



## PROGRAMME SPECIFICATION

### KEY FACTS

<b>Programme name</b>	<b>Marketing Strategy &amp; Consumer Insights</b>
Award	MSc
Exit Awards	PG Dip
Exit Awards	PG Cert
School	Bayes Business School
Department or equivalent	Specialist Masters Programme
Programme code	PSMSTI
Type of study	Full time
Total UK credits	180
Total ECTS	90
Mode of learning	In person

### PROGRAMME SUMMARY

The Bayes MSc in Marketing Strategy & Consumer Insights will provide you with an academically rigorous and professionally relevant education that will allow you to pursue a career in marketing, including general marketing management, but also brand management, advertising, consulting, entrepreneurship, and innovation. The role of a marketer is best suited for individuals who wish to develop their talents in both, creativity/innovation and analytics.

In the first term, you will study the theoretical foundations of marketing and consumer insight whilst also covering selective essential management topics. In the second term, you will deepen your knowledge of key marketing topics such as brand management, digital marketing, market research, and consumer behaviour. In the third term, you will learn more about emerging technologies as well as sustainability, equity and inclusion in marketing. Term 3 also gives you a choice of either broadening your knowledge across a range of marketing and management areas by studying three electives or applying your newly acquired knowledge to conduct a research project (dissertation) on a specific marketing topic.

Throughout the degree importance will be given to providing you with opportunities to work practically on real-world marketing problems to try, deepen, and expand the knowledge that you have acquired in class, as well as to the broader responsibility of marketers as professionals with substantial social, ecological, and cultural influence.

## Aims

The degree is aimed at equipping you with the most rigorous theoretical and practical knowledge on professional marketing practice, with the quantitative and qualitative analytical skills required to make complex marketing decisions, and with the “soft” skills to influence people and organisations through creativity, persistence, team-working, communication skills, leadership, and initiative.

Each module is constantly updated to include the latest digital and analogue technologies and thus enable you to devise path-breaking products and persuasive communication strategies in fast-changing social environments.

We are committed to educating excellent marketers, as well as responsible leaders and this ethos pervades the programme as a whole.

## Registration Period

It is expected that you will complete this degree within 12 months. The maximum period of registration for the degree is three years full time.

## **WHAT WILL I BE EXPECTED TO ACHIEVE?**

**On successful completion of this programme, you will be expected to be able to:**

### Knowledge and understanding

- Explain in detail the fundamentals of marketing, as well as of recent technological developments in this ever-evolving field.
- Make inferences about the nature, importance and applicability of information sufficient to enable you to make informed and objective decisions in a wide range of marketing situations.
- Assess the potential impact of current developments in digital technology on marketing strategies and use new technologies with strategic purpose.
- Make creative and analytically substantiated contributions to the development of marketing strategies and tactics in an organisation.

### Skills

- Apply knowledge to complex issues, both systematically and creatively, so that theory is converted into practice from a critical and informed perspective, thereby enhancing marketing effectiveness and competitiveness.
- Communicate effectively using the full range of media (including listening and presenting), working both individually and in groups/teams.
- Identify issues of value to management practice and organisational effectiveness, thinking critically and working objectively and productively within teams.

- Apply advanced problem solving and decision-making techniques, including establishing criteria, identifying, formulating and solving business problems, identifying and evaluating options and implementing and evaluating the effectiveness of solutions.
- Carry out research enabling relevant information to be collected from a wide range of sources.
- Scan, organise and analyse data to produce reliable conclusions and disseminate knowledge.
- Develop innovative and creative ideas and initiative to bring new marketing ideas to fruition.
- Demonstrate leadership and persistence as well as the use of problem solving, team working and communication skills, with a business focus

#### Values and attitudes

- Show the ability and willingness to work effectively in a variety of situations and multi-cultural team constellations.
- Show a genuine and continuing interest in the study and practice of marketing, including the development of learning skills that will ensure self-confidence, belief and awareness.
- Be assured, confident and self-aware in your ability to apply the skills and knowledge learned in the degree.
- Show sensitivity to towards the ethical considerations within marketing decisions.

#### **Graduate Attributes**

The graduate attributes you can demonstrate on completion of your programme are key to your future employment. It is therefore central to every programme that there will be opportunities in the learning, teaching and assessment activities for you to engage with these on all modules. Further detail of this will be provided for you by your module leader. The graduate attributes are:

- Always learning
- Engaged in the world
- Technical and digital
- Connected Professional

This programme has been developed in accordance with the QAA Subject Benchmark for Business and Management.

