

# Brand Management

UNIVERSITY OF EAST LONDON

## POSTGRADUATE PROGRAMME SPECIFICATION

*M.Sc. in Luxury Brand Management This programme is no longer recruiting.*

<b>Final award</b>	<i>M.Sc.</i>
<b>Intermediate awards available</b>	Postgraduate Diploma; Postgraduate Certificate or Postgraduate Associate Certificate
<b>UCAS code</b>	N/A
<b>Details of professional body accreditation</b>	<i>Accredited with a Multi Award Pathway (MAP) from Chartered Institute of Marketing</i>
<b>Relevant QAA Benchmark statements</b>	<i>Masters Degrees in Business and Management: Type 1 Specialist</i>
<b>Date specification last updated</b>	<i>March 2014</i>

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**Alternative locations for studying this programme**

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
N/A	N/A	N/A	N/A	N/A

## The summary - Programme advertising leaflet

### Programme content

The M.Sc. in Luxury Brand Management is an exciting, niche programme designed to provide students with a specialist, rigorous and holistic education in the management of luxury brands. It explores luxury brand management from both a social and management perspective, and will provide participants with both practical and academic knowledge which will enhance their employment prospects considerably. Students will study luxury branding both from the perspective of producers (such as Armani, Burberry and Louis Vuitton) and consumers, drawing upon interdisciplinary literatures on the topic and experts in the field.

The programme content examines the meanings of Luxury and how luxury brands are managed in the global marketplace. It also aims to teach participants brand management and its interrelationship with integrated marketing communications, socio-cultural consumer brand research and the co-creative role of the consumer in luxury brand management processes and practices. It will also introduce students to methods of brand valuation within the context of financial management and reporting. For this part of the programme students will be taught by the leading global firm, *Brand Finance*, at its headquarters in Haymarket, Central London. The M.Sc. in Luxury Brand Management is designed for recent graduates from business or related social science disciplines such as media, sociology or psychology and those working in business roles seeking to develop their knowledge and skills within a Luxury Brand Management role.

Students will gain conceptual and practical knowledge about luxury branding, and develop qualitative and quantitative analytical skills that will be vital for a luxury brand management role. The programme has practical skill building and employability at the core of its academic strategy. The programme has also achieved *Multi Award Pathway (MAP)* Accreditation from Chartered Institute of Marketing (CIM) and students who successfully complete the modules will have the opportunity to earn a CIM Professional Diploma in Marketing which offers superb added value in the job market.

### M.Sc. in Luxury Brand Management at UEL

Emphasis is on an integrative approach to the range of subject areas to develop competence and confidence in both theoretic and pragmatic applications. The programme features an excellent balance of tutor-led teaching, group research and presentations along with the opportunity for in-depth personal study.

Business practice is constantly and consistently emphasised with students challenged to think practically and creatively. The programme attracts students from across the globe allowing all students to feel comfortable as part of a supportive, welcoming, global learning community.

The programme will offer the opportunity to:

- Critically engage with innovative modules that adopt a specialist focus upon luxury brand management theory and practice.
- Acquire vital independent skills in research, writing, communication and professional presentation.
- Enhance teamwork skills through working in groups to analyse business problems and propose potential solutions.
- Critically analyse “real world” luxury branding case studies and histories in order to learn key implications from practice-based examples.
- Develop qualitative and quantitative analytical skills that are crucial to academic progression and brand management roles.
- Earn a Professional Diploma in Marketing from Chartered Institute of Marketing in addition to the M.Sc. qualification.

### **Admission requirements**

- A UK Honours Degree in business or social sciences (2:2 minimum)
- Equivalent overseas degrees recognised by UEL
- Candidates with equivalent qualifications or a minimum of 2 years relevant work experience will be considered on an individual basis. If you are unsure what constitutes relevant work experience, please contact our Admissions Department for clarification.
- Other marketing or brand management professionals may be admitted at lower levels of attainment providing they have significant experience at a senior level
- A GCSE at grade C or above or equivalent qualification in Mathematics
- International students require an I.E.L.T.S. score of 6.0

In the case of applicants whose first language is not English, then IELTS 6.0 (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education postgraduate programmes.

