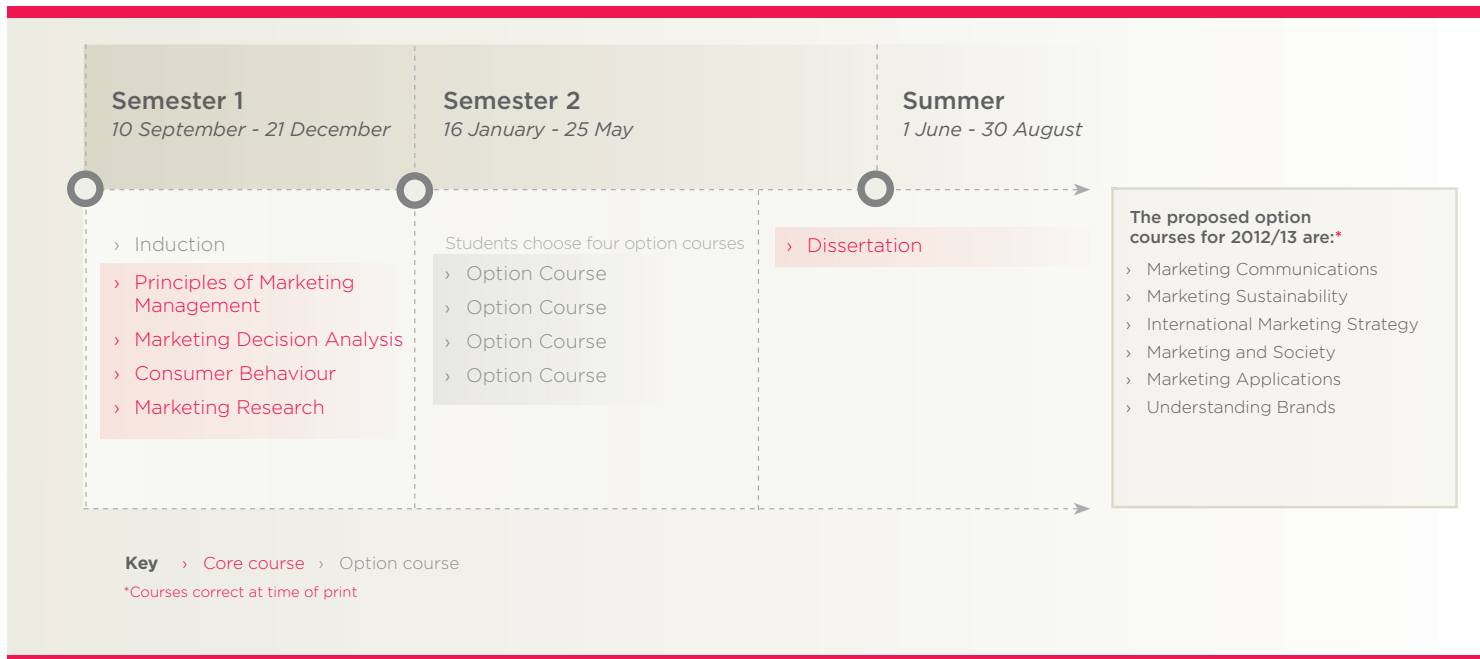


# MSc in Marketing

## Programme Structure



## Details of core courses

### Consumer Behaviour

This course aims to introduce students to the theory and practice of consumer behaviour by building a comprehensive knowledge and understanding of the relevant literature. The purpose of the course is to examine in detail the process of consumer decision-making, the influences on buyer behaviour and their implications for marketing in purposeful organisations. Students will develop a critical appreciation of the existing research into consumer behaviour by engaging with the literature and examining practices in the marketing of consumer goods and services. The course will illustrate the central role of consumer behaviour and its relevance to marketing.

### Marketing Decision Analysis

This course aims to introduce students to the theoretical frameworks and tools used in marketing decision analysis. Students will earn an appreciation of the range of marketing metrics available to aid in the development and evaluation of marketing strategy as well as how to use basic modelling techniques to support marketing decision-making and planning. The course will also introduce students to basic computer software support for marketing decision analysis and the use of management science techniques through worked examples examining common marketing problems and decisions.

### Principles of Marketing Management

The course aims to provide students with an introduction to marketing both as an academic discipline and as a managerial activity. Academically, the objective of the course is to provide a grounding in the core theories,

concepts and frameworks that have been developed to understand and explain marketing phenomena, and to offer the opportunity for critical reflection on these. In terms of a managerial activity, the course aims to furnish students with an appreciation of, and critical reflection on the concepts, frameworks, tools and techniques that can be employed in the management of marketing activities. Students will consider many aspects of marketing in an organisation including the examination of marketing strategy formulation and implementation issues through the concept of the integrated marketing mix: the product/service offering and customer service, communications, pricing and channels.

### Marketing Research

The course considers both academic and applied research in marketing. The course aims to provide students with the necessary knowledge and skills involved in undertaking a dissertation and wider marketing research. Students will learn about the methods and philosophical debates surrounding empirical research in academia. The course will engage students in the (marketing) research process which involves the systematic gathering, recording and analysing of data about problems relating to the marketing of goods and services. Students will be provided with a basic appreciation of the information requirements in various marketing situations, the research process and the systematic methodology in achieving marketing information objectives. Students will also learn how marketing research can be utilised by management in order to improve the effectiveness of the marketing decision-making process and secondly how research can aid development of marketing as an academic discipline.

## Dissertation

The student will conduct a piece of original research over the summer block normally on a marketing related topic. Various types of dissertation are acceptable.

A dissertation may be a critical review of theoretical material or a piece of empirical research or both.

Examples of the aims of the dissertation are: to give the student the opportunity to practise and gain confidence in the use of skills which s/he has acquired in the preceding courses; to provide an opportunity to study a particular topic in depth.