



Programme Title	Master of Science (MSc.) Strategic Marketing
Awarding Bodies	London School of Business and Finance
Level of Award ¹	MQF Level 7
Professional, Statutory and Regulatory Bodies Recognition	
Credit Structure ²	90 ECTS
Mode of Attendance	Full-time and Part-time
Standard Length of Programme ³	12-14 months full-time 24 months part-time
Intended Award	Master of Science (MSc.) Strategic Marketing
Named Exit Awards	<p>Qualification 1: Master of Science (MSc.) Strategic Marketing (MQF Level 7, 90 ECTS)</p> <ul style="list-style-type: none"> • General Pathway or; • Relevant Specialisation: Digital Marketing and Social Media, Integrated Marketing Communications, Global Marketing, or Sales Management <p>Qualification 2: Post Graduate Diploma in Strategic Marketing (MQF Level 7, 60 ECTS)</p> <p>Qualification 3: PG Certificate in Strategic Marketing (30 ECTS)</p> <p>Qualification 4: Award in each unit (10 ECTS)</p>

Entry Requirements ⁴	<p>Academic entry requirements:</p> <ul style="list-style-type: none"> • Relevant undergraduate degree (any class, any subject area) or ACCA/CIMA or other equivalent professional qualifications; or; <p>Applicants who do not meet the stated entry requirements may apply via the Mature Route. Applicants will be asked to provide evidence of three year’s managerial work experience, plus certificates/ transcripts of their highest qualifications achieved to date. Applications via this route are assessed on a case-by-case basis.</p> <p>English language requirements:</p> <ul style="list-style-type: none"> • IELTS 5.5 or equivalent or • High school in English or • Bachelors completed in English or • 2 years of work experience in an English-speaking environment (upon approval by admissions board) <p>Applicants who do not meet the academic criteria may be considered based on post-secondary level education and working experience under certain circumstances, subject to review from the LSBF Academic Admissions Board.</p>
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Delivering Institution	London School of Business and Finance
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This definitive record sets out the essential features and characteristics of the Master of Science (MSc.) Strategic Marketing Programme. The information provided is accurate for students entering level 7 in the 2023–2024 academic year.

Programme Summary

Our Master of Science (MSc.) Strategic Marketing programme offers a comprehensive curriculum designed to cultivate strategic business leaders. Students will engage in advanced coursework covering key areas such as sales, social media, global marketing, and communication, gaining a holistic understanding of modern marketing practices.

The three stages of the delivery of the curriculum have been designed to fit within the envelope structure of the 90-ECTS framework.

The three-stage programme consists of:

- 1) Core Modules

- 2) Elective Modules
- 3) Integrative Research and Consultancy Project

The programme follows a carousel model so students from different intakes can complete the same core and elective modules in a term. However, LSBF ensures that every new student starts with the core modules and moves towards the electives next.

The structure will resemble the one below for part-time students:

Term	Module Type				
Term 1 (10 weeks)	Core				
Term 2 (10 weeks)	Core				
Term 3 (10 weeks)	Core				
Term 3 (10 weeks)	Elective I				
Term 4 (10 weeks)	Elective II				
Term 4 (10 weeks)	Elective III				
Term 5 (6 weeks)	Integrative Research and Consultancy Project (Research Proposal Stage)				
Term 5 (14 weeks)	Integrative Research and Consultancy Project (Research Project Stage)				

The structure will resemble the one below for full-time students:

Term	Module Type				
Term 1 (10 weeks)	Core				
Term 1 (10 weeks)	Core				
Term 2 (10 weeks)	Core				
Term 2 (10 weeks)	Elective I				
Term 3 (10 weeks)	Elective II				
Term 3 (10 weeks)	Elective III				
Term 4 (6 weeks)	Integrative Research and Consultancy Project (Research Proposal Stage)				
Term 4 (14 weeks)	Integrative Research and Consultancy Project (Research Project Stage)				

The *Integrative Research and Consultancy Project* (Stage 3), which enables students to undertake and complete:

- (i) a sustained piece of research/applied research which leads to-
- (ii) the production and completion of a significant Research Project.