#### **HOW WILL I LEARN?**

The MSc in Marketing Strategy and Consumer Insights reflects the pedagogic philosophy of Bayes Business School: advanced and challenging education to prepare marketing professionals and leaders to operate at decision-making levels. Learning is delivered and achieved through a range of methods including lectures, case studies, group work presentations, practical projects, marketing simulations, practitioner guest lectures, seminars, and hands-on sessions. You will make use of

Moodle, our Virtual Learning Environment (VLE), which is used to support all teaching and learning on the course.

We emphasise the specific acquisition of sound theoretical foundations of marketing and develop your ability to apply this knowledge in organizations such as global corporations, family businesses, start-ups, NGO's, politics, or charities. Student presentations to lecturers, visitors from the City companies and other members of the class are used to give invaluable practice in using, applying and expressing complex subject matters clearly and concisely to a professional audience. Group work, the preparation of case studies and marketing plans, consolidates the acquired knowledge and builds interpersonal and communication skills which are essential for any future career.

The MSc in Marketing Strategy and Consumer Insights is designed and structured to allow for intellectual progression through modules taught in terms 1 and 2. Modules taught in term 2 build on the knowledge and skill acquired in term 1. Term 3 allows for further progression by choosing specialist elective modules or a dissertation/project, where you can apply knowledge and skills acquired earlier in the programme.

A minimum of 10 learning and teaching hours (both contact and non-contact) are required for each credit awarded. The precise weighting of different types of learning depends on the modules you take, and the breakdown is therefore provided within the appropriate module specifications.

Non-contact hours are for self-directed study and account for the **indicative** amount of time you should spend studying independently, including subject research, reading, working in groups and completing assignments and other homework.

**Overall teaching and learning hours: Approx. 1800 hours**

**Contact hours: Approx. 349 hours**

## **WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?**

### Assessment and Assessment Criteria

This course is assessed by coursework and examinations and applies standard MSc grade related criteria.

Terms one and two are assessed by an approximately 50/50 split between group work and individual assessment/examinations. The third term is assessed by 100% coursework with a strong emphasis on group work and the dissertation module.

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate in order to complete an assessment successfully, providing a mechanism by which the quality of an assessment can be measured. Grade-Related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order to achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks. Assessment Criteria and Grade-Related Criteria will be made available to you to support you in

completing assessments. These may be provided in programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

### Feedback on Assessment

Feedback will be provided in line with our Assessment and Feedback Policy and will be provided in a variety of ways throughout your course, both formally and informally, in order to support your learning.

You will normally be provided with coursework feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. The timescale for feedback on final projects or dissertations may be longer. Examination grades will be provided once they have been agreed by an Assessment Board.

More details about the feedback you can expect from individual modules and assessments will be provided by your lecturers.

The full policy can be found at: [assessment regulations and policy](#).

### Assessment Regulations

In order to pass your Programme, you should complete successfully or be exempted from the relevant modules and assessments and will therefore acquire the required number of credits. The programme is weighted according to the number of credits awarded for each module. Pass / Fail modules are excluded from this calculation.

The pass mark for each module is 50% and there are no minimum qualifying marks for individual components.

If you fail an assessment component or a module, the following will apply:

#### **1. Re-Sit:**

You will normally be offered one re-sit attempt.

If you are successful in the re-sit, you will be awarded the credit for that module. The mark for each assessment component that is subject to a re-sit will be capped at the pass mark for the module. This capped mark will be used in the calculation of the final module mark together with the original marks for the component(s) that you passed at first attempt.

## 2. Compensation:

Compensation can only be awarded by the Final Assessment Board and must be applied within the following limits and conditions:

Where you fail up to a total of 30 credits (15 for a postgraduate certificate), you may be eligible for compensation if:

- Compensation is permitted for the module involved (see the “What will I Study” section of the programme specification), and
- It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme, and
- A minimum overall mark of no more than 10% below the module pass mark has been achieved in the module to be compensated, and
- An aggregate mark of 50% has been achieved overall.

If you receive a compensated pass in a module you will be awarded the credit for that module. The original component marks will be retained in the record of marks and your original mark shall be used for the purpose of your award calculation.

