



London School  
of Marketing



## MA in Marketing & Innovation

Inclusive of the Extended Postgraduate Diploma in Business  
& Marketing Strategy

### COURSE PROSPECTUS



Local Access Point  
Removing the Boundaries to Education



Recognised International  
Business Development Partner  
of London School of Marketing

# About the Programme

This MA in Marketing & Innovation Top Up programme, inclusive of the Extended Postgraduate Diploma in Business & Marketing Strategy (awarded by EduQual) is designed for graduates of any discipline wanting to pursue a career in marketing and strategic marketing management.

This Master's degree course aims to broaden your existing knowledge on marketing and supplement your work experience with the contemporary skills and concepts marketing managers need to become successful professionals in their field.

## STUDY RESOURCES

Blended learning is ideal for students who are unable to get access to a physical classroom but are still seeking structure, support and quality learning materials. To help you gain the most from your studies, we have created a range of valuable resources. We offer:

- ➔ Dedicated one-to-one online tutor support
- ➔ Live webinars per module from subject experts
- ➔ Access to the state-of-the-art Learning Platform (LP)
- ➔ A comprehensive e-library with access to Mintel



## ENTRY REQUIREMENTS

1. UK Bachelor's degree or equivalent and two years managerial experience OR; five years managerial experience (evaluated on a case-by-case basis)
2. Level 7 Postgraduate Diploma OR; Applicants without a Level 7 Diploma but holding significant managerial experience will be considered for Advanced Entry on a case-by-case basis.
3. A good command of English (IELTS 6.0 or equivalent for students requiring a Tier 4 visa)

# About London School of Marketing

London School of Marketing offers academic and professional courses in the business and marketing field, validated and approved by industry leading professional bodies including EduQual, CIM (The Chartered Institute of Marketing) and DMI (Digital Marketing Institute).

We are trusted by the world's leading brands to educate their employees. Over 3,500 corporate companies have chosen us to provide the necessary skills their employees need to succeed including Barclays, Adidas, BBC and Apple, to name just a few. London School of Marketing courses are typically studied online over one to three years of full-time study.

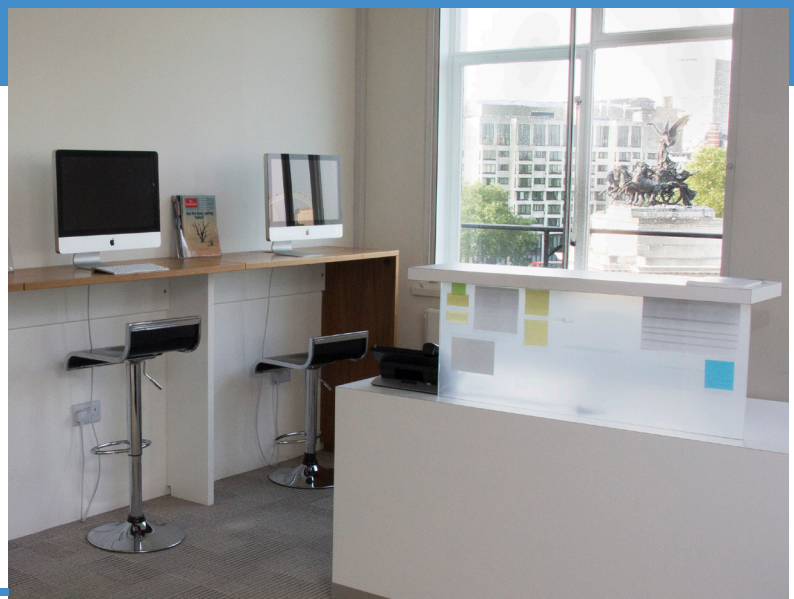
## OUR MISSION

**Product mission** - To develop, design, publish and offer both academic and professional courses in partnership with well established institutions using technology as the forefront of delivery.

**Social mission** - to operate the company in a way that recognises the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally and internationally.

**Economic mission** - To operate the company on a sustainable financial basis of profitable growth, increasing value of our shareholders and expanding opportunities for development and career growth of our employees and associates.

Those studying for a qualification using LSM's award winning learning platform, are offered a structured process to learn. Students come away from our courses with an understanding of both the practical and theoretical aspects of their qualification.



# Student Reviews

At LSM, we guarantee a satisfying study experience. Over the years, we have helped over 10,000 students to achieve their dreams. Our competent staff and our experienced faculty will make sure that you leave LSM with a smile. Find out what our past students say about us:

The London School of Marketing's Learning Platform provided me a unique experience of studying on a purely virtual mode, while allowing me to carry on with my job. Yet, I had the worry to get the right text books to study and for reference purposes, but I was once more pleased with the plethora of virtual offers in the e-Library, that offered a multitude of reading materials to understand the modules better and to help in the preparation of the assignments.

**DEBESH BEEDASY**

LSM is very supportive and all the staff are extremely helpful. The support of the mock exams and assignments are excellent as not every school provides these.

