

MSc Marketing

Programme specification

1. Programme details

Item	Information
a) Programme name (incl. pathways):	MSc Marketing
b) Programme code(s)	TBC
c) Programme credit value(s)	180 CATS 90 ECTS
d) Programme author(s)	Alex Pickering
e) Entry requirements	A BA or BSc degree at level 2:2 or above in any discipline. OR Applicants with a minimum of 3-5 years relevant work experience.
f) Academic year effective from	2026/27

2. Programme Aims & Overview

Aims

The MSc Marketing aims to equip you with an advanced understanding of how marketing leaders build insight-led and creative omnichannel customer journey, marketing and innovation plans, as well as providing a comprehensive grounding in approaches to consumer preferences, judgements and decision making. The programme introduces key concepts underpinning consumer behaviour and the psychology of marketing and advertising. It also encourages you to engage critically with how firms create customer experiences including the role of AI in customer experiences. This will culminate in a self-directed empirical research project that answers a management, consumer, brand or market question of your choice. As a result of this programme, you will be equipped as an influential marketing leader to advance in your organisation, whether multi-national, agency, start-up or non-profit and fulfil your career ambitions.

Overview

The MSc Marketing offers you a practical, creative and advanced exploration of the latest marketing, customer and innovation concepts and practices, equipping you to make an immediate difference in your organisation and support your career ambitions. Your learning journey will be supported by a wide range of case studies and frameworks examining different consumer, channel, market and organisational challenges.

You will be encouraged to critique these and apply marketing and innovation concepts to drive change. Over the course of the programme you will also benefit from regular peer-to-peer discussions, opening up a range of critical perspectives. The structure of the programme spans marketing strategy, consumer behaviour, new product development, competitive advantage, research methods and business insights, psychology of marketing and advertising, customer experience, digital marketing and talent management.

Having consolidated these areas of practice, you will then have the opportunity to address a burning management, consumer, brand or market question of your choice with your own final project. You will have flexibility to select a research method suited to your question. Aside from the creativity and innovation focus, one of the defining features of this programme is the wide variety of assessment methods to showcase your work and develop your skills, including portfolios, customer journey plans, recorded presentations, coursework and some exams, to simulate the time-bound analysis and fast conceptual thinking required in work settings. As a result of this programme you will be equipped to deploy a wide range of marketing techniques to consumer and business challenges and communicate to a range of stakeholders to drive change.

3. External reference

Item	Information
a) FHEQ Level of Award:	7
b) UCAS Code(s):	N/A
c) HECoS Code(s):	100075
d) QAA Benchmark group:	Business and management

4. Awards

Item	Information
a) Awarding institution:	Goldsmiths, University of London
b) Teaching institution:	Goldsmiths, University of London
c) Home School:	Creative Management If other, name here: N/A
d) School(s) also involved in teaching of the programme:	1. None 2. None 3. None If other, name here: N/A
e) Entry awards:	☐ Foundation Cert ☐ CertHE ☐ DipHE ☒ PGCert ☒ PGDip
f) Interim exit awards:	☐ Foundation Cert ☐ CertHE ☐ DipHE ☒ PGCert ☒ PGDip
g) Final awards:	PG Cert Marketing PG Dip Marketing MSc Marketing

5. Delivery

Item	Information	
a) Language of study:	English.	
b) Valid intake points in year:	☐ January ☒ Sept/Oct ☒ Other If other, specify: August, October, March and June	
c) Mode of study:	Online Distance Learning Indicate the overall balance of teaching modes in the rows below. Row d) shows total hours of directed learning, with e) and f) showing how this is broken down in in-person vs. online learning, in hours and percentages.	
d) Total hours directed learning/year	1800	
e) In-person hours	0	0%
f) Online hours	1800	100%
g) Pace of study:	☐ Full time ☒ Part time	
h) Duration of programme	Full time: N/A ☐ years ☐ months Part time: 24 ☐ years ☒ months	
i) External accreditation:	N/A	
j) Apprenticeship Standard:	N/A	

6. Programme Learning Outcomes

Also, see the [curriculum map](#) at the end of document.