If, at the point where you have results for all taught modules:

- You have no more than 30 credits outstanding (15 for a PG Certificate), and
- The grade for this module(s) is 40% or above, and
- Your overall degree average is at least 50%, and
- If the module(s) is eligible for compensation.

Then you will **not** be required to undertake the re-sit for that module, as this will be eligible for compensation.

### **Please note:**

- **If you fail more than 30 credits (excluding project modules), then you must retake all outstanding assessments with no exceptions.**

If you do not meet the pass requirements for a module and do not complete your re-sit by the date specified you will not progress and the Assessment Board will require that you be withdrawn from the programme.

If you fail to meet the requirements for the Programme, the Assessment Board will consider whether you are eligible for an Exit Award as per the table below.

If you would like to know more about the way in which assessment works at City, please see the full version of the [Assessment Regulations](#).

## WHAT AWARD CAN I GET?

### Master's Degree:

Following successful completion of the MSc in Marketing Strategy and Consumer Insights you will have the ability to assess and evaluate all aspects of Marketing Strategy and Consumer Insights and apply your learning in the appropriate context. You will also have demonstrated the capacity to undertake business research from an analytical perspective.

	<b>HE Level</b>	<b>Credits</b>	<b>Weighting (%)</b>
Taught	7	180	100

<b>Class</b>	<b>% required</b>
With Distinction	70
With Merit	65
Without Classification	50

### Postgraduate Diploma:

Following the award of a Postgraduate Diploma in Marketing Strategy and Consumer Insights in addition to the below, you will gain a more advanced knowledge and in-depth understanding of these subject areas, from a variety of different perspectives and in order for you to broaden your expertise and skills. You will have developed a sophisticated appreciation of current theories and practice in Marketing together with the ability to evaluate a range of different approaches to them.

You must achieve 120 credits with a minimum mark of 50%.

	<b>HE Level</b>	<b>Credits</b>	<b>Weighting (%)</b>
Taught	7	120	100

<b>Class</b>	<b>% required</b>
With Distinction	70
With Merit	65
Without Classification	50

### Postgraduate Certificate:

Following the award of a Postgraduate Certificate in Marketing Strategy and Consumer Insights you will be able to examine the theories related to all aspects of Marketing Strategy and Consumer Insights and apply your learning in the appropriate context. You will possess the skills and knowledge required to develop a career in the Marketing arena, will have mastered essential skills and knowledge and also developed an appreciation of what it takes to engage with Marketing in context. The assessments you undertake to achieve this qualification will focus on the skills, knowledge and attributes that you will need to facilitate your career development and will support you in developing your practical abilities. The postgraduate certificate will enable you to gain confidence in your skills and your future role.

You must achieve 60 credits with a minimum mark of 50%

	<b>HE Level</b>	<b>Credits</b>	<b>Weighting (%)</b>	<b>Class</b>	<b>% required</b>
Taught	7	60	100	With Distinction	70
				With Merit	65
				Without	50
				Classification	

## WHAT WILL I STUDY?

Throughout your study you will have the opportunity to work both individually and in groups, on a wide variety of subject matter. You will also have the opportunity to attend events and showcases to enable you to engage with external stakeholders and begin to build professional networks.

At the beginning of the course, you will complete a number of induction workshops including:

- Team building
- Career induction and careers fair
- Professional development skills

### Term one:

You will complete four compulsory modules covering core topics such as Marketing Fundamentals, Marketing Strategy and Practice, Consumer Insights, and Creative Marketing Communications and Advertising: Strategy and Practice. Term one is worth 60 credits in total.

### Term two:

You will complete four compulsory modules in term two covering core marketing areas such as Digital Marketing and Social-Media, Brand Management and Communication Strategies, Consumer Behaviour, and Analytical Methods for Marketing. Term two is worth 60 credits in total.

### Term three:

In term three you will complete two compulsory modules Marketing for a Better World: Sustainability, Equity and Inclusion and Technology and Marketing: Artificial Intelligence and Machine Learning Applications in Marketing alongside either three electives or a General Research Project. Term three is worth 60 credits in total.

Throughout your degree, you will integrate your learning across a range of professional skills, delivered in a highly targeted and applied format. These skills are aimed at helping you develop your aspirations, plan your approach to your job search and help you create a strong base from which to manage your career long term. You will also be able to use the skills you learn to support your wider study, substantiate your arguments and make informed assessments about the material you are covering.

