

PROGRAMME SPECIFICATION

This document describes the **Master of Arts and Postgraduate Diploma Consumption, Culture and Marketing**. This specification is valid for new entrants from **September 2022**.

The aims of the programme are:

- to provide an advanced level understanding of the development of consumption and a critical appreciation of its social implications;
- to develop critical engagement with the major theoretical debates relating to how marketing strategically intervenes in cultures of consumption;
- to develop a conceptual understanding that enables students to critically evaluate current research on the intersections of consumption, culture and marketing;
- to provide a comprehensive understanding of research methods applicable to students' own advanced scholarship or research;
- to foster an independent learning ability required for continuing professional development.

The programme is delivered over one year of full-time study (52 weeks) or up to five years of part-time study (260 weeks). Teaching takes place during the day over two terms from September to April. The dissertation is submitted the following September. On successful completion of the programme a student will have a critical understanding of MA Consumption, Culture and Marketing.

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This document provides a summary of the main features of the programme, and of the outcomes which a student might reasonably be expected to achieve if full advantage is taken of the learning opportunities provided. Further information is contained in the College prospectus, the College Regulations and in various handbooks issued to students upon arrival. Whilst Royal Holloway keeps all its information for prospective applicants and students under review, programmes and the availability of individual courses are necessarily subject to change at any time, and prospective applicants are therefore advised to seek confirmation of any factors which might affect their decision to follow a specific programme. In turn, Royal Holloway will inform applicants and students as soon as is practicable of any substantial changes which might affect their studies.

Learning outcomes

Teaching and learning in the programme are closely informed by the active research of staff. In general terms, the programme provides opportunities for students to develop and demonstrate the following learning outcomes:

Knowledge and understanding

- a systematic and critical understanding of consumption as a social process;
- a sound knowledge of the texts, theories and methods used to enhance understanding of the issues, processes and phenomena associated with consumption;
- critical awareness of current issues at the forefront of consumer culture theory;
- an advanced knowledge and critical understanding of research methodologies applied to consumption, culture and marketing.

Skills and other attributes

- the ability to evaluate relevant critical, theoretical and contextual research at the forefront of the field;
- the ability to articulate knowledge and the understanding of texts, concepts and theories at an advanced level, demonstrating self-direction and originality;
- the ability to develop their own lines of criticism and argument;*
- the ability to conduct research independently at an advanced level using traditional and electronic resources;*
- the ability to assess the merits of contrasting theories, explanations and policies;*
- the ability to communicate effectively, both orally and in writing;*
- the ability to deal with complex issues, both systematically and creatively, and make sound judgments;*
- the ability to identify, investigate, analyze, formulate and advocate solutions to problems;*
- the ability to communicate complex information and ideas effectively, both orally and in writing;*
- in the case of students progressing to Master of Arts, the ability to write up a substantial dissertation project, using the appropriate methodological and bibliographical skills.*

* transferable skills

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Teaching, learning and assessment

Teaching and learning methods are based on an intensive learning and delivery method in which the student attends 10 sessions over 11 teaching weeks per term. A session will comprise of lectures and seminars but will vary according to the intended outcomes of the particular course or session. Lectures provide coverage of the essential subject matter, literature review, and summaries of the key debates, as well as supplying guidance for further study or library work. Each course provides guided reading and indicative bibliography, and throughout the programme, considerable emphasis is placed on group work as well as independent study and library work. Research skills are further developed to a professional level through the design and production of an independent research dissertation, which also serves to integrate knowledge and skills acquired throughout the programme. It is expected that the dissertation will be researched and written primarily in the summer months, although supervision and dissertation training will begin earlier in the academic year. The Dissertation is submitted at the end of the academic year (the beginning of September).

Assessment methods vary, in accordance with the skills and knowledge being tested for a specific topic or course. Individual projects, group presentations and essays are all used - over the course of the assessment of the programme. Full details of the assessments for individual Marketing courses can be obtained from the School of Management and specific Sociology courses from the School of Law.

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Details of the programme structure(s)

The duration of the full time programme is 52 weeks, beginning in September, and teaching is spread over the Autumn and Spring Terms. Students will submit further written work in the Summer Term, and the Summer months will be dedicated to the completion of the Dissertation.

The brief outline of the programme is shown below; however students can obtain further details from the Student Handbook. Credits are indicated in brackets, and indicate proportional weighting towards the MA, PG Dip and PG Cert classification grade. The programme structure for the Postgraduate Diploma is as below, with the exception that students will not undertake the dissertation, while for the Postgraduate Certificate, students are required to pass courses worth only 60 credits.