The Integrative Research and Consultancy Project module is available for students who have completed the taught element of their studies. The module is designed to be a student led research and consultancy-based module, anchored on providing students with relevant academic and industry transferable skills. The module is split into two sections. In section one, the students formulate and complete a research/engagement proposal and turn this into a feasible research plan, while in section two, they engage in the actual research/consultancy.

All research projects will be done by the students based on their selected specialist pathway module topics or based on the chosen electives for the general pathway students. This is to enable the students carry out independent consultancy research at a master's level and allow them to meet the desired learning outcomes, while also developing relevant skills and expertise in their chosen specialist pathways.

The topics that will be covered in this module include 2 parts:

Part one: Research Proposal Stage:

1. The nature of business and management research/consultancy
2. Formulating and clarifying the research/consultancy topic
3. The practice of management consulting
4. Negotiating a scope of work; developing a research proposal
5. Consulting as a profession; business research methods and practice
6. Formulating the research design and negotiating access and research ethics
7. Understanding research philosophies and approaches

Part two: Research Project Stage:

1. Critically reviewing the literature
2. Applicable models for consulting and research
3. Selecting samples and using secondary data
4. Collecting primary data through observation
5. Collecting primary data using semi-structured, in-depth and group interviews
6. Collecting primary data using questionnaires
7. Analysing quantitative data and qualitative data
8. Writing and presenting a project report

The target students for the Master of Science (MSc.) Strategic Marketing programme are adult professionals who have substantive experiences in the field of business, management and marketing. The target age groups include 19-65+ years of age.

The language of instruction is English.

There are various positions that one can apply for after complementing the Master of Science (MSc.) Strategic Marketing which include; but are not limited to the following;

- Marketing Manager
- Brand Manager
- Market Research Analyst

- Digital Marketing Specialist
- Advertising Manager
- Product Manager
- Public Relations Manager
- Market Analyst
- Sales Manager
- E-commerce Manager

The Master of Science (MSc.) Strategic Marketing programme and specialisations therefore provides a solid introduction to, and grounding in, the key areas of modern marketing.

Programme Aims

This comprehensive programme is designed to equip students with the knowledge and skills needed to excel in the dynamic field of marketing. Throughout this programme, students will develop a deep understanding of marketing strategies, consumer behavior, customer profiling, marketing communication, and marketing management.

The general programme aims and objectives are to enable students to:

- Develop and critically evaluate comprehensive marketing strategies.
- Research consumer behaviour and its application within marketing campaigns.
- Utilise appropriate tools to determine customer profiling and develop relevant messages.
- Critically analyse the importance of marketing communication strategies, the nature of communication and message development.
- Critically apply factual and conceptual knowledge from across all aspects of marketing to complex situations.
- Critically evaluate and synthesise a wide range of techniques and methodologies used in marketing management.

Master of Science (MSc.) Strategic Marketing Programme Learning Outcomes

A. Knowledge, understanding and skills

(i) **Knowledge and Understanding:**

Students completing the programme will be able to:

- a) Demonstrate a comprehensive understanding of strategic marketing management principles and their application in various business contexts.
- b) Apply effective marketing communication strategies to effectively reach and engage target audiences.
- c) Analyse consumer behaviour and conduct research to gain insights into consumer motivations, attitudes, and decision-making processes.

- d) Design and execute integrative research and consultancy projects that address real-world marketing challenges.
- e) Develop and implement digital marketing communication strategies to leverage the power of the internet and digital platforms.
- f) Apply knowledge of internet marketing management to effectively utilise online channels for marketing purposes.
- g) Understand the complexities of global marketing and develop strategies to navigate cross-cultural challenges.

