University of Plymouth

Faculty of Business

Plymouth Business School

Programme Specification

MSc Brand and Design Management
5345

Final Approved Version
August 2018

Contents

1. **MSc Brand and Design Management**

    Final award title   MSc Brand and Design Management

                Postgraduate Diploma in Brand and Design Management
                Postgraduate Certificate in Brand and Design Management

    UCAS code
    JACS code   N560

2. **Awarding Institution:**   University of Plymouth

    Teaching institution(s):   University of Plymouth

3. **Accrediting body(ies)**

No accreditations are required for this programme.

4. **Distinctive Features of the Programme and the Student Experience**

The MSc Brand and Design Management will be supported by:

- *Practical Orientation*
  The programme will be underpinned by a firm practical orientation. Each module will reflect current practice, and apply the theories outlined to real world problems and scenarios. The teaching approach will engage students in opportunities to apply theory to practice through experiential learning methods such as case studies analysis, visits to brand and design businesses, live projects, and simulations.

- *Practitioner Mentoring*
  Each student will receive a practitioner mentor who will either be working in a brand management position, or in an advertising / design agency producing work for clients. The mentor will be allocated to the student and will assist them in developing a practical focus, and as a sounding board in offering career advice.

- *National / International Trip*
  National and international fieldtrips will be arranged to give those enrolled on the programme an opportunity to taste and experience brands in their environment.

- *Dedicated Seminar Series* **(Trends in Branding)**
  The programme will have its own dedicated seminar series delivered by invited executives from local, national and international brands, and advertising / design agencies.

- *Subject Specialism*
  Students graduating from the programme will do so with specialist knowledge of brand and design management, which will afford them an advantage when seeking employment within the field. This will remain contemporary and take account of changing market conditions through embedded research and practitioner insights.

- *Research Informed Teaching and Learning*
  The programme modules will be delivered by staff with a keen interest, consultancy / professional practice experience, and research output in the field of branding and design.

- *Employability*
  The benefits outlined above will add to the graduates' employability, and this will be supplemented with timely input from the Careers and Employability service at the beginning of Semester one and in the Summer Term.

- *International Perspective*
  The programme recognises that the world is in effect getting smaller and brands and even small organisations are competing increasingly in international markets. A truly international perspective is therefore required, and this will be reflected in both the taught sessions and the speakers invited to participate in the dedicated seminar series.

- *Intercultural Awareness Training and Language Support*
  All students on the programme will be provided with additional support through intercultural awareness training at the outset of the programme in induction and on an ongoing basis. This will be built into the skills programme and be part of the skills development within the common core project. Where required additional English language support will be available to students through the English Language Centre.

5.   Relevant QAA Subject Benchmark Group(s)

QAA Subject Benchmark Statements for Master's Degrees in Business and Management (2015).

6.   Programme Structure

Table 1 (see below) outlines the programme structure. The programme comprises nine 20-credit modules that will be studied over two Semesters and the Summer Term.

Leadership and Management Essentials, Strategic Brand Management, and Brands, Culture & Society will be delivered intensively for four hours per week in Semester one.

Research Methods for Decision Making, Brands and the Value of Design, Consumer Psychology and Brand Behaviour will delivered using the same delivery pattern in Semester two.

Entrepreneurship and Small Business Growth, and Product Policy and Portfolio Management, and Trademark, Copyright and Design Law will be delivered intensively in the Summer Term.

Table 1 – Programme Structure

MSc Brand and Design Management

Semester One	Semester Two	Summer Term
HRL710A **Leadership and Management Essentials** **(20 credits)**	MKT717 **Research Methods for Decision Making** **(20 credits)**	ENT705SU Entrepreneurship and Small Business Growth (20 credits)
MKT709 Strategic Brand Management (20 credits)	MKT711 Brands and the Value of Design (20 credits)	LAW711 Trademark, Copyright and Design Law (20 credits)
MKT710 Brands, Culture & Society (20 credits)	MKT712 Consumer Psychology and Brand Behaviour (20 credits)	MKT707 Product Policy and Portfolio Management (20 credits)

7. Programme Aims

The programme aims to produce graduates with:

1) significant knowledge, understanding and skills in brand and design management, to address current and future industry requirements
2) a range of transferable skills relevant to a career in brand and design management, such as critical thinking, research and communications skills
3) the ability to learn and work autonomously in the pursuit of creative strategies and business solutions

8. Programme Intended Learning Outcomes

8.1. Knowledge and understanding

On successful completion graduates should have developed:

1) significant relevant knowledge about brands, their organisations, the environment in which they operate, and how they are managed.

