

**PROGRAMME SPECIFICATION: MSc Marketing and Financial Services**

1	Awarding Institution:	University of Exeter
2	School(s)/Teaching Institution:	Business School
3	Programme accredited/validated by:	
4	Final Award(s):	MSc
5	Programme Title:	Marketing & Financial Services 9 month programme
6	UCAS Code (if relevant):	
7	FHEQ Level of Final Award(s):	M
8	QAA Subject Benchmarking Group:	n/a
9	Date of Production/Revision:	September 2009

10	<p><b>Programme Structures and Requirements, Levels, Modules, Credits and Awards</b></p> <p>This programme is studied over nine months and is University-based throughout that time. Study is a Level M as defined by the University. The programme is taught over two 12-week semesters with a period of assessment at the end of each. Students choose a programme pathway in which 40 - 60 percent of programme credits originate in marketing modules, and 40 - 60 percent originate in finance modules. Based on this student determined pathway, the ratio of programme credits stemming from marketing and finance modules will either be 40:60, 50:50, or 60:40.</p> <p><b>Semester 1</b> Students study the following core modules:</p> <ul style="list-style-type: none"> <li>• BEAM031 Financial Instruments (15)</li> <li>• BEAM032 Investment Analysis 1 (15)</li> <li>• BEAM046 Financial Modelling (15)</li> <li>• BEAM047 Fundamentals of Financial Management (15)</li> <li>• BEMM110 Consumption, Markets and Culture (30 credits – 15 taken in semester 1)</li> <li>• BEMM148 Strategic Marketing (15)</li> </ul> <p><b>Semester 2</b> Students study the following core modules:</p> <ul style="list-style-type: none"> <li>• BEAM033 Banking &amp; Financial Services (15)</li> <li>• BEMM113 Brand Communication (15)</li> <li>• BEMM110 Consumption, Markets and Culture (30 credits – 15 taken in semester 2)</li> </ul> <p><b>Plus</b> 3 options (45 credits) from any of the following: of which 2 or more must be Marketing modules, i.e. BEMM code.</p> <ul style="list-style-type: none"> <li>• BEAM026 Corporate Governance (15)</li> <li>• BEAM035 Derivatives Pricing (15)</li> <li>• BEAM036 Domestic &amp; International Portfolio Management (15)</li> <li>• BEAM038 Investment Analysis 2 (15)</li> <li>• BEAM039 Principles of Finance (15)</li> <li>• BEAM043 Portfolio Investment Game (15)</li> <li>• BEMM109 Ethical Issues in Marketing (15)</li> <li>• BEMM111 Internet Marketing in the Information Society (15)</li> <li>• BEMM120 Understanding Consumer behaviour (15)</li> </ul> <p>Students passing the programme according to the University's Postgraduate Assessment Criteria are awarded the MSc. Students who are unsuccessful at achieving the standard required for the MSc may be eligible for the award of Diploma or Certificate in Marketing &amp; Financial Services.</p> <p>Further information can be accessed from the School website, <a href="http://www.exeter.ac.uk/business-school">www.exeter.ac.uk/business-school</a></p>	
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11	Educational Aims of the Programme
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This programme is intended to

- bring together finance and marketing scholarship and practice, so that at the end of the course students will be equipped with key concepts, theories and calculations concerning financial services and marketing, and to be able to analyse and problem solve from marketing and financial services perspectives;
- use lectures to guide students to results concerning theory development and testing in marketing and finance research;
- use practical sessions to equip students with applied skills to appraise contemporary complex situations from a marketing and a finance perspective;
- from a practice perspective, equip students to follow marketing careers in the financial sector.

Information on module aims can be accessed through the School's website, [www.exeter.ac.uk/business-school](http://www.exeter.ac.uk/business-school)

12	Programme Outcomes
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(a) Subject knowledge and skills

Students successfully completing the programme will have knowledge and skill concerning:

- Existing scholarship in the area of marketing and financial services.
- Application and appraisal of marketing theory and constructs to financial services.
- New and existing issues arising in marketing and financial services.
- Models and methods to help problem solve within marketing and financial services.
- Manipulation of databases, software and bibliographic resources related to marketing and finance.

(b) Core academic skills

Students successfully completing the programme will have:

- Developed strong theoretical arguments based on analytical reasoning.
- Rigorously analysed problems from a variety of perspectives.
- Critically appraised theory and practice.
- Developed familiarity and confidence with arithmetic and constructs in marketing and finance.
- Applied and criticised academic models in a "real world" context.

(c) Personal and key skills

Students successfully completing the programme will have:

- An understanding of future career paths in marketing and financial services
- Applied the tools of marketing and finance within 'workplace' settings.
- Worked effectively in private and in teams.
- Planned and managed class and private study.
- Built team skills through class discussion and debate.
- Built presentation skills through class participation.

13	Teaching, Learning and Assessment Methods
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(a) Subject knowledge and skills

Teaching is by lectures and classes. Learning takes place through assigned reading of the research literature, assigned problem solution, which may be either individual or group work. Assessment takes place through written examination, by written assignment and, where appropriate, by personal presentations.

(b) Core academic skills

Classes, assigned exercises, practical classes, research supervision; preparation and presentation of reports requiring critical surveys of empirical literature, class solution of assigned problems developing the use of concepts and models, presentation of group practical exercises. Assessment through examination, written reports, and sometimes personal presentations.