(ii) Skills:

Students completing the programme will be able to:

- a) Demonstrate critical and analytical thinking skills by evaluating and synthesising information across all functional areas of business in both local and global contexts through projects and case studies
- b) Apply knowledge of finance and investments using integrated problem-solving skills and strategic analysis to be able to accurately assess the feasibility of business propositions and develop an integrated plan for a business.
- c) Adopt a critical self-learning mindset to be capable to address future challenges.
- d) Apply strategic marketing management principles to develop effective marketing strategies for organisations.
- e) Design and implement integrated marketing communication campaigns across various channels to effectively reach target audiences.
- f) Analyse consumer behaviour and conduct research to gain insights into consumer motivations, preferences, and decision-making processes.
- g) Execute integrative research and consultancy projects that address real-world marketing challenges and provide actionable recommendations.
- h) Develop and implement digital marketing communication strategies to leverage the power of digital platforms and technologies.
- i) Apply knowledge of internet marketing management to effectively utilise online channels for marketing purposes.
- j) Understand the complexities of global marketing and develop strategies to navigate cross-cultural challenges in international markets.
- k) Implement customer relationship management strategies to build and maintain strong relationships with customers.
- l) Utilise social media platforms and tools to effectively communicate and engage with target audiences.
- m) Develop and manage advertising and promotion campaigns to enhance brand visibility and drive sales.

Programme Design

The design of this programme has been guided by the UK Quality Code for Higher Education.

- The UK frameworks for higher education qualifications provide definitive points of reference for UK higher education providers when designing courses. They also provide a context in which qualifications can be reviewed and developed.
- Qualifications are determined by level and academic credit. Level descriptors and academic credit values allow providers to accurately describe and market their qualifications in a consistent manner. Not only are they tools for securing threshold academic standards nationally, they allow valid comparisons to be made with qualifications in other nations which enables student mobility.
- Feedback from key stakeholders/sources and multidisciplinary research allow developers to craft relevant and innovative courses of study. Sources of feedback for course design may include internal and external specialists, prospective, current and past students, employers and PSRBs. The incorporation of a systematic, relevant and stimulating assessment strategy, which enables course and module learning outcomes to be met, is also a key consideration for course design and development.

Programme Structure

The Master of Science (MSc.) Strategic Marketing comprises modules at level 7.

Module Specifications for each of these modules is included within the student handbook, available to students on-line at the beginning of each academic year.

Level	Module	Credits	Module Type
Stage I			
7	Strategic Marketing Management	10	Compulsory
7	Marketing Communications	10	Compulsory
7	Consumer Behaviour and Research	10	Compulsory
Stage II (students choose any THREE electives for general pathway)			
<i>Master of Science (MSc.) Strategic Marketing: Digital Marketing and Social Media</i>			
7	Digital Marketing Communications	10	Elective
7	Internet Marketing Management	10	Elective
7	Social Media Communications	10	Elective
<i>Master of Science (MSc.) Strategic Marketing: Integrated Marketing Communications</i>			

7	Advertising and Promotion Management	10	Elective
7	Public Relations Management	10	Elective
7	Digital Marketing Communications	10	Elective
<i>Master of Science (MSc.) Strategic Marketing: Global Marketing</i>			
7	Global Marketing Management	10	Elective
7	Cross-Cultural Management	10	Elective
7	Project Management and Leadership	10	Elective
<i>Master of Science (MSc.) Strategic Marketing: Sales Management</i>			
7	Customer Relationship Management	10	Elective
7	Strategic Sales Management	10	Elective
7	Advertising and Promotion Management	10	Elective
Stage III			
7	Integrative Research and Consultancy Project	30	Compulsory

Options are offered every year or only offered in particular years.

Awards

Qualification 1: The main qualification is the Master of Science (MSc.) Strategic Marketing with a specific field of specialisation or the general pathway by choosing any 3 electives. (The relevant fields are specified above) (90 ECTS)

Qualification 2: Post Graduate Diploma in Strategic Marketing (60 ECTS)
3 core modules + any 3 electives

Post Graduate Diploma in Strategic Marketing			
Module/Unit Title	Compulsory Or Elective	ECTS	MQF Level
Strategic Marketing Management	Compulsory	10	7
Marketing Communications	Compulsory	10	7
Consumer Behaviour and Research	Compulsory	10	7
Elective 1	Compulsory	10	7
Elective 2	Compulsory	10	7
Elective 3	Compulsory	10	7

Qualification 3: PG Certificate in Strategic Marketing (30 ECTS)
Any 2 core modules + any 1 elective