2) a critical awareness of current issues in branding and marketing which is informed by leading edge research and practice in the field

3) an understanding of appropriate techniques which is sufficient to allow detailed investigation into relevant branding and marketing related issues

8.2. Cognitive and intellectual skills

On successful completion graduates should have developed:

1) ability to acquire and analyse data and information, to evaluate their relevance and validity, and to synthesise a range of information in the context of new situations

2) creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to interpret knowledge in branding and marketing

3) conceptual understanding which enables the evaluation of published research to determine both its validity and relevance to new situations, and to extrapolate from it to inform and develop new theories and practices

8.3. Key and transferable skills

On successful completion graduates should have developed the ability to:

1) communicate effectively both orally and in writing, using a range of media

2) effectively manage their own time, and demonstrate the motivation and initiative needed to work independently

3) conduct research into branding and marketing issues using appropriate sources and methodologies

8.4. Employment related skills

On successful completion graduates should have developed:

1) the ability to be adaptable and demonstrate originality, insight and critical and reflective skills so as to make informed decisions in complex and unpredictable situations

2) a recognition of the need to keep developing their skills through continued professional development

3) a recognition of the need for change and the ability to manage it

4) the ability to work effective as a team member, and where appropriate to lead the team

8.5. Practical skills

On successful completion graduates should have developed:

1) competence in writing reports for both an academic and a practitioner audience

2) an ability to make effective use of communication and information technology

3) an ability to present ideas effectively and convey them in a manner appropriate to any given audience

9. Admissions Criteria, including APCL, APEL and DAS arrangements

All applicants must have GCSE (or equivalent) Maths and English at Grade C or above.

Entry Requirements for MSc Brand and Design Management	
BA / BSc Degree	Normal minimum entry requirements are a Lower Second / 2:2 class honours degree in a relevant subject e.g. business and management, graphic design, psychology or sociology and other related areas. Other degrees will be considered and candidates may be interviewed to assess suitability.
APEL	Candidates who do not possess a first degree or who have been awarded a third class honours or pass degree may be considered for the programme on the basis of previous work experience or relevant training. Candidates will be interviewed by the programme manager, and if appropriate may be

	required to complete an assessment to demonstrate they have the necessary knowledge and skills to allow entry. Candidates will need to complete all modules on the programme, and therefore APEL will not be considered for any modules on the MSc Brand and Design Management degree
Language Requirements	Candidates will be required to be competent in English. Candidates whose first language is not English require IELTS 6.5 (with a minimum of 5.5 in each element) or equivalent in a secure English language test. If the candidate's English language does not meet the above standard, they will be given the opportunity to complete one of the University's pre-sessional English language courses.

10. Progression criteria for Final and Intermediate Awards

As per University regulations

11. Exceptions to Regulations

Exemption from point 2.4 of the Regulatory Framework for Taught Postgraduate Awards requiring that:

"Masters programmes will include a major project or dissertation module worth at least 40 credits. Such a module will involve sustained, independent and individual study, normally having some research basis".

12. Transitional Arrangements

Not applicable to the proposed programme.

13. Mapping and Appendices:
Appendix One: ILO's against Modules Mapping
Appendix Two: Modules Assessment Mapping
Appendix Three: Skills against Modules Mapping
Appendix Four: Programme Relevant QAA and FHEQ Descriptors
Appendix Five: University Regulations

Appendix One: ILO's against Modules Mapping

Programme Intended Learning Outcomes Map	HRL710A - Leadership & Management	MKT717 - Research Methods for Decision	MKT709 - Strategic Brand Management	MKT710 - Brands, Culture & Society	MKT711 - Brands and the Value of Design	MKT712 - Consumer Psychology and Brand	LAW711 - Trademark, Copyright & Design Law	ENT705SU - Entrepreneurship & Small Business Growth	MKT707 - Product Policy and Portfolio
8.1 Knowledge and Understanding of									
1) significant relevant knowledge about brands, their organisations, the environment in which they operate, and how they are managed.		X	X	X	X	X	X	X	X
2) a critical awareness of current issues in branding and marketing which is informed by leading edge research and practice in the field		X	X	X	X	X	X	X	X
3) an understanding of appropriate techniques which is sufficient to allow detailed investigation into relevant branding and marketing related issues		X	X	X	X	X	X	X	X
8.2 Cognitive and Intellectual Skills									
1) ability to acquire and analyse data and information, to evaluate their relevance and validity, and to synthesise a range of information in the context of new situations		X	X	X	X	X	X	X	X
2) creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to interpret knowledge in branding and marketing		X	X	X	X	X	X	X	X
3) conceptual understanding which enables the evaluation of published research to determine both its validity and relevance to new situations, and to extrapolate from it to inform and develop new theories and practices		X	X	X		X		X	X
8.3 Key and Transferrable Skills									
1) communicate effectively both orally and in writing, using a range of media	X	X	X	X	X	X	X	X	X
2) effectively manage their own time, and demonstrate the motivation and initiative needed to work	X	X	X	X	X	X	X	X	X

independently									
3) conduct research into branding and marketing issues using appropriate sources and methodologies		X	X	X	X	X	X	X	X
8.4 Employment Related Skills									
1) the ability to be adaptable and demonstrate originality, insight and critical and reflective skills so as to make informed decisions in complex and unpredictable situations	X	X	X	X	X	X	X	X	X
2) a recognition of the need to keep developing their skills through continued professional development	X							X	
3) a recognition of the need for change and the ability to manage it	X				X			X	
4) the ability to work effective as a team member, and where appropriate to lead the team	X	X	X	X		X		X	X
8.5 Practical Skills									
1) competence in writing reports for both an academic and a practitioner audience	X	X	X			X	X	X	X
2) an ability to make effective use of communication and information technology	X	X	X	X	X	X		X	X
3) an ability to present ideas effectively and convey them in a manner appropriate to any given audience	X	X	X	X	X	X	X	X	X