**EILEEN DONAGHEY**

I really enjoyed my study experience with LSM so far. The tutors were exceptionally helpful and were always there for a reply or clarification whenever i needed it. They were quite knowledgeable and pleasant to work with. The resources, especially the EPK and workshop manuals were really great in helping understand assessment requirements. Not to mention the course material were comprehensive and easy to understand. I look forward to a new term with London School of Marketing.

**SANDUNI BHAGYA WICKREMASINGHE**



# Course Information

The Extended Postgraduate Diploma in Business & Marketing Strategy - awarded by EduQual, and MA in Marketing & Innovation (Top up) are designed to enhance the potential of those applicants currently in employment and ready to enter a marketing management role, or for those currently in a marketing role ready to move into a more senior strategic management position.

The contemporary focus of this marketing Master's degree programme will ensure that graduates are equipped with unique and powerful skills that will truly add value to the day-to-day activities of a marketing professional.

## Extended Postgraduate Diploma in Business and Marketing Strategy

**AWARDED BY EDUQUAL**  
(6 Months Duration)

1. Strategic Financial Management
2. Strategic Management
3. Marketing Management Strategy
4. Global Marketing
5. Strategic Marketing for Social Enterprise

Upon successful completion of this stage, students will receive the Extended Postgraduate Diploma in Business and Marketing Strategy awarded by EduQual, UK.

## MA in Marketing & Innovation Top-Up

**DELIVERED IN PARTNERSHIP WITH THE ANGLIA RUSKIN UNIVERSITY**  
(6-9 Months Duration)

1. Research Methods for Managers
2. Dissertation Project

Students who have successfully completed the Extended Postgraduate Diploma in Business & Marketing Strategy will be able to gain entry to MA "top-up" stage, which forms the Part 2 of this qualification. The MA top-up stage is delivered in partnership with LSM, and students will be following this stage via LSM's award-winning Learning Platform.

# Extended Postgraduate Diploma in Business and Marketing Strategy



## MODULE DETAILS

### 01. Strategic Management

#### UNIT DESCRIPTION

Students will examine the role and importance of strategic business planning in organisations. Businesses need to identify their core purposes so that all other activities can be synchronised and structured in order to support the achievement of these objectives. The business environment however, is fluid, and businesses need to respond to both internal and external factors when reviewing their strategies. Strategies need to be designed in such a way as to achieve competitive advantage. Both the strategies and the nature of competitive advantage are dependent on, and need to be aligned to, what the business is and what the business does.

There are a number of operational and emerging issues that impact upon business strategy, and students will learn how sustainable and ethical considerations have an increasing impact on strategy.



#### LEARNING OUTCOMES

1. Understand the impact of internal and external factors on organisations
2. Understand the role of strategic business planning in organisations
3. Understand the strategies that organisations use to achieve competitive advantage
4. Understand the environmental factors that affect strategic business management and planning





# Extended Postgraduate Diploma in Business and Marketing Strategy



## MODULE DETAILS

### 02. Marketing Management and Strategy

#### UNIT DESCRIPTION

This unit is designed for people who require a contemporary working knowledge and understanding of marketing as one of the main organisational disciplines. It is relevant to both students and managers who come from public or private sector organisations, and who wish to build their managerial experience around market-making principles, and develop a strategic approach to product and market growth as well as organisational wealth.

The unit examines the marketing planning process, market size, structure and segmentation, the marketing mix, buyer and consumer behaviour, branding, image and market communications, and some of the key financial aspects that underpin successful product and service positioning. Additionally, students will be able to appreciate the multicultural aspects of marketing, and how value propositions can be tailored to meet market needs, so that lasting relationships can be used to build brand strength and customer loyalty.



#### LEARNING OUTCOMES

1. Understand the marketing planning content and process
2. Understand contemporary marketing and strategy plans
3. Understand internal and external marketing and management planning tools and techniques
4. Understand the decision-making processes within an organisation
5. Understand how to use external marketing data to formulate marketing plans
6. Know how to communicate decision-making processes to key stakeholders



# Extended Postgraduate Diploma in Business and Marketing Strategy



## MODULE DETAILS

### 03. Global Marketing

#### UNIT DESCRIPTION

This unit is designed to assist aspiring marketing practitioners with the effective management of information from a range of sources in the production of a marketing strategy.

Students will critically examine the impact of current developments in design and product/service diffusion and innovation on mass customisation and marketing communications. In addition, the unit highlights the importance of patenting ideas, design registration, trade-marking and intellectual property on new products and services. From a strategic perspective, students will critically assess the possible cultural issues facing firms entering international markets.



#### LEARNING OUTCOMES

1. Identify and critically evaluate the main characteristics of product and service design and innovation from the marketing perspective
2. Distinguish between the key characteristics of the design process in the context of stylistic change, fashion and consumer taste, including the nature of design management and the importance of design and innovation in enhancing competitiveness
3. Identify, develop and apply appropriate marketing strategies for international markets
4. Critically evaluate the internationalisation process for a range of companies in various international markets, including the evaluation of successful criteria





# Extended Postgraduate Diploma in Business and Marketing Strategy



## MODULE DETAILS

### 04. Strategic Marketing for Social Enterprise

#### UNIT DESCRIPTION

The aim of this unit is to provide students with a deeper understanding of marketing theory and knowledge of public sector dynamics to allow them to develop solutions for the challenges facing the public sector.

