



Course Information Form

This Course Information Form provides the definitive record of the designated course

Section A: General Course Information

Course Title	Master of Business Administration (Marketing)
Final Award	MBA
Route Code	MBBMAIBF
Intermediate Qualification(s)	PGCert Business Administration PGDip Business Administration (Marketing)
FHEQ Level	7
Location of Delivery	School of Higher Education Ltd, Trinidad
Mode(s) and length of study	12 months FT block delivery
Standard intake points (months)	Block delivery (6 intakes per year)
External Reference Points as applicable including Subject Benchmark	QAA UK Quality Code for Higher Education Part A May 2023 QAA Subject Benchmark Statement, Master's Degrees in Business and Management, March 2023 QAA Characteristics Statement for Master's Degrees 2020
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	
HECoS code(s)	100078

UCAS Course Code**Course Aims****MBA (Marketing)**

The Master of Business Administration (Marketing) is a prestigious qualification meticulously crafted to cater to the needs and aspirations of those in the early stages of their careers. The courses offer a blend of general management education and specialised marketing focus, making them ideal choices for individuals looking to develop their management skills and business interests.

The curriculum of this course adopts a practical, applied business approach that aims to nurture an advanced comprehension of organisations and their effective management in a dynamic, competitive global context. The MBA in Marketing course builds upon our success as a premier data analytics and strategic marketing market leader. It offers a comprehensive approach that combines core MBA disciplines with innovative subject areas, catering to the demands of the fast-changing digital landscape.

The MBA (Marketing) course focuses on digital analytics, online customer experience, and strategic marketing management and provides students with an in-depth understanding of marketing concepts in the digital age. The course emphasises the importance of effective communication in digital marketing, including crafting persuasive and engaging content and designing and building brand reputation through online channels.

Students will learn about technology's role in marketing and its use of big data, analytics, and artificial intelligence to create effective campaigns. They will also learn about digital consumer behaviour and how to create targeted marketing messages for online audiences.

Furthermore, students learn to analyse and interpret digital marketing metrics to measure campaign success and make data-driven decisions. They also acquire digital marketing strategy development skills, including market research, segmentation, targeting, and positioning.

The MBA in Marketing endeavours to develop the attributes and skills expected of post-graduates, as recognised by professional and industry bodies such as the Chartered Management Institute and the Confederation of British Industry. These skills include teamwork, negotiation, leadership, confidence, and applying critical and creative thinking to complex and unclear problems to develop innovative solutions.

The MBA (Marketing) degree aims to enhance your professional prospects by enabling you to apply the latest thinking in organisational development and change in the competitive global context. Successful course completion highlights your potential to impact the transformation of the organisation you join.

Course Learning Outcomes	Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below	
	Outcome	Award
	1 Acquire a critical appreciation of connections across diverse business functions and stakeholder groups and demonstrate the ability to apply effective enterprise management principles.	MBA, PGDip, PGCert
	2 Demonstrate an in-depth understanding of ethics, sustainability, and diversity through the application of responsible leadership within organisations.	MBA, PGDip, PGCert
	3 Evaluate market dynamics and customer behaviour to support the generation of actionable insights in the global context.	MBA, PGDip
	4 Demonstrate practical skills that support the application of financial and risk management principles.	MBA, PGDip
	5 Identify and analyse appropriate data to support ethically sound strategic and operational management decision-making.	MBA, PGDip
	6 Create marketing plans that align with organisational goals and applying strategic marketing principles to real-world scenarios.	MBA, PGDip
	7 Apply digital analytics tools and techniques to measure and optimise marketing campaigns and managing online customer experiences.	MBA, PGDip
	8 Develop comprehensive knowledge of the contemporary global business environment and critically analyse its influence on organisational strategy and innovation.	MBA, PGDip
	9 Develop proficiency in appropriate research methods and techniques as demonstrated by the ability to gather and analyse data, evaluate its relevance and validity, and synthesise a wide range of information	MBA
Learning and Teaching The Master of Business Administration (MBA) in Marketing adopts a block teaching and guided learning approach, leveraging the latest techniques, including flipped classrooms, to support a practice-led curriculum for early career leaders and managers. The course structure comprises 6-week units, delivered in blocks, focusing on the practical application of management education to real-world business scenarios. The course aims to enhance the confidence and self-esteem of students, supporting their development as autonomous learners and innovative business practitioners. The teaching team comprises specialists with a solid research base and a depth of practical experience in the Business field. The team treats MBA students as colleagues in the		

Teaching, learning and assessment strategies

enterprise of learning, encouraging active engagement with the course curriculum in a manner that reflects their professional aspirations. The program offers a Welcome week before the start of the course, designed to ensure that students are fully prepared for the program.

The MBA (Marketing) course specialising in digital analytics, online customer experience, and strategic marketing management provides students with an in-depth understanding of marketing concepts in the digital age.

The assessments align with the course's values of developing students' knowledge and skills to become confident business professionals with a solid base to meet their aspirations. The assessments focus on developing self-directed lifelong learners, emphasising simulation, oral presentation and group project work as formal assessments.