The programme includes two mandatory courses (one from Sociology and one from Marketing), which are delivered during the Autumn term. During the Autumn term students will also take a mandatory non-condonable course on research methods. In the Spring term, students must choose three courses from a range of elective courses (with at least one from Sociology and one from Marketing).

Mandatory Marketing Course:

MN5071 Consumers and Brands (30 credits)

Mandatory Sociology Course:

CR5001 Sociology of Consumption (30 credits)

Mandatory Research Courses

MN5074 Consumption Research Methods (20 credits) (mandatory non-condonable)

MN5059 Dissertation (40 credits) (mandatory non-condonable)

Elective Courses

Students must choose three electives, taking at least one from Marketing and one from Sociology:

Marketing Electives:

MN5056 Arts Marketing (20 Credits)

MN5057 Marketing, Environment & Society (20 credits)

MN5062 Not-for-Profit and Public Sectors Marketing (20 Credits)

MN5064 Marketing Communications (20 credits)

MN5067 Consumption, Markets and Culture (20 credits)

MN5072 Technology & Macromarketing (20 credits)

Sociology Electives (Two courses will run each year):

CR5002 Social Identities, Consumption and Difference (20 credits)

CR5003 Children and Consumption (20 credits)

CR5004 Fear, Risk and Consumption (20 credits)

CR5005 Crime and Consumerism (20 credits)

CR5006 Youth Culture and the Making of Modern Consumer Society (20 credits)

A full list of courses including elective courses for the current academic year can be obtained from the [Department](#).

Part-time programme structure

The programme can be taken part-time over two to five years beginning in September of year one. Part-time students studying over two years normally take MN5071 (Mandatory), MN5067 and MN5072 in their first year, and CR5001 (Mandatory), MN5059, CR5002 and CR5003 in their second year. Students who take courses over more than two years should discuss with the department the order in which to take mandatory and optional courses. The dissertation/ project is normally taken in the final year of study.

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Progression and award requirements

Progression throughout the years is monitored through performance in oral presentations, contributions to seminar discussion and coursework. All students on the MA programme will be eligible to submit a dissertation. Students who have failed a number of taught courses will be counselled by the Programme Director about whether progressing to the dissertation stage is likely to be in their best interest.

All postgraduate taught students are required to take and pass the non-credit bearing Moodle-based Academic Integrity module SS1001 in order to be awarded. The pass mark for the module assessment is stated in the on-line Academic Integrity Moodle module. Students may attempt the assessment as often as they wish with no penalties or capping. Students who otherwise meet the requirements for award as stipulated in the [College's Postgraduate Taught Regulations](#) (Section 15: Consideration and classification of candidates for the award) but fail to pass the Moodle-based Academic Integrity module will not be awarded.

Please note that if you hold a Tier 4 (General Student) Visa and you choose to leave or are required to leave (because of non-progression) or complete early (before the end date stated on your CAS), then this will be reported to UKVI.

Requirements for the award of Master of Arts, Postgraduate Diploma and Postgraduate Certificate

To pass the **MA** a student must achieve an overall weighted average of at least 50.00%, with no mark in any course which counts towards the final assessment falling below 50%. Failure marks between 40-49% can be condoned in courses which do not constitute more than 40 credits towards the final assessment, provided that the overall weighted average is at least 50.00%, but a failure mark (i.e. below 50%) in *MN5059 Dissertation* and *MN5074 Consumption Research Methods* cannot be condoned.

The Masters degree with Merit may be awarded if a student achieves an overall weighted average of 60.00% or above, with no mark in any course which counts towards the final assessment falling below 50%.

The Masters degree with Distinction may be awarded if a student achieves an overall weighted average of 70.00% or above, with no mark in any course which counts towards the final assessment falling below 50%. A Distinction will not normally be awarded if a student re-sits or re-takes any element of the programme.

The **Postgraduate Diploma** may be awarded if a student achieves an overall weighted average of at least 50.00%, with no mark in any taught course which counts towards the final assessment falling below 50% when the student is either ineligible or has chosen not to proceed to the dissertation, or has failed the dissertation on either the first or second attempt. Failure marks in the region 40-49% are not usually condoned for the award of a Postgraduate Diploma, but if they are, such condoned fails would be in courses which do not constitute more than 40 credits towards the final assessment.