Appendix Two: Modules Assessment Mapping

Assessment Method	Leadership & Management Essentials HRL710A	Research Methods for Decision Making MKT717	Strategic Brand Management MKT709	Brands, Culture & Society MKT710	Brands and the Value of Design MKT711	Consumer Psychology and Brand Behaviour MKT712	Trademark, Copyright & Design Law LAW711	Entrepreneurship & Small Business Growth ENT705SU	Product Policy and Portfolio Management MKT707
Case Study (individual)					X	X			
Case Study (group)	X								X	
Case Study Portfolio	X						X		X
Critical Review		X							
Essay			X	X					
Poster Presentation									
Presentation (group)				X					
Presentation (individual)					X				
PowerPoint slides submission (group)						X			
Reflecting Writing	X							X	
Research Project		X							

Appendix Three: Skills against Modules Mapping

Skills	Leadership & Management Essentials HRL710A	Research Methods for Decision Making MKT717	Strategic Brand Management MKT709	Brands, Culture, & Society MKT710	Brands and the Value of Design MKT711	Consumer Psychology and Brand Behaviour MKT712	Trademark, Copyright & Design Law LAW711	Entrepreneurship & Small Business Growth ENT705SU	Product Policy and Portfolio Management MKT707
Academic Literacy (reading/note taking etc.)	X	X	X	X	X	X	X	X	X
Data Analysis & Interpretation		X	X	X	X	X	X	X	X
Evaluation Techniques		X	X	X	X	X	X	X	X
Essay / Report writing	X		X	X			X		
IT/Digital Literacy		X	X	X	X	X	X	X	
Presentation Skills	X	X	X	X	X	X	X		X
Project Planning & Management		X	X						X
Research Skills		X	X	X	X	X	X		
Team working	X	X	X	X		X	X	X	X
Time management	X	X	X	X	X	X	X	X	X

Appendix Four – Programme Relevant QAA and FHEQ Descriptors

The QAA and FHEQ level descriptors that are relevant for a specialist master's degree in business management are outlined below.

QAA Benchmark Standards demonstrated during the programme:

- a systematic understanding of relevant knowledge about organisations, their external context and how they are managed

- application of relevant knowledge to a range of complex situations taking account of its relationship and interaction with other areas of the business or organisation

- a critical awareness of current issues in business and management which is informed by leading edge research and practice in the field

- an understanding of appropriate techniques sufficient to allow detailed investigation into relevant business and management issues

- creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to develop and interpret knowledge in business and management

- ability to acquire and analyse data and information, to evaluate their relevance and validity, and to synthesise a range of information in the context of new situations

- conceptual understanding that enables the student to:

  o evaluate the rigour and validity of published research and assess its relevance to new situations

  o extrapolate from existing research and scholarship to identify new or revised approaches to practice

- ability to conduct research into business and management issues that requires familiarity with a range of business data, research sources and appropriate methodologies, and for such to inform the overall learning process

- ability to communicate effectively both orally and in writing, using a range of media

- operate effectively in a variety of team roles and take leadership roles, where appropriate.

QAA Benchmark Standards graduates should be able to demonstrate once in professional practice

- consistently apply their knowledge and subject-specific and wider intellectual skills

- deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to a range of audiences

- be proactive in recognising the need for change and have the ability to manage change

- be adaptable, and show originality, insight, and critical and reflective abilities which can all be brought to bear upon problem situations

- make decisions in complex and unpredictable situations

- evaluate and integrate theory and practice in a wide range of situations

- be self-directed and able to act autonomously in planning and implementing projects at professional levels

- take responsibility for continuing to develop their own knowledge and skills.

FHEQ descriptors for a higher education qualification at

The descriptor provided for this level of the framework is for any master's degree which should meet the descriptor in full. This qualification descriptor can also be used as a reference point for other level 7 qualifications, including postgraduate certificates and postgraduate   diplomas. Master's degrees are awarded to students who have demonstrated:

- a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice

- a comprehensive understanding of techniques applicable to their own research or advanced scholarship

- originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline

- conceptual understanding that enables the student:
    - to evaluate critically current research and advanced scholarship in the discipline
    - to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.

Typically, holders of the qualification will be able to:

- deal with complex issues both systematically and creatively, make sound judgments in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences

- demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level

- continue to advance their knowledge and understanding, and to develop new skills to a high level.

And holders will have:

- the qualities and transferable skills necessary for employment requiring:
    - the exercise of initiative and personal responsibility
    - decision-making in complex and unpredictable situations
    - the independent learning ability required for continuing professional development.

Appendix Five – University Regulations

Available at: https://www.plymouth.ac.uk/student-life/your-studies/essential-information/regulations