Postgraduate applicants are normally required to produce two supporting references, at least one of which should preferably be academic.

Students that apply to enter stages of the programme may be admitted through normal Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes, or through an approved articulation agreement. Therefore such applicants must be able to demonstrate and evidence that they have the required learning outcomes as listed in the modules for which they are seeking exemption.

### **Programme structure**

The programme will be offered on both a full and part-time basis, and students will have the option of completing two 30 M level credit modules to receive a postgraduate certificate, four 30 credit M level modules to receive a Postgraduate Diploma, or all modules equivalent to 180 M level credits in total to receive an M.Sc. in Luxury Brand Management. The programme will have two in-takes a year, offering a September and a February start.

The programme has developed a modular structure which is consistent with the UEL academic framework for postgraduate programmes and conforms to Quality Assurance Agency (QAA) benchmarks. Full-time students may study a maximum of 2 x 30 M level credit modules per semester. Part-time students will study one module per semester (30 M level credits).

The programme is offered in full time and part time mode (P/T subject to demand and resource availability).

### **Learning environment**

The programme is designed to encourage participative as well as independent learning. Classes are anticipated to be interactive and engaging with students contributing formal and informal presentations, case study analysis, debate and critique of academic theory. The programme will utilise a mixture of traditional lectures, informal seminar activities, in-class videos, guest lectures from expert practitioners and academics, organisational and conference visits, and online discussion forums and e-learning technologies. All classroom activities will endeavour to draw together students' collective brand experiences, and relate them to everyday consumption or professional practices. Classes will also retain an informal and encouraging atmosphere to facilitate class interaction and participation amongst students.

### **Assessment**

The modules on the programme incorporate a range of different formative and summative assessments. Formative assessments are designed to provide informal feedback to students so they can evaluate their conceptual and practical understanding of course material. These will take the form of informal presentations, in-class quizzes using Turning Point® software, critique of seminal academic papers, debate of topical issues and case study analysis. Summative assessments which count toward the final module grades include a varied mixture of individual reports, group reports, group presentations, and end-of-module written examinations. Assessments take place throughout the year, although they will be coordinated to ensure that students are not overloaded with clashing dates for submission of coursework. The summative assessments are predominantly based upon individual work, with less than 25% of the entire module assessment weighted toward group work to comply with CIM professional accreditation guidelines.

### **Relevance to work/profession**

The programme emphasises the practical application of interdisciplinary branding theory, and is designed to be highly relevant to business practice and managerial decision making. Students who opt to take the programme part-time will be encouraged to base some assessment work on their own companies, when and where appropriate. Reflective practice exercises will also form part of the formative and summative assessment of modules. Students will be assigned an individual mentor throughout their time on the programme to monitor their progress and provide advice and encouragement when required. This programme is designed to strongly enhance the employability and career prospects of our graduates which is of primary importance to us as a university.

### **Dissertation/project work**

In the third semester students can choose between either a research dissertation or two 30 M level credit additional learning modules, Marketing and Brand Management Decision Making and a shorter research based Management Research Report. The 60 M level credit Management Dissertation module is run within the current suite of postgraduate programmes at RDBS. It features research planning classes, which are completed in the semester prior to the dissertation in order to provide students with adequate training in research methods, and students also write a proposal in this semester to allocate them with an appropriate supervisor to their chosen topic. The Marketing and Brand Management Decision Making and Management Research Report modules have been designed as an alternative to the Management Dissertation for students who want to carry out a more applied piece of individual research in Semester C which is shorter and more corporate focused. The Marketing and Brand Management Decision Making module which will accompany the Strategic Marketing Report will be taught by all members of staff teaching on the Msc. Luxury Brand Management. The faculty will pool their expertise on this module which will aim to synthesise the learning that has taken place in the programme to this point.

If they choose the dissertation, students will be allocated a dedicated project supervisor with whom they should liaise with regularly through the submission of work-in-progress drafts and the planning of research process stages. The dissertation develops students' project management, writing, analytical and conceptual knowledge of theory, and also allows them to understand its everyday or practical application. This can be an incredibly rewarding experience for students who can then specialise in a particular area of brand management following the completion of their M.Sc. degree for career development or employability purposes.