For UG exit awards, Learning Outcomes must be achieved in the level indicated below:

- CertHE = Level 4
- DipHE = Level 5

Learning outcomes are grouped in categories of:

- **Declarative learning** - knowledge, thinking & facts (D1-3)
- **Functional learning** - application of knowledge, thinking & facts (F1-3)
- **Professional and transferable skills and behaviours** (P1-3)

On successful completion of the programme, you will be able to:

	Learning Outcome	Level	Graduate Attribute
D1	Identify complex psychological concepts explaining consumer behaviour, decision making and responses to digital marketing	7	Diversity of perspective
D2	Apply marketing and innovation concepts and tools to a range of market and brand contexts.	7	Diversity of perspective
D3	Develop customer journeys, campaigns and marketing plans for a range of brands.	7	Responsible agency
F1	Critique people and team development practice and approaches in a range of organisational settings.	7	Political in the personal
F2	Evaluate different business structures, data and market landscapes.	7	Diversity of perspective
F3	Create evidence-based marketing, customer journey and innovation plans that leverage points of difference and advantage.	7	Responsible agency
P1	Integrate marketing and innovation techniques to a range of real-world business challenges.	7	Responsible agency
P2	Develop people and team practices to meet a range of organisational needs and settings.	7	Collaboration
P3	Communicate to a range of stakeholders to drive change.	7	Responsible agency

7. Programme Structure

For Undergraduate programmes (UG), each level must amount to at least **120 CATS** (60 ECTS).

Postgraduate (PGT) programmes must amount to at least 180 CATS (90 ECTS), with exception to interim exit awards.

Programmes are staged in **Phases**, where each Phase relates to an exit award.

Compulsory modules must be taken by all students.

Option modules – you must choose one or more of the options available to this programme at this level and point. The option modules available from this list may vary from year to year, depending on student numbers and staff availability. Selection takes place during your studies, not before.

Programme structure notes (where relevant):

You will typically study one 15 credit module before moving onto the next. Modules within a phase may be taken in any sequence, but there are expectations of valid module and assessment attempts before being able to progress to the next phase.

Phase 1 (PT)

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Marketing Strategy	TBC	15	7	Compulsory	Multi	N/A	N/A
Consumer Behaviour	TBC	15	7	Compulsory	Multi	N/A	N/A
New Product Development	TBC	15	7	Compulsory	Multi	N/A	N/A
Strategic Management: Building Competitive Advantage	TBC	15	7	Compulsory	Multi	N/A	N/A

Phase 2 (PT)

Module Name	Module Code	Credit	Level	Module Type	Term	Year PT	Pathway
Market Research and Business Insights	TBC	15	7	Compulsory	Multi	N/A	N/A
Creating Customer Experiences	TBC	15	7	Compulsory	Multi	N/A	N/A
Psychology of Marketing and Advertising	TBC	15	7	Compulsory	Multi	N/A	N/A
Digital Marketing and Branding	TBC	15	7	Compulsory	Multi	N/A	N/A

Phase 3 (PT)

Module Name	Module Code	Credit	Level	Module Type	Term	Year PT	Pathway
People and Team Leadership	TBC	15	7	Compulsory	Multi	N/A	N/A
Final Project	TBC	45	7	Compulsory	Multi	N/A	N/A

8. Learning, Teaching & Assessment

Learning & Teaching methods

Teaching will be via a range of formats to be as relevant as possible to the topic and learning outcomes. This may be through VLE content including recorded lectures, curated readings, structured formative activities, and forum discussions. It may have a mix of synchronous webinars and online activities, designed to give you the best learning experience and to make the most out of your learning experience. You are expected to attend all of your timetabled learning activities.

Specifically, this programme will be taught in the following ways:

Case studies, short videos, critical readings will be presented in relevant modules. You will be invited to engage with the content in discussion forums, encouraging an exchange of different cultural perspectives. You will also be required to schedule critical reflection time to embed key concepts by applying to market examples.