All MBA Assessments are grounded in real-world dynamic global context scenarios that support the fusion of theory and practice in authentic work contexts. All assessments are designed to support key takeaways for your employability.

To cater to diverse learning styles, the course employs a variety of group and individual assessment methods, including:

Business Reports to showcase your contextual insight and professional acumen.

Project Plans to highlight your project planning skills.

Presentations to support your creativity and communication skills

Project and Consultancy Reports are designed to foster critical analysis and integrate the knowledge gained throughout the course and apply it independently in practical situations.

EPortfolios are designed for you to showcase your progress and skills

Business simulations, allowing you to demonstrate the ramifications of your strategic decision-making.

Tutors provide feedback on practical assessments rooted in real-world scenarios, integrating theory and practice. The course employs various assessment methods, including reports, plans, presentations, portfolios, reports, coursework, and simulations.

In addition to our rigorous academic curriculum, our course offers diverse extra-curricular activities such as guest speaker sessions, entrepreneurship events, exhibition visits, conferences, and participation in the Business School's Business Showcase event. These activities provide students with invaluable industry insights, opportunities for innovation, exposure to trends, and a platform to showcase their work. Together, they enrich students' learning experiences and prepare them for success in the business world."

Learning support	<p>The local course team at SHEL will be your first contact point while studying. Students are supported through a comprehensive welcome process the week before your first teaching session starts. During this week, you will be supported in good academic practice, formative assessment, personal, career and employability advice, and professional development delivered at the SHEL. Additionally, students enrolled on the MBA are supported in several other support channels as below:</p> <p>As a student from SHEL, you will interact with the University of Bedfordshire via SID online; the online Student Information Desk (SID) https://www.beds.ac.uk/studentlife/student-support/sid provides a range of support services and an interface to the University Student Engagement and Mitigation Team for extenuating circumstances</p> <p>http://www.beds.ac.uk/studentlife/studentsupport/academic/extenuating</p> <p>Study Hub provides advice and guidance on developing academic skills http://lrweb.beds.ac.uk/studyhub</p> <p>BREO: Bedfordshire Resources for Education Online (BREO) includes the University's virtual learning environment (Blackboard) and a range of other technologies. Through BREO, you will have access to a range of materials and resources to help and support you in each of the units you study, and it is essential that you access BREO regularly to find out about any changes.</p>
Admissions Criteria	<p>https://www.beds.ac.uk/entryrequirements</p> <p>Approved Variations and Additions to Standard Admission</p> <p>https://www.beds.ac.uk/entryrequirements</p>
Assessment Regulations	<p>https://www.beds.ac.uk/about-us/our-university/academic-information</p> <p>Note: Be aware that our regulations change every year</p> <p>Approved Variations and Additions to Standard Assessment Regulations'</p> <p>https://www.beds.ac.uk/about-us/our-university/academic-information</p> <p>Please note that students who exit the award before completing 120 credits will receive the following exit award: PGCert Business Administration.</p> <p>Note: Be aware that our regulations change every year</p>

Section B: Course Structure

The Units which make up the course are listed below. Each unit contributes to the achievement of the course learning outcomes either through teaching (T), general development of skills and knowledge (D) or in your assessments (A).

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
MBA001-6	Responsible Leadership & Sustainable Management	7	30	Core	TD A	TD A	TD	TD	TD			TD							
MBA004-6	Strategic Analysis and Practice	7	30	Core	TD A	TD	TD A	TD A	TD A			TD A							
MBA005-6	Applied Project	7	60	Core	D	D	D	D	D	D	D	D	TD A						
MBA006-6	Digital Analytics and Online Customer Experience	7	30	Core	TD A	TD A	TD		TD	TD A	TD A	D	D						
MBA007-6	Strategic Marketing Management	7	30	Core	TD A	TD A	D	D	TD	TD A	TD A	D	D						

Section C: Assessment Plan

The course is assessed as follows :

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Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
MBA005-6	7	14 WEEKS	Core	PR-OT	3	WR-WB	13	PR-OR	14		
MBA001-6	7	6	Core	WR-BUS	3	PR-OR	7				
MBA004-6	7	6	Core	CW-RW	3	WR-I	7				
MBA006-6	7	6	Core	PR-ORAL	3	PJ-PRO	7				
MBA007-6	7	6	Core	CW-OT	3	PJ-COL	7				

Glossary of Terms for Assessment Type Codes	
CW-OT	Coursework Other
CW-RW	Coursework - Reflective Writing
PJ-COL	Coursework - Collaborative Activitiy
PJ-PRO	Coursework - Project Report
PR-OR	Practical - Oral Presentation
PR-OT	Practical - Other Skills Assessment
WR-BUS	Coursework - Business Report
WR-I	Coursework - Individual Report
WR-WB	Coursework - Worked Based Report

Administrative Information	
Faculty	University of Bedfordshire Business School
School	Graduate School of Business
Head of School/Department	Dr Alexander Kofinas