



Course Title	MSc Strategic Marketing and Analytics
Final Award	MSc Strategic Marketing and Analytics
Intake	September 2025 – onwards
Delivery Centre	Ravensbourne University London Franchise partners
Interim Awards	Postgraduate Certificate of Higher Education in strategic Marketing Management Postgraduate Diploma of Higher Education in strategic Marketing Management
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
HECOS code (with Subject percentage Splits if applicable)	100075 Marketing
QAA Subject Benchmark	Master's Degrees in Business and Management – March 2023: https://www.qaa.ac.uk/docs/qaa/sbs/subject-benchmark-statement-business-and-management-masters-23.pdf?sfvrsn=3570a881_18
External Accrediting Bodies	N/A
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	N/A
Study Load	<input checked="" type="checkbox"/> Full time <input checked="" type="checkbox"/>
Mode of study	<input checked="" type="checkbox"/> Face-to-face
Delivery Location(s)	<input checked="" type="checkbox"/> Ravensbourne University London / Online
Length(s) of Course(s)	1-year full time
Type (open/closed)	Open
Validation period	5 years (September 2025 – September 2030)
Intended First Cohort Start Date	September 2025
Date produced/amended	April 2025
Course Leader	Guido Dal Pozzo
Course Development Team Members	Guido Dal Pozzo, Rose Sgueglia, Chris Bushell, Cristina Iodice, Socrates Economou, Vincenzo Bernabei Dr. Chi Maher, Dr. Kellie Vincent
Course Administrative Contact	To be confirmed

Course Description

The MSc Strategic Marketing and Analytics is a taught Master programme which offers students the opportunity to develop a broad range of professional practices and emergent processes around Strategic Marketing concepts, with an emphasis on multi-channels marketing strategy outcomes.

The course reflects and contributes to the expanding nature of marketing management with a global perspective which is now pertinent to all forms of design and business. The consumer is savvier than ever, and this course will identify how marketing looks different in the social-digital age and beyond.

The course has been created to encompass a broad range of practice and emergent processes which include omnichannel marketing concepts, strategic marketing with emphasis on global marketing strategies, analytics to inform your decision making, and marketing via digital channels - all supported by innovation and creative practice. The combination of these areas of practice will aim to support and develop individual interests through the delivery of a distinctive, discursive, participatory, activated experience in which a series of live briefs and collaborative projects are used to bring students critically closer to the kind of practitioner they wish to become.

The unique advantage of studying an MSc Strategic Marketing and Analytics is that it not only equips you with the design and conceptual idea generation which supports work at the intersection of omnichannel communication but also enhances your professional practice skills which support entrepreneurial and business focus.

This course has been designed to enable students to explore the interplay between creativity and multi-channel realms of marketing practice for education, industry, and society. The fields of marketing communications are broader than at any time in history, and yet with the multiplex of channels there is a need for a real understanding of the potential of the technology that both shapes and carries marketing communications of all kinds.

The course recognises the need for more broader skills in the field of marketing management. Students will therefore learn through both practical and interactive approaches, pioneering changes whilst developing both hard and soft skills pertinent to both small-scale and large-scale strategic marketing concepts.

The course is cross-disciplinary in its approach of drawing on knowledge, methods, and approaches from across the range of design, business, and creative specialisms. Through a series of shared units