management (15 credits)
- Three optional modules *chosen from a list of four* (45 credits total):
 - Corporate Responsibility and Sustainability (15 credits)
 - Marketing Communications (15 credits)
 - Relationship Marketing (15 credits)
 - International Marketing (15 credits)
- Dissertation Part 1 (15 credits) (core)

- Dissertation Part 2 (45 credits) (core)

For the **PGDip** (120 UK credits), you must complete:

- Five compulsory modules (75 credits total)
 - Strategic Marketing Management (15 credits)
 - Consumer and Buyer Behaviour (15 credits)
 - Digital and Social Media Marketing (15 credits)
 - Marketing Research and Analytics (15 credits)
 - Brand Management (15 credits)
- Three optional modules *chosen from a list of four* (45 credits total):
 - Corporate Responsibility and Sustainability (15 credits)
 - Marketing Communications (15 credits)
 - Relationship Marketing (15 credits)
 - International Marketing (15 credits)

For the **PGCert** (60 UK credits), you must complete four modules:

- Two compulsory modules (30 credits total):
 - Strategic Marketing Management (15 credits)
 - Consumer and Buyer Behaviour (15 credits)
- Any two other modules (either further compulsory or optional modules) *chosen from a list of seven* (30 credits total):
 - Digital and Social Media Marketing (15 credits)
 - Marketing Research and Analytics (15 credits)
 - Brand Management (15 credits)
 - Corporate Responsibility and Sustainability (15 credits)
 - Marketing Communications (15 credits)
 - Relationship Marketing (15 credits)
 - International Marketing (15 credits)

Credit value of modules

Further information about the credit systems used by universities in the UK and Europe is provided by the [Quality Assurance Agency](#) and the [European Credit Transfer and Accumulation System](#).

Where credits are assigned to modules of a programme, credit indicates the amount of learning carried out in terms of the notional number of study hours needed, and the specified FHEQ credit level indicates the depth, complexity and intellectual demand of learning involved. The details below indicate the UK credits and the European Credit Transfer and Accumulation System (ECTS) values.

For the Marketing programmes, modules have the following credit values:

- Compulsory and optional modules are 15 UK credits each.
- Dissertation Part 1 (15 UK credits) (core; MSc only)
- Dissertation Part 2 (45 UK credits) (core; MSc only)

A student awarded the MSc will have accumulated 180 UK credits (90 ECTS credits).

A student awarded the PGDip Marketing will have accumulated 120 UK credits (60 ECTS credits).

A student awarded the PGCert Marketing will have accumulated 60 UK credits (30 ECTS credits).

One UK credit equates to a notional ten hours of study.

Recognition of prior learning

Recognition of prior learning is a generic term for the process by which we recognise and, where appropriate, award credit for learning that has taken place at an institution other than the University of London. Where the prior learning covered a similar syllabus to a module/course on the University of London programme, credit will be awarded as if you took the University of London module/course.

See the [General Regulations](#) (Section 3) and [Programme Regulations](#) for more rules relating to prior learning.

MSc students you may apply for recognition of prior learning mapped against modules to a total of 60 UK credits. Applications for recognition of prior learning for the Dissertation Part 1 or Part 2 will not be

PGDip students may apply for recognition of prior learning mapped against modules to a total of 60 UK credits.

PGCert students may apply for recognition of prior learning mapped against modules to a total of 30 UK credits.

Entrance requirements

Applicants must submit an application in line with the procedures and deadlines set out on the [website](#).

Entrance requirements for postgraduate qualifications vary. All details of the programme specific requirements are given on the programme page, under [Entry requirements](#).

English language requirements

All applicants must satisfy the English language requirements for the programme. These are set out in detail on the programme page under [Entry requirements](#).

Where an applicant does not meet the prescribed English language proficiency requirements but believes that they can demonstrate the requisite proficiency for admission, the University may, at its discretion, consider the application.

Internet access and computer specification

Students will require regular access to a computer with an internet connection to use the University of London's online resources and systems. A webcam may be required in the event that online timed assessments (if offered) are proctored, and in such a case, it is a student's responsibility to ensure that they have a webcam.

The computer should have at least the following minimum specification:

- a web browser with Cookies and JavaScript enabled (a latest version of Firefox or Chrome is recommended);
- a good internet connection;

And the following applications installed:

- a word processor that accepts Microsoft Word formats (.doc and .docx);
- a pdf reader.

Certain modules have additional requirements, such as:

- video and audio recording capability, such as via web cam or another device;
- microphone;
- a presentation program that supports Microsoft PowerPoint.

Students with access requirements

The University of London welcomes applications from disabled students and/or those who have access requirements. The University will make every effort to provide reasonable adjustments to enable those with a disability, learning difficulty or access requirements to have the same opportunity as all other students to successfully complete their studies.