### **Added value**

- The programme is accredited with a Multi Award Pathway (MAP) from Chartered Institute of Marketing (CIM) and students. CIM are the world's largest professional marketing organisation with a global membership of over 60,000.
- Modules which are innovative and exclusive to the RDBS M.Sc. Luxury Brand Management, we are the only university in the UK to offer a specialist module on brand valuation methodologies.
- The Brand Valuation module will be taught by the company *Brand Finance* at their global headquarters in Haymarket, Central London. *Brand Finance* provides financial and auditing services to major brands in the private, government and voluntary sectors.
- Opportunities to take part in field trips and other extra-curricular activities as deemed of value by the Programme Leader.
- Opportunities to participate in the school-wide Research seminar as relevant.
- Regular guest lectures from leading academics and experienced practitioners to provide a hybrid mix of academic theory and managerially relevant issues.
- Attend and actively participate in a minimum specified number of the Research Seminars.
- Present at Research Seminars as deemed appropriate.
- Attend a minimum number of (deemed appropriate) Guest Lectures, networking events, organised either on the programme or by our Research Centres or with our partners, for example, CIME, Islamic Finance & Banking Centre, Noon Centre for diversity, Employability Centre, CIM, CMI.
- Students get a chance to specialise in a growing and expanding area of business practice, which enables them to differentiate themselves in the job marketplace.
- RDBS is populated with leading experts and researchers who deliver the lectures and seminars, and provide value through their conceptual knowledge of theory and its practical application.

### **Your future career**

RDBS is very focused upon the skills and employability of our graduates, and supporting the professional development of part-time practitioners. Graduates have found that the qualification has international currency and recognition which in turn has opened up new opportunities in self-employment, international marketing, and consultancy.

Past graduates have received significant promotions on returning to their firms, gained positions ranging from promotion to product managers, management positions in international advertising agencies and in international consultancy firms.

### **Professional Accreditation from Chartered Institute of Marketing (CIM)**

The M.Sc. Luxury Brand Management is accredited with a Multi Award Pathway (MAP) from Chartered Institute of Marketing (CIM), the world's largest professional marketing body with a global membership of over 60,000. This is the highest level of accreditation that CIM currently offer academic institutions in the United Kingdom. It means that students who successfully complete all five (or six if the alternative route other than dissertation is chosen) UEL modules to earn 180 M-Level credits will be entitled to undertake two additional CIM practice modules in Marketing and Project Management to receive a CIM Professional Diploma in Marketing. This Diploma is recognized globally and carries great currency in the job market and as such, enhances our students' employability prospects.

The programme will also seek to arrange student placements, where available, in London companies through our Knowledge Dock centre, which could potentially form the basis for future employment opportunities and experiences. Students who complete the M.Sc. will obtain a qualification that will prepare them for a role in brand management, and graduates will also be highly qualified for careers in marketing, advertising, public relations, consultancy or communications. RDBS encourages lifelong learning, and through our alumni network we will seek to keep contact with our graduates long after they have completed their programmes to continue to support their professional development as lifelong learners, as well as providing them with opportunities to maintain their involvement with the school.

### **How we support you**

RDBS will support students on the programme throughout their learning journey. All students are assigned a personal tutor, and will also have access to the programme leader should they wish to discuss any particular academic or non-academic issue. Our students are encouraged to remember that we are ultimately here to help you. All our modules build both academic knowledge and practical skills that students will develop in ways which are beneficial to their career progression.

Students will be provided with access to UEL Plus where they can download lecture notes, engage in online discussion, follow links to useful websites, and download podcasts, videocasts, or other e-learning materials. Students are assigned individual project supervisors for their Postgraduate Dissertations who are there to advise and support throughout the research process. Students will also benefit from any CIM events (we are currently hosting CIM specialist events in marketing), invited speakers or research conferences that will take place on campus. We regularly invite guest speakers on our modules to discuss their experiences of the world of practice, and these events help students to understand the everyday realities of business and brand management careers. We also have a dedicated

Employability Manager, who runs free drop-in clinics for students to help them with their CVs, covering letters, interview techniques or job application processes. There are also various graduate job opportunities and placements that our Employability Manager has organised which are exclusive to RDBS students, and employability events that are designed to provide students with unique insights into the world of business from leading practitioners and commentators.