Assessment modes and approaches

You will be assessed in a range ways throughout your course. These will be both Formative (for feedback and development), and Summative (required to pass and progress to the next level). Summative assessments are compulsory.

Feedback is a crucial part of your learning and development in this programme. You will receive feedback both on your Formative (work in progress) tasks/assessments, and your Summative (graded) assessments. This feedback will help the assessment to be a part of your learning, not just a test. It may be verbal, written or video based. Please engage with this feedback to improve your future work.

Specifically, this programme will be assessed in the following ways:

You will be assessed in a variety of ways including portfolio work, recorded presentations, weekly journal, coursework, business plans, and some exams to simulate the time-bound analysis and fast conceptual thinking required in work settings. This will be supported by formative assessments to support personal development, including the creation of posters, leader interviews and other module-specific activities.

Assessment diet (number of assessments for compulsory modules)

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	Total
Coursework	0	0	0	0	3	3
Exam	0	0	0	0	2	2
Live	0	0	0	0	0	0
Portfolio (multi-modal)	0	0	0	0	4	4
Practical / multimedia	0	0	0	0	1	1
Written	0	0	0	0	1	1
TOTAL:	0	0	0	0	11	11

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	Total
Of which...	Individual:	10	Group:	1		

9. Other information

Item	Information
a) Assessment regulations	https://www.gold.ac.uk/gam/taught-programmes/assessment/
b) Placement opportunities	N/A
c) Programme-specific requirements	N/A
d) Programme specific costs and resources	A laptop or other computer with camera and audio interface.
e) Employability and potential career opportunities	This programme is designed to develop future marketing leaders or those seeking to change functions into marketing roles, across a wide range of organisations, from multi-nationals to agencies, start-ups to non-profits. Graduates will be able to apply marketing and innovation techniques to a range of customer, market, brand and business challenges, and develop positive people and team practices. Those aspiring to become future heads of marketing will be particularly suited. The Consumer Behaviour and Psychology of Marketing and Advertising modules will equip graduates with a deeper appreciation of what drives consumer decision making, with real-world applicability to increase effectiveness of the brands they are managing. The Market Research and Business Insights focus will support those wishing to conduct rigorous research and better integrate actionable insights to their business. Peer to peer networking will be encouraged through the discussion forums and the People and team leadership module will help to improve your understanding of your role within teams and organisations. Those wishing to enhance their stakeholder influence will benefit from the professional skills gained in this programme, specifically communication to drive change.

10. Academic support

There is a range of support available to you to give you the best possible chance of success in this programme.

Please see your tutors and student portal/VLE for details of what's available and how to access this support.

11. Curriculum map

Programme Learning Outcomes assessed by each module:

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
Marketing Strategy	TBC	Compulsory	☐	☐	☐	☐	☒	☒	☐	☐	☒
Consumer Behaviour	TBC	Compulsory	☒	☒	☐	☐	☐	☐	☒	☐	☐
New Product Development	TBC	Compulsory	☐	☒	☒	☐	☒	☒	☒	☐	☐
Strategic Management: Building Competitive Advantage	TBC	Compulsory	☐	☒	☐	☐	☒	☒	☒	☐	☐
Market Research and Business Insights	TBC	Compulsory	☒	☐	☒	☐	☐	☒	☒	☐	☐
Creating Customer Experiences	TBC	Compulsory	☐	☐	☒	☒	☐	☐	☒	☒	☒
Psychology of Marketing and Advertising	TBC	Compulsory	☒	☐	☐	☐	☐	☐	☐	☐	☐
Digital Marketing and Branding	TBC	Compulsory	☐	☐	☒	☐	☐	☐	☒	☐	☒
People and Team Leadership	TBC	Compulsory	☐	☐	☐	☒	☐	☐	☐	☒	☐
Final Project	TBC	Compulsory	☐	☐	☒	☐	☒	☒	☒	☐	☒