The Postgraduate Diploma with Merit may be awarded if a student achieves an overall weighted average of 60.00% or above, with no mark in any course which counts towards the final assessment falling below 50%.

The Postgraduate Diploma with Distinction may be awarded if a student achieves an overall weighted average of 70.00% or above, with no mark in any element which counts towards the final assessment falling below 50%. A Distinction will not normally be awarded if a student re-sits or re-takes any element of the programme.

The **Postgraduate Certificate** may be awarded if a student achieves an overall weighted average of at least 50.00%, with no mark in any taught course which counts towards the final assessment falling below 50%. Failure marks in the region 40-49% are not usually condoned for the award of a Postgraduate Certificate.

The Postgraduate Certificate with Merit may be awarded if a student achieves an overall weighted average of 60.00% or above, with no mark in any course which counts towards the final assessment falling below 50%.

The Postgraduate Certificate with Distinction may be awarded if a student achieves an overall weighted average of **70.00% or above**, with no mark in any course which counts towards the final assessment falling below 50%. A Distinction will not normally be awarded if a student re-sits or re-takes any element of the programme.

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Student support and guidance

- All course lecturers and tutors are available for consultation on academic or other issues related to specific courses, during surgery hours or by arrangement.
- The Programme Director and Deputy Programme Director have administrative oversight of the programme and responsibility for monitoring the welfare of tutees. They are available to advise on matters of course unit or degree registration, degree structures and administrative or other difficulties encountered on specific courses.
- A detailed Student Handbook, Dissertation Handbook and course resources will be provided.
- An induction programme will run during the first week of the degree.
- Students will be invited to contribute to the Postgraduate Student-Staff Committee in the School of Management, chaired by the Director of Graduate Studies.
- There will be extensive supporting materials and learning resources in the College library and Senate House, Postgraduate Resources Room, its IT laboratory and the College computer centre.
- Students will have access to a Computer Based Training Room in the Moore building (24 hour access).
- Laptop computers may be loaned for short periods, for delivery of course presentations.
- Students will have access to a College Careers Service and Departmental Employability Lead who organises alumni programmes and careers related events.
- Students will have access to the Student Counselling Service, the Centre for the Development of Academic Skills (CeDAS), the Health Centre, the Chaplaincy, and students with additional needs also have access to the Disability and Dyslexia Services.
- There are a wide range of facilities in the Students' Union.

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Admission requirements

For details of admissions requirements please refer to the [Course Finder](#).

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Further learning and career opportunities

The MA Consumption, Culture and Marketing provides a firm foundation for postgraduate research and progression onto MPhil/PhD programmes. The MA is an excellent basis from which to establish or consolidate careers in marketing and management. The School's graduates have found employment in a wide range of disciplines and industries as well as the public sector. Recent graduates from the school's Management programmes have joined many prestigious organisations including HSBC, IBM, Chase De Vere, Samsung, Vodafone, London Underground, and Accenture. The degree also provides skills that are transferable to a variety of employment opportunities including media and journalism, administration and education. For more details on further learning and careers opportunities please refer to the [Careers Service](#).

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Indicators of quality and standards

Royal Holloway's position as one of the UK's leading research-intensive institutions was confirmed by the results of the most recent Research Excellence Framework (REF 2014) conducted by the Higher Education Funding Council (HEFCE). The scoring system for the REF 2014 measures research quality in four categories, with the top score of

4* indicating quality that is world-leading and of the highest standards in terms of originality, significance and rigour and 3* indicating research that is internationally excellent. 81% of the College's research profile was deemed to be within the 4* or 3* categories, an increase of over 20% since 2008. This result placed Royal Holloway 31st overall in the UK for 4* and 3* research and 33rd based on an overall Grade Point Average (GPA) score.

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List of programmes with details of awards, teaching arrangements and accreditation

All the programmes are taught entirely by staff at Royal Holloway, University of London. The MA programme leads to an award of the University of London. The Postgraduate Diploma and Postgraduate Certificate lead to an award of Royal Holloway and Bedford New College. The Banner programme code is given in parenthesis.

Master of Arts in Consumption, Culture and Marketing

MA Consumption, Culture and Marketing (2597)

Postgraduate Diploma in Consumption, Culture and Marketing

PgDip Consumption, Culture and Marketing (2598)

Postgraduate Certificate in Consumption, Culture and Marketing

PgCert Consumption, Culture and Marketing (2885)

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