### **Bonus factors**

The programme itself in terms of quality, content, experienced international teaching team, world class research facilities, is only part of the success story. Graduates tell us that the major strength of the programme lies in the friendships of fellow students from across the globe working together, sharing experiences from very different cultures, and the rich diversity of values and attitudes. The understanding and appreciation of this diversity fosters generosity in terms of differences and a recognition that with the differences there are opportunities of mutual benefit. The programme can provide the cornerstone of your career and an experience of your lifetime.

Interest and relevance in the programme are further enhanced by the analysis of real time current issues affecting today's markets and global business. Finally, the programme places great emphasis on practical as well as theoretic applications to prepare the student for both an academic and business career.

Further bonus factors would include the following:

- The opening of the new sports centre in UEL Docklands Campus which will provide exercise options for students on campus.
- A dedicated, 24 hour library facility and a safe and secure campus.
- A vibrant student body that is diverse, friendly and truly international.
- Access to the latest e-learning platforms and web-based technologies to facilitate off-site learning for our students.

### **Programme aims and learning outcomes**

#### **What is this programme designed to achieve?**

This programme is designed to give you the opportunity to:

- Intellectually synthesise strategic and socio-cultural perspectives on the social and economic role of luxury brands in the context of the contemporary global economy.

- Critically develop students' academic knowledge of luxury brand management practices and processes from both an organizational and consumption perspective.
- Enhance students' analytical ability to draw upon academic theory and concepts to aid managerial decision making.
- Develop and embed a range of personal, communication and critical analytical skills which are central to the practice of brand management.
- Enhance students' abilities to engage in critically reflective practice to foster personal development and life-long learning.
- Rigorously and practically educate students for a career in luxury brand management or provide career advancement opportunities for practitioners currently working in a brand management role.

### **What will you learn?**

#### **On successful completion of the programme the student will be able to:**

##### **Knowledge**

- Critically evaluate luxury branding from a dual managerial and socio-cultural perspective that is academically underpinned yet pragmatically focused.
- Acquire a strategic understanding of the role of integrated marketing communications in the development of brand identity.

##### **Thinking Skills**

- Apply a sound theoretical and pragmatic understanding of luxury brand processes and practices within an organisational context.
- Critically evaluate the role of consumers in the co-construction of brand meaning.

##### **Subject-Based Practical Skills**

- Appraise the financial value of luxury brands using state-of-the-art metric analysis of the net economic worth of brands.
- Rigorously apply analytical qualitative and quantitative research methodologies to aid brand management decision making.

##### **Skills for Life and Work (general skills)**

- Evaluate luxury brand management from a holistic and strategic perspective
- Efficiently and effectively manage individual and group projects under time constraints
- Enhance interpersonal, written, communication and professional presentation skills for professional development

## **The programme structure**

### **Introduction**

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

0 equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme

1 equivalent in standard to the first year of a full-time undergraduate degree programme

2 equivalent in standard to the second year of a full-time undergraduate degree programme

3 equivalent in standard to the third year of a full-time undergraduate degree programme

M equivalent in standard to a Masters degree

### **Credit rating**

The overall credit-rating of this programme is 180 for Masters degree (M-Level).

### **Typical duration**

The programme has two intakes a year with students starting in both late September and in February. Normally the programme would be completed in three semesters (60 M level points per semester).

The typical duration of this programme is 1 year full-time or 2 years part-time. It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period. It is envisaged that full and part-time students will undertake the modules at the same time as both

sets of students can benefit from their diverse and collective experiences of brands. Arrangements can be made for students who wish to move from part to full-time or vice versa, and breaks to your programme can be organised if discussed in advance with the programme leader.

