Programme Specification

<table>
<thead>
<tr>
<th>Programme award and title:</th>
<th>Master of Science in Management (Marketing)</th>
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<tbody>
<tr>
<td>SCQF Level:</td>
<td>11</td>
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<tr>
<td>SCQF Credit Value:</td>
<td>180</td>
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**Educational aims of the programme:**
Concise (e.g. a few sentences), general statement of aims and broad purposes of the programme

- This is a multidisciplinary programme designed specifically for students with a broad interest in management. The programme is designed for graduate students from an arts, social science, science, technology or business background who want gain an understanding of modern management practice, develop a range of management skills and learn about contemporary issues in modern management. The programme is also appropriate for professional managers who want to further develop their skills and knowledge in management. The variant in "Marketing" provides students with opportunities to acquire knowledge and skills in marketing in general and in the Spring Semester students specialise in International marketing. Students will go on to complete a dissertation in a marketing topic.

**Intended programme learning outcomes:**
Outline (e.g. one or two paragraphs) of what the student will know, understand and be able to do as a result of their learning, expressed in the categories below. Please consider the contribution made to the student's personal development planning (PDP) and future employability.

**Knowledge and understanding**

- The programme develops the student's knowledge of the main functions of management, including human resource management, operations management, project management; the advantage of this broad programme is that it enables a student to develop a complete understanding of organisations and the interactions of the different management roles. In the autumn semester students undertake a module on Small Business marketing. This module develops knowledge and understanding of marketing in the smaller enterprise. In particular, the module is designed to put marketing theory into practice at the level of the smaller firm. The smaller firm by its very nature allows for the integration of theory and practice and requires students to take a holistic approach to marketing in the "real" world. In the Spring Semester students undertake a module in International Marketing, this module develops knowledge and understanding of how the marketing concept can be applied within the framework of competitive and changing world markets. At the end of this module students will be able to differentiate between international marketing and exporting, understand the dimensions of the international environment which influence marketing activities (especially culture), be aware of how companies adapt to the international environment and be able to apply this knowledge to current issues e.g. globalisation, ethics.

**Subject-specific skills and other attributes**

- use of modern management software, e.g. MS Project, @Risk, relevant to many prospective employers
- the use and roles of models in management; all good management depends on models (in various guises) to enhance decision making

**Generic skills (e.g. information skills, communication skills, critical, analytical and problem solving abilities) and other attributes**

- communication skills relevant to management, e.g. report writing, presentation and group working skills
- critical analysis, emphasising the need to question claims and the scope for the transfer of experience
- problem definition; identifying the needs and the practical scope for analyses
analytical and problem solving skills are developed through a variety of exercises, including simulations of management situations

**Learning, teaching and assessment strategies:**
Outline (e.g. one or two paragraphs) on overall approach taken to develop and assess learning outcomes, including any distinctive features

A variety of learning, teaching and assessment strategies are used, reflecting the range of content of the programme:

- There is considerable use of case studies and students are encouraged to examine them critically, comparing experiences and identifying potential lessons while questioning the opportunities to transfer experiences between organisations;
- Many of the modules incorporate simulated management situations, presenting students with imperfect data and sometimes contradictory objectives, developing their capabilities in problem definition and coping with the challenges of applying the textbook techniques.
- A varied approach is also taken to the assessment strategy i.e. examinations are used to test core knowledge and techniques; assignments are used to test research skills with a strong emphasis on critical analysis. The assignments also provide the opportunity to develop and assess problem definition and management communication skills, and capability with key software packages; presentations (some of which are assessed) provide a test of oral communication skills, as well as providing another mechanism for assessing case study analysis.

The balance of academic and practical approaches to learning, teaching and assessment strategies are achieved through the experience of staff within the Division i.e. three key members of staff who all have both commercial experience in project management and also strong research expertise in this field.

A part-time version of the programme is also available.

**Professional/statutory body accreditation or recognition:** NO

**Further details:**

Entry requirements: [http://www.stir.ac.uk/postgraduate/how-to-apply](http://www.stir.ac.uk/postgraduate/how-to-apply)

Programme structure: [http://www.calendar.stir.ac.uk/](http://www.calendar.stir.ac.uk/)

Relevant Subject Benchmark statement (if applicable): [http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx](http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx)


Introduction/revision date: First intake September 2010. Revision date October 2012.