PG Certificate in Strategic Marketing			
Module Title	Compulsory or Elective	ECTS	MQF Level

Core Module of your choice #1	Compulsory	10	7
Core Module of your choice #2	Compulsory	10	7
Elective Module of your choice	Compulsory	10	7

Qualification 4: Award in each unit (10 ECTS)

Award	ECTS	MQF
Award in Strategic Marketing Management	10	7
Award in Marketing Communications	10	7
Award in Consumer Behaviour and Research	10	7
Award in Digital Marketing Communications	10	7
Award in Internet Marketing Management	10	7
Award in Global Marketing Management	10	7
Award in Customer Relationship Management	10	7
Award in Social Media Communications	10	7
Award in Cross-Cultural Management	10	7
Award in Public Relations Management	10	7
Award in Advertising and Promotion Management	10	7
Award in Strategic Sales Management	10	7

Programme Delivery

The programme is delivered online from the London School of Business and Finance, and the language of instruction is English. Students studying full-time on the Master of Science (MSc.) Strategic Marketing are likely to have approximately 5 contact hours per week. The contact hours will be online lectures and discussions. Students will normally be expected to undertake at least 15 hours of independent study in an average week, but should be prepared for this to vary based on assignment deadlines and class exercises.

LSBF implements a continuous review of the curriculum for each programme so that any new developments within the discipline are incorporated to ensure that the curriculum meets external requirements and the latest academic standards. Innovation in teaching and learning is strongly encouraged and it is considered essential that the organisation demonstrates that it meets standards expected at national level.

The approach to learning activities is one of flexibility and adaptability to be able to respond to the diverse student needs and not only deliver the underpinning theories but also demonstrate applicability and relevance in the external environment. In order to achieve this, a range of learning methods are used including video presentations, case studies, active student participation, teamwork, and other forms of independent and guided learning to enable reflection and self-discovery. Programme Leaders play a key role in the curriculum

review process and are regularly invited to ensure that the link between theory and practice is demonstrated.

It is considered that the reflective and testing element of the learning process is a valuable dimension in the knowledge acquisition process and facilitates the integration of such knowledge.

Programme Delivery Content

1. Dynamic Videos

LSBF's delivery provides engaging visual content by utilising HD-quality studio production and animated infographics to highlight the key theories for each individual Bit (short video tutorial of up to 3-4 minutes in length). This combination presents a highly effective medium of communication to students, especially visual learners.

The building blocks of LSBF's videos are as follows:

a) Script – All original Bits video content is written by industry experts who condense a wealth of information into a concise learning segment. The scripts are structured in a manner that facilitates effective learning by adhering to three basic principles:

- i. Tell the learner what they will learn in the Bit
- ii. Familiarise the learner with what the Bit is and provide an example
- iii. Provide a summary of the Bit for the learner

b) Recording – recording is conducted in LSBF's state-of-the-art studios using a roster of professional presenters with past experience at leading broadcasting networks such as the BBC.

c) Infographics – LSBF's video content combines the presenter's delivery with visually engaging infographics designed by the content creators to help visually explain the core theoretical framework of each topic.

2. Flash cards

Flash cards are electronic pdf files, which complement the videos by highlighting key points and providing a transcript of the video recording for the student to read. The flash cards are a very effective tool for revision, and a key medium of retention for learners who absorb information more effectively through reading.

3. Scenarios, Case Studies and Online Discussion Forums

Scenarios are an integral part of the supplementary material for each Bit. Based on case-study style learning methods, Scenarios allow students to apply theory within a simulated real-world context, which particularly benefits kinaesthetic learners. The goal here is to enhance the learner's understanding of the theory in relation to a specific context or situation.

Online discussion forums facilitated by the professors will be offered in each unit to engage students and apply theory to practice in relation to the scenarios and case studies to build upon theoretical concepts.

4. Synchronous Live Lectures, Seminars, Workshops and Tutorials

Regular synchronous/ live sessions in the form of online lectures, seminars, workshops and tutorials are conducted regularly which allow students to interact with their tutors and each other in real time and understand the concepts in greater depth.