(c) Personal and key skills

Development of problem solving and literature review skills through specific assigned problems and practical assignments, sometimes related to current issues. Expression of organised group research through group and seminar discussions. Setting of assignments designed to use financial databases, statistical techniques and models. Assessment through examination, written reports, and sometimes personal presentation.

At Exeter, the University Library maintains its principal collections in the main library buildings on the Streatham and St Luke's campuses, together with a number of specialist collections in certain Schools. The total Library collection comprises over a million volumes and 3000 current periodical subscriptions. Information Technology (IT) Services provide a wide range of services throughout the Exeter campuses including open access computer rooms, some of which are available 24 hours, 7 days a week. Additionally, some Schools have their own dedicated facilities. Helpdesks are maintained on the Streatham and St Luke's campuses, while most study bedrooms in halls and flats are linked to the University's campus network.

It is University policy that all schools should have in place a system of academic and personal tutors for their students. A University-wide statement on such provision is included in the University's TQA Manual.

Additionally, the following units at Exeter between them provide a wide range of student support services:

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| - Student Counselling Service               | - Student Health Centre                |
| - Study Skills Service                      | - Family Centre (Streatham campus)     |
| - Student Advice Centre (Guild of Students) | - Chaplaincy                           |
| - International Office                      | - English and Foreign Language Centres |
| - Study Abroad Office                       | - Disability Resource Centre           |

The University Careers Advisory service provides expert advice to all students to enable them to plan their futures, through guidance interviews, psychometric testing, employer presentations, skills events, practice job interviews and CV preparation.

All Schools are required to possess Student/Staff Liaison Committees, which allow students to contribute directly to the enhancement of educational and other provision at discipline level

***In addition, support for postgraduate students in the Business School includes:***

- A one week induction programme (University and MA/MSc/MRes programme registration and induction including welcomes, IT induction, library induction, postgraduate receptions)
- A dedicated programme director
- A dedicated programme administrator and programme assistants
- Personal tutor
- A programme-dedicated student handbook (c. 50 pages) includes *inter alia* registration and induction, general information on School and University facilities and services (e.g. library, IT, fax, photocopying), health and safety, communicating with School staff, illness and absence, special needs, details of the degree programme and its modules (module templates, examinations, assessment methods etc.), School Code of Good Practice in Teaching and Learning, University postgraduate assessment procedures (examination conventions), complaints and appeals procedures, and guidance on examination preparation, groupwork, essay writing, referencing, cheating and plagiarism.
- A computing officer, database support person and IT assistant
- Three postgraduate-exclusive computing suites with standard and specialised software (e.g. RATS, PCGive, SPSS, Maple) and access to specialised databases such as Datastream, Thomson Analytics, Bloomberg, SDC Platinum, Reuters products, London Share Price Database Wharton Research Data Services (WRDS, incl. CRSP and Compustat data).
- Postgraduate study room
- School-dedicated English Language Centre classes
- Disability officer and referral service to the Disability Resource Centre
- Departmental staff-postgraduate seminar programme (visiting speakers)
- Postgraduate student representation on the School's Postgraduate Student-Staff Liaison Committee (one representative from each taught postgraduate programme)
- Postgraduate student representation on School Teaching Committee (one representative from each taught postgraduate programme)

***Additional support for students on this programme includes:***

- A week's optional tour of European financial centres

15	Admission Criteria
<p>The admissions criterion is a good honours degree (from a recognised university with a minimum CPGA of 3.0, a UK second class or equivalent, or a GMAT of 620) in Marketing, Accounting, Economics or a related discipline, or an appropriate and acceptable professional qualification.</p> <p>Requirements for English Language proficiency are an IELTS overall score of 6.5, a computer-based TOEFL/TWE score of 230 (570 paper-based), or IBT score of 88.</p>	
16	Regulation of Assessment and Academic Standards
<p>Each academic programme in the University is subject to an agreed School assessment marking strategy, underpinned by institution-wide assessment procedures. The security of assessment and academic standards is further supported through the external examiners appointed for each programme. Their responsibilities are described in the University's code for external examiners and include access to draft papers, course work and examination scripts. Attendance at the Board of Examiners and the provision of an annual report are both required. Clear procedures are also in place for the monitoring of these annual reports at both School and University level. See the University's TQA Manual for details of these processes (<a href="http://www.ex.ac.uk/">http://www.ex.ac.uk/</a>)</p> <p>The Master's degree is awarded when a student gains 180 credits. Candidates with a mark of 40-49% for no more than 45 credits of the programme may be awarded the Master's degree through compensation if the overall credit-weighted mean is at least 50%. The degree is awarded with Distinction when a student gains an average of at least 70% overall. The degree is awarded with Merit when a student gains an average of at least 60% overall 50%.</p>	
17	Indicators of Quality and Standards
<p>The University and its constituent Schools draw on a range of data in their regular review of the quality of provision. The annual produced Performance Indicator Dataset details admission, progression, completion and first career destination data, including comparisons over a five year period.</p> <p>Within the Business School the Departments of Management and Economics received a QAA score of 22/24. The Department of Accounting has yet to be reviewed.</p>	
18	Methods for Evaluating and Improving Quality and Standards
<p>The University has procedures in place for the regular review of its educational provision, including the annual review of both modules and programmes which draw on feedback from such sources as external examiners' reports, student evaluation, student achievement and progression data. In addition, subject areas are reviewed every three years through a subject and programme quality review scheme that includes external input. These procedures are recorded in codes of practice contained in the TQA Manual.</p>	