The University is committed to managing the application procedure and the programme itself to ensure that services are accessible for all students and that an inclusive environment is created. Students with a disability, or others who may need access arrangements to assist in taking examinations, should complete the relevant section of the application form, or contact the [Inclusive Practice Manager](#). A separate room or other arrangements may be considered.

Requests are considered by a University panel, whose purpose is to ensure that students with disabilities and/or specific access requirements are neither advantaged nor disadvantaged by such arrangements when compared with other students. These considerations remain separate from the academic selection processes.

For further information, see [Inclusive Practice Policy](#)

Sources of funding and scholarships

Information about potential sources of funding and scholarships is updated annually and where available, is included in the programme web pages.

For further information see the [website](#)

Educational aims and learning outcomes of the programmes

Programme aims

The MSc Marketing programme has been designed to be an innovative online programme which offers students support through virtual and local learning environments and the flexibility to study at any time and from anywhere around the globe. The overarching aim of this programme is to produce graduates that are skilled in strategic and tactical marketing decision-making, but also mindful of the effects of their decisions on the triple bottom line: financial, social and broader environmental outcomes.

The programme will equip students with a comprehensive understanding of the relevance and necessity of marketing, and with knowledge and ability for marketing decision-making in increasingly challenging market environments. The programme will link theory and practice, and will be of benefit to those individuals that have acquired an appreciation in marketing and wish to develop further expertise into the subject, those that have limited knowledge of the subject and seek to develop their understanding and appreciation of it, and those that seek to use the knowledge gained to embark on a Marketing or Marketing-related career. Students will be introduced to the foundations of marketing, its theoretical underpinnings, the marketing mix and current issues and future trends that challenge conventional marketing assumptions and approaches, and pose challenges for contemporary marketing managers. Students will critically reflect upon emerging challenges in branding, relationship marketing, digital and social media marketing, and sustainability, to name but a few, and will find the programme of study up-to-date, intellectually inspiring and relevant. Critical thinking and problem-focused decision-making will be key components of the programme of study.

Overall, students taking this MSc will gain:

- An in-depth theoretical background in strategic and tactical areas of marketing
- Critical thinking skills and the ability to identify and understand opportunities and risks associated with marketing decisions, as well as the impact of marketing decisions on the triple bottom line (financial, social and broader environmental outcomes)
- Up-to-date knowledge, based both on academic theory and practical applications
- A qualification to succeed in the field of marketing

MSc in Marketing Learning Outcomes

A: Knowledge, Understanding and Cognitive Skills

A student will be able to:

1. Demonstrate an all-round appreciation of how the Marketing function relates to other business functions.
2. Demonstrate a systematic understanding of how Marketing functions in a range of industries and different types of organization.
3. Demonstrate advanced knowledge of the processes and requirements underpinning Marketing within organizations in general.
4. Demonstrate a strong grasp of how Marketers formulate and implement marketing strategies and programmes.
5. Demonstrate a critical understanding and insight into a range of complex marketing issues and challenges, and make informed and appropriate marketing decisions.
6. Demonstrate a comprehensive appreciation of how marketing decisions affect and are affected by multiple stakeholders and how they impact the triple bottom line (financial, social and broader environmental outcomes).

B: Practical, Professional and Key Skills

A student will be able to:

1. Systematically apply all the necessary tools to formulate decisions in different areas of marketing, mindful of multiple stakeholders and the broad impact of these decisions.
2. Analyse and evaluate both internal and external factors affecting strategic and tactical marketing decisions.
3. Demonstrate advanced descriptive, predictive and prescriptive analytical skills used in marketing decision-making processes.
4. Plan and carry out independent and original research and present their findings and arguments in a coherent and professional manner.
5. Communicate ideas effectively and succinctly to a professional audience.

Postgraduate Diploma in Marketing Learning Outcomes

A: Knowledge, Understanding and Cognitive Skills

A student will be able to:

1. Demonstrate an all-round appreciation of how the Marketing function relates to other business functions.
2. Demonstrate a systematic understanding of how Marketing functions in a range of industries and different types of organization.
3. Demonstrate advanced knowledge of the processes and requirements underpinning Marketing within organizations in general.

4. Demonstrate a strong grasp of how Marketers formulate and implement marketing strategies and programmes.

5. Demonstrate a critical understanding and insight into a range of complex marketing issues and challenges, and make informed and appropriate marketing decisions.

6. Demonstrate a comprehensive appreciation of how marketing decisions affect and are affected by multiple stakeholders and how they impact the triple bottom line (financial, social and broader environmental outcomes).

B: Practical, Professional and Key Skills

A student will be able to:

1. Systematically apply all the necessary tools to formulate decisions in different areas of marketing, mindful of multiple stakeholders and the broad impact of these decisions.