Programme Assessment

A variety of assessments will be used on the programme to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment of the programme overall will be 100% coursework, including case study analysis, reports, presentations, group work, reflective learning, business development plans and research projects. There are no examinations or practical assessments.

Assessment Profile

Assessment Profile (Modules)

1. 20% -online discussion and/or online quiz
2. 80% - Individual assignment
3. (Or) 100%: Individual assignment

It is up to the lecturer's professional discretion to choose between the two assessment methods. This allows lecturers flexibility between the choice of both assessments to create a more conducive assessment depending on the group needs. The length of the assignment should be between 3,500 – 4,000 words.

Assessment Profile for Dissertation

The Dissertation has two components: The Research Proposal and The Final Project.

- a. **The Research Proposal** - The aims of the module are to enable students develop relevant academic and internal and external, business skills which are transferrable through practical application in their chosen discipline of study. The consultancy project will seek to address business critical issues which are company specific or applicable to an identifiable industry and will be carried out to match the time scale of the student's studies. Practical skills and experience are important to career development and as such, the module has been designed with particular emphasis on the students developing industry relevant practical skills linked to their future careers.
- b. **The Research Project** is a scholarly work, based on sound academic principles that make a contribution to a field of knowledge. It must demonstrate your ability to use

learning derived from the post-graduate programme to resolve a problem, answer a question or prove/disprove a hypothesis related to business, markets, or organisations.

Final mark will be the average of all modules weighted by ECTS.

Marking Criteria

The guidelines below reflect the standards of work expected at postgraduate level. All assessed work is marked by a faculty member, and a sample is then moderated by another member of staff. Any piece of work may be made available to the external examiner(s).

70+ (Distinction)

Compelling evidence of:

- an ability to plan, organise and execute independently a research project or coursework assignment.
- an ability to evaluate literature and theory critically, synthesise and make informed judgements.
- creativity, originality, and independence of thought.
- an ability to evaluate critically and synthesise existing methodologies and suggest innovative approaches to current research or professional practice.
- an ability to critically analyse and synthesise data and/or information.
- excellent levels of accuracy, technical competence, organisation, and expression.

60-69 (Merit)

A mark in the 60-69 range will fulfil the following criteria.

Convincing evidence of:

- an ability to plan, organise and execute independently a research project or coursework assignment.
- critical insight and thinking.
- a systematic knowledge and synthesises of the major factual and/or theoretical issues that engages with the relevant literature on the topic.
- planning and an appropriate choice of sources and methodology with correct referencing.
- an ability to critically analyse and synthesise data and/or information.
- a capacity to develop a focussed argument that articulates a sustained pattern of logical thought.

50-59 (Pass)

A mark in the range 50-59 will fulfil the following criteria.

Evidence of:

- an ability to plan, organise and execute a research project or coursework assignment.
- a systematic knowledge of the major factual and/or theoretical issues involved.
- knowledge of the literature with evaluation and correct referencing.
- an ability to critically analyse and synthesise data and/or information.
- examples of a clear pattern of thought or argument.
- the topic is introduced and concludes appropriately.

Below 50 (Fail)

A fail will be awarded in cases in which there is:

- limited ability to plan, organise and execute a research project or coursework assignment.
- knowledge of the literature and of factual and/or theoretical issues, but with little critical development or synthesise.
- limited ability to analyse data and/or information.
- incomplete or incorrect referencing in text and reference list.
- limited ability to present a coherent argument.

Programme Team

LSBF engages several layers of faculty. Programme Leader, Principal Lecturers, Senior Lecturers and Lecturers are contracted to teach for the organisation and have a wide range of responsibilities including content creation, programme teaching, dissertation supervision, assessment creation, grading, committee membership and leadership, partnership liaison, etc. Team members generally work remotely. Communication and allocation of responsibility can be a challenge for management at times, but actions are coordinated by the Head of Academics and Programme Leader in coordination with heads of various departments. Almost 75% of the faculty have a PhD or doctoral degree and the rest have a relevant master's degree and extensive professional experience, which is the minimum requirement for the faculty to be able to teach on the programme.

Tuition and Fees

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.