The unit examines the critical success factors for an SME within an industry where it is operating. Present day organisations, whatever their market size, share, or profit structure, work towards an optimal marketing strategy. This unit will enable students to outline of an innovative marketing strategy for an SME.



#### LEARNING OUTCOMES

1. Evaluate the usefulness of the traditional marketing models in the SME context.
2. Design a theoretical construct which reflects the cultural, political and organisational dimensions associated with the role of marketing in the public sector
3. Critically analyse the value of such a construct in contributing to the changing agenda of customer focus in the public sector
4. Critically evaluate the role and effectiveness of marketing in the public sector



*The contemporary focus of this marketing programme will ensure that graduates are equipped with unique and powerful skills that will truly add value to the day-to-day activities of a marketing professional.*



# Extended Postgraduate Diploma in Business and Marketing Strategy



## MODULE DETAILS

### 05. Strategic Financial Management

#### UNIT DESCRIPTION

Given that liquidity and stability are central to the survival of organisations, this unit examines the importance of financial resourcing on an organisation's performance. The business environment and business activities are subject to risk and uncertainty and students will examine how these can be factored in to financial management to ensure problems are accounted for and minimised.

The unit teaches students how to assess the financial state of a business using the requisite tools and how to interpret the results to gain a better understanding of the business' financial performance in order to decide how its financial resources could be managed better.



#### LEARNING OUTCOMES

1. Understand the impact of financial resourcing on an organisation's performance
2. Understand how to use appraisal methods to manage financial resources
3. Know how to assess the performance of organisations
4. Understand how to use management accounting methodology to manage resources effectively



### 01. Research Methods for Managers

#### UNIT DESCRIPTION

This module provides course participants with appropriate knowledge, skills and abilities they will need to effectively carry out a piece of small scale business / management research. Emphasis is placed upon developing individuals towards their workplace based Masters Dissertation / project. Focus is given to specific issues faced by managers and researchers when carrying out organisational research. These include the philosophical aspects of enquiry in social settings, operating in political contexts, negotiating access to key individuals & data, & meeting research outcomes expected by multiple organisational stakeholders.

Consequently, this module will focus on providing individuals with the skills necessary to meet these challenges and therefore effectively plan, carry out and report upon their Master's level dissertation / project. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes.



#### LEARNING OUTCOMES

1. Demonstrate a critical understanding of the different approaches to research used in business / management and the social sciences
2. Identify and justify decisions regarding their chosen topic, research questions and research methodology
3. Synthesise and critically evaluate the current theoretical and methodological developments in their chosen field of study, making clear their own contributions to this body of work
4. Demonstrate the required skills and abilities needed to successfully plan, organise, undertake and communicate the findings of, a piece of small scale business / management research



# MA in Marketing & Innovation Top-Up

## MODULE DETAILS

### 02. Dissertation (Research Project)

#### UNIT DESCRIPTION

In order to obtain a Master's degree you must prepare, submit, and pass a dissertation. There are a number of reasons why the dissertation is a crucial part of your studies. It allows you an opportunity to demonstrate, at an advanced level, several important intellectual and practical skills. These skills are valued by employers and as the dissertation is your own work it is proof that you have mastered them. In fact, sometimes your dissertation will help you to obtain an interview or find the position you want.

The dissertation is not a taught module and this means that the research and writing up of your findings is very much an individual effort that allows you to demonstrate organisational and time-management skills. You will have further honed your research skills & techniques & deepened your understanding of at least one major area of business and/or business related areas. Other high-level skills which will be developed include evaluation, synthesis, and critical thinking, and finally, communication and presentation skills.



#### LEARNING OUTCOMES

1. With reference to a chosen significant and complex area for enquiry, establish a method for investigation / exploration of key concepts, models and principles.
2. Critically evaluate complex issues from a variety of viewpoints
3. Develop effective arguments to support relevant conclusions
4. Justify & rigorously apply appropriate methodologies, techniques and practical strategies; being sensitive to the context
5. Where appropriate, formulate solutions to business or management problems in discussion with peers, clients, mentors and others
6. Reflect critically on the process and outcomes of the investigation/ enquiry





# Course Delivery

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The course would be delivered on a blended learning format encompassing highly interactive sessions, workshops, seminars, project work and case studies. The first part of the program would be internally assessed and externally verified by EduQual, a UK awarding body. The second part will be delivered in association with London School of Marketing (LSM), UK.

Assessment of the first part's modules would be a mix of assignments and case studies. During the second part of the qualification, students will have full access to LSM's Learning Platform, where they can access all course materials, lecture notes, case studies and practical applications as well as access to regular online webinars, delivered directly from London.

In addition, staff at your support centre are also available to provide local support and assistance to students.

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