The Bayes marketing group also stages a range of marketing related events, such as TechTalks, Research Conferences, or Marketing Innovations with leading companies, where you can play an active part (see the “Marketing at Bayes” Facebook group for current activities).

<b>Module Title</b>	<b>SITS Code</b>	<b>Module Credits</b>	<b>Compulsory/ Elective</b>	<b>Compensation Yes/No</b>	<b>Level</b>
<b>Term 1</b>					
Marketing Strategy & Practice	SMM486	15	Co	Y	7
Creative Marketing Communications and Advertising: Strategy and Practice	BBM015	15	Co	Y	7
Consumer Insights	BBM016	15	Co	Y	7
Marketing Fundamentals	SMM542	15	Co	Y	7
<b>Term 2</b>					
Consumer Behaviour	SMM490	15	Co	Y	7
Brand Management & Communication Strategies	SMM491	15	Co	Y	7
Analytical Methods for Marketing	SMM494	15	Co	Y	7
Digital Marketing & Social-Media	SMM492	15	Co	Y	7
<b>Term 3:</b>					
Marketing for a Better World: Sustainability, Equity and Inclusion	BBM136	15	Co	Y	7
Technology and Marketing: Artificial Intelligence and Machine Learning Applications in Marketing	BBM129	15	Co	Y	7
General Research Project	BBM110	30	E	N	7
<i>Ethics, Society and the Financial Sector</i>	SMM500	10	E	Y	7
<i>Driving Supply Chain Innovation Through Technology</i>	SMM287	10	E	Y	7
<i>New Market Creation</i>	SMM317	10	E	Y	7
<i>Country and Geopolitical Risk Management</i>	SMM343	10	E	Y	7

<i>Retail Supply Chain Management</i>	SMM956	10	E	Y	7
<i>Storytelling for Business</i>	SMM143	10	E	Y	7
<i>Fashion Brand Management</i>	SMM318	10	E	Y	7
<i>Essentials of Accounting and Finance</i>	SMM444	10	E	Y	7

During term three you will be able to choose from a range of electives to personalise your experience.

This list of electives is an indication of the range of modules that can be on offer and is subject to change due to circumstances such as: enhancing or updating the quality and content of educational provision; responding to student feedback; academic staffing changes; the number of students in each programme; a lack of student demand for certain modules; or factors beyond the institution's reasonable control, such as meeting the latest requirements of a commissioning or accrediting body. For these reasons, not all the electives listed will be offered every year. New (additional or replacement) modules may also be added for these reasons.

There may also be pre-requisites for joining a module, and space and timetable availability restrictions may also apply.

The list of electives offered in a given year will be confirmed by February 1<sup>st</sup>.

### **TO WHAT KIND OF CAREER MIGHT I GO ON?**

Information advice and guidance on professional development and potential career pathways for all Bayes Masters degrees is available from Bayes Careers. All students are encouraged to make use of the careers service throughout their time at Bayes.

Recent graduates of this program are currently working at a wide range of companies, including Accenture, Brand Union, Cartier, Dunhumby, Google, Heineken, Interbrand, GfK, Unruly Media, Hogarth/WPP, Leo Burnett, Mars, Nestle, Ogilvy & Mather, Procter & Gamble, Tesco, Starbucks, Samsung but also and range of family businesses and start-up companies around the world.

Typical industries for graduates of this program include, Agency (Marketing, Advertising, Digital, Media), Consulting, Design/Luxury Goods, Fashion, Fast-Moving Consumer Goods (FMCG), Hospitality, or Media & Entertainment.

Positions include Account executive/manager, Assistant or Associate Consultant, Brand manager, Product manager, Campaign manager, Planner in Advertising Agencies, and Start-up Entrepreneur.

If you would like more information on the Careers support available at Bayes, please go to:

[Careers services | Bayes Business School](#) - Careers Service

[Alumni | Bayes Business School](#) - Alumni Service

**WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?**

A number of international electives are on offer across the MSc Programme and in the past have included modules run in France, Italy, Germany, Dubai, Spain and Portugal. Further information will be made available as part of the elective decision process.

**How do I enter the programme with RPL/RPEL?**

N/A

Version: 13.0

Version date: October 2025

For use from: 2026/27

Information is provided subject to Terms and Conditions for study at City St George's, University of London.