### How the teaching year is divided

The full-time programme will be offered on the basis of two modules per semester, while part-time students will complete one module per semester. At least one module per semester will be offered on the basis of two evenings per week to facilitate part-time students, and these students will be provided with a comprehensive induction to introduce them to the context and the content of the programme as they will be joining at different stages and during different modules. Each module consists of 300 hours of study per 30 credit module, which includes 54 hours of lectures and seminars, and 246 hours of independent study and coursework. The Postgraduate Dissertation is taken during Semester C (June – September). The dissertation module accounts for 60 credits, and consists of 600 hours of coursework overall. Alternatively two shorter 30 credit modules may be taken which consist of 300 hours of study each, one of which will contain independent study.

### What you will study when

Level	Sem	Module Title	Credit	Status
M	A	Luxury Brands and Retail Marketing (Semester A)	30	Core
M	A	Brand Management and Integrated Marketing Communications (Semester A)	30	Core
M	B	Consumer Behaviour and Marketing Research (Semester B)	30	Core
M	B	Brand Valuation and Financial Reporting (Semester B)	30	Core

## Semester C:

### Either

M	C	Postgraduate Dissertation	60	Option
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### Or

M	C	Marketing and Brand Management Decision Making	30	Option
M	C	Management Research Report	30	Option

## Requirements for gaining an award

In order to gain a Postgraduate Certificate, you will need to obtain 60 credits at Level M.

In order to gain a Postgraduate Diploma, you will need to obtain 120 credits at Level M

In order to obtain a Masters, you will need to obtain 180 credits at Level M. These credits will include a 60 credit level M core module of advanced independent research or two 30 unit modules in Semester C.

## Masters Award Classification

Where a student is eligible for an Masters award then the award classification is determined by calculating the arithmetic mean of all marks and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

70% - 100%	Distinction
60% - 69%	Merit
50% - 59%	Pass
0% - 49%	Not passed

## **Teaching, learning and assessment**

### **Teaching and learning**

#### **Key teaching and learning methods to address the learning outcomes:**

##### **Knowledge is developed through**

- Participative lectures and seminars
- Independent research and writing
- Skill based workshops

##### **Thinking skills are developed through**

- Independent reading exercises
- Case study analysis
- Online learning

##### **Practical skills are developed through**

- Group work and interaction
- Written assessment and presentation
- In-class case study analysis

##### **Skills for life and work (general skills) are developed through**

- Reading and writing
- Numeracy exercises
- Professional presentations

## **Assessment**

Programme assessment methods used to demonstrate the learning outcomes:

**Knowledge is assessed by**

- Written assignment
- Oral presentations
- Written examinations

**Thinking skills are assessed by**

- Reading exercises
- Case study analysis
- Written assignments

**Practical skills are assessed by**

- Group presentation activities
- Dedicated analytical workshops
- Peer review evaluation

**Skills for Life and work (general work skills) are assessed by**

- Reflective practice exercises
- Oral feedback
- Individual tutor reports

**How we assure the quality of this programme**

**Before this programme started**

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;

- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

### **How we monitor the quality of this programme**

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

### **The role of the programme committee**

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

### **The role of external examiners**

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme
- To ensure that justice is done to individual students

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments
- Attending assessment boards
- Reviewing samples of student work and moderating marks
- Ensuring that regulations are followed
- Providing feedback through an annual report that enables us to make improvements for the future

### **Listening to the views of students**

The following methods for gaining student feedback are used on this programme:

- Programme committee meetings
- Module evaluation
- Discussions with programme and module tutors

Students are notified of the action through:

- Circulation of programme committee minutes
- Individual feedback
- Written email communication

### **Listening to the views of others**

The following methods are used for gaining the views of other interested parties:

- Consultation with Corporate Marketing and the International Office
- Consultation with the administration department
- Consultation with RDBS employability manager
- Consultation with professional bodies such as CIM

## Where you can find further information

Further information about this programme is available from:

- The UEL web site (<http://www.uel.ac.uk>)
- The student handbook – UEL Plus
- Module study guides – UEL Plus
- UEL Manual of General Regulations <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- [www.uel.ac.uk/business](http://www.uel.ac.uk/business)
- *Chartered Institute of Marketing*: [www.cim.co.uk](http://www.cim.co.uk)