2. Analyse and evaluate both internal and external factors affecting strategic and tactical marketing decisions

3. Demonstrate advanced descriptive, predictive and prescriptive analytical skills used in marketing decision making processes.

4. Communicate ideas effectively and succinctly to a professional audience.

Postgraduate Certificate in Marketing Learning Outcomes

A: Knowledge, Understanding and Cognitive Skills

A student will be able to:

1. Demonstrate an all-round appreciation of how the Marketing function relates to other business functions.

2. Demonstrate a systematic understanding of how marketing functions in a range of industries and different types of organization.

3. Demonstrate advanced knowledge of the processes and requirements underpinning Marketing within organizations in general.

4. Demonstrate a strong grasp of how Marketers formulate and implement marketing strategies and programmes.

5. Demonstrate a critical understanding and insight into some complex marketing issues and challenges, and make informed and appropriate marketing decisions.

6. Demonstrate a comprehensive appreciation of how marketing decisions affect and are affected by multiple stakeholders and how they impact the triple bottom line (financial, social and broader environmental outcomes).

B: Practical, Professional and Key Skills

A student will be able to:

1. Systematically apply all the necessary tools to formulate decisions in different areas of marketing, mindful of multiple stakeholders and the broad impact of these decisions.

2. Analyse and evaluate both internal and external factors affecting strategic and tactical marketing decisions

3. Demonstrate advanced descriptive, predictive and prescriptive analytical skills used in marketing decision-making processes.

4. Communicate ideas effectively and succinctly to a professional audience.

Learning, teaching and assessment strategies

The core principles of the learning, teaching and assessment strategy for this programme are outlined below.

Principle 1: Ensuring that students are prepared for study

Students will be provided with opportunities to sample the learning content of the programme. An online induction will ensure that they are prepared for study and are familiar with the learning environment and sources of support during their student journey.

Principle 2: An engaging and vibrant learning environment

All students will have access to an online learning environment with learning support and tools enabling them to monitor their progress, assessing fulfilment of learning outcomes and development of skills-based outcomes throughout the curriculum. The learning environment will provide a framework for the level of support selected by students, which involves local and online tuition services.

Principle 3: Learning content

The learning content will be designed to provide students with opportunities to engage, and encourage reflective and deep learning, with accessibility a key feature to enable students to study across a range of mobile and media channels.

Principle 4: Student support

All students will have access to the learning environment, learning content, tools and activities related to their chosen programme of study. Students will be able to select from two modes of study: web supported learning or institution supported learning.

Principle 5: Flexibility

To facilitate the requirements of a diverse global community of learners, a core feature of this programme is flexibility in the design of the curriculum, providing for pathways to sub-degree and full degree qualifications and facilitating student progress at a pace suitable to their circumstance.

Principle 6: Assessment

A core feature of this programme will be a varied range of learning activities embedded within the learning content for each module, designed to provide feedback to students on their progress towards learning outcomes. Summative assessment methods will be designed to promote understanding and retention of knowledge, offering encouragement through tutor feedback, with as wide a range of methods as possible to most effectively assess learning outcomes, within the context of the need for secure and reliable techniques appropriate to flexible learning.

Principle 7: Staff Development

The design, development and delivery of this programme will be supported with training for:

- Academic teams involved in the development of the materials and assessment;
- Module Leaders;
- Tutors and Administrators at teaching institutions.

Assessment methods

Each module is run over a 22-week session. Each module is summatively assessed by a mid-session assessment (30%) and a final assessment (70%), with the exception of Dissertation Part 1 and Part 2.

The mid-session assessment is typically a written essay or written report of 2,000 words, although alternative assessment methods are used for some modules, such as a reflective blog submission, podcast upload, submission of a Microsoft PowerPoint presentation, and an online multiple choice test.

The final assessment is typically an unseen written examination of two hours in length, although some modules include a final assessment in the form of a 3,000 or 3,500-word written report or essay.

The Dissertation is split into two parts, each running over one 22-week session. The Dissertation Part 1 is summatively assessed by a 3000-word research proposal submitted mid-session, which is marked on a Pass/Fail basis. The Dissertation Part 2 is summatively assessed by a dissertation of 12,000 words submitted at the end of the session. Students must pass the Dissertation Part 1 research proposal before they can register for Dissertation Part 2. A number of research capacity-building formative assessment elements are also built into the Dissertation modules in order to stimulate critical reflection.

The pass mark for each module and the Dissertation Part 2 is 50%.

Where there is more than one element of assessment for a module, students do not need to pass each element of assessment, although they do need to obtain an overall weighted mark of 50% or above to pass the module (subject to the rules for compensated fails).

Written examinations take place in September and March at the end of the 22-week study sessions, with resits at the next opportunity.

Examinations are held at [Examination centres](#) throughout the world.

Coursework is submitted in the VLE by prescribed deadlines.

Further information about assessment methods is provided in the [Programme Regulations](#).

Individual modules taken on a stand-alone basis

A student may choose whether or not to be formally assessed in the credit bearing individual modules taken on a stand-alone basis. Students who choose to be formally assessed will be examined in the same way as students studying for a full qualification.

Student support and guidance

Key features of the support for students include:

- Student induction resources;
- [Student Guide](#): This provides information which is common to all students and gives guidance on a range of issues from the start of a student's relationship with the University of London through to their graduation;
- VLE containing: self-assessment and student planner tools; comprehensive learning materials; e-resources; employability skills module; student forums and progress monitoring tools;
- Local institution tutor (for institution supported learners);
- Online student relationship manager and online tutor (for web supported learners);
- [The Online Library](#): This provides a range of full-text, multidisciplinary databases where journal articles, book reviews and reports can be found;
- A University of London email account and web area for personal information management.

Quality evaluation and enhancement

The University of London delivers the majority of its flexible and distance learning programmes through a collaboration between the University of London Worldwide and member institutions of the University of London. However, some of the flexible and distance learning programmes draw solely on academic input from the University of London, and are delivered without academic lead by member institutions. The policies, partnerships (where applicable) and quality assurance mechanisms applicable for the programmes are defined in the following key documents: The Quality Framework, the [Quality Assurance Schedules, Guidelines for Examinations, General Regulations](#) and, for each programme, [programme specific regulations](#).

Awards standards

All University of London awards have to align with the [Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies](#) to assure appropriate qualification standards. In addition, every programme that is developed by a member institution of the University of London (or a consortium with representation by more than one member institution) will be developed to the same standard as would be applied within the institution concerned. Proportionate and robust approval procedures, including external scrutiny and student engagement are in place for all programmes. Learning materials are written and all assessments are set and marked by academic staff who are required to apply the University's academic standards.

Review and evaluation mechanisms

Some of the key mechanisms in place to assure the standards of all University of London awards and the quality of the student experience include:

- Annual programme reports: produced for all programmes in order to review and enhance the provision and to plan ahead;
- Independent external examiners: submit reports every year to confirm that a programme has been assessed properly and meets the appropriate academic standards;
- Annual student information statistics: prepared for all systematic reporting within the University of London;
- Periodic programme reviews: carried out every 4-6 years to review how a programme has developed over time and to make sure that it remains current and up-to-date.

Improvements are made as necessary to ensure that systems remain effective and rigorous.

Student feedback and engagement

The principal channel for collecting feedback from students is the Student Experience Survey. Carried out every two years, this collects feedback from the student body on a range of topics relating to the student lifecycle. The results are analysed externally and then considered in a number of different ways, including by the programme team, principal committees and the senior leadership team. Details of any resulting actions taken are published on the Virtual Learning Environment and the Student Portal.

Additionally, on completion of their programme of study students will be invited to take a survey that seeks to measure what they have gained from their studies.

There are also opportunities for students to get involved in governance. An undergraduate and postgraduate student member is appointed by the University to the majority of committees through an annual appointment round. Some programmes also recruit student members at the programme level. Students are frequently invited to take part in quality review processes such as Periodic Programme Reviews, Programme approval, Thematic Reviews, MOOC review panels and ad hoc focus groups. Opportunities such as these are advertised through social media and on the website. More information can be found on the [website](#).

Students can also apply to join the Student Voice Group, which meets four times a year to consider initiatives for enhancing student experience. Notes from these meetings are published on the Student Portal

After graduation

Further study

Successful completion of the programme may serve as preparation for students who wish to go on to undertake further study in the subject area.

Graduate employment routes

At registration students are asked to complete a small number of questions relating to where they are in their career planning. This data is used to assist with the implementation of employability strategies and interventions.

Graduates can pursue careers in advertising, media, digital marketing, event marketing, public relations, product, brand and marketing management, market research, consulting and management. Possible professions include marketing executive, public relations officer, public affairs consultant, media buyer, media planner, marketing consultant, digital marketing manager, marketing researcher and advertising director. This degree can be useful in a variety of marketing roles within local and national government, in for-profit and not-for-profit organisations, and in large, SMEs, start-ups and family businesses.

The Alumni Community

Upon finishing a course of study, graduates automatically become part of the University of London alumni community, a diverse global network of more than one million graduates in over 180 countries, providing lifelong links to the University and to each other.

Alumni are encouraged to keep in touch after they graduate and to become active members of the alumni community; in return they receive a number of benefits and services, including an extensive programme of events and engagement opportunities.

More information is available on the alumni [webpage](#).

Follow the alumni community on social media: Facebook , Instagram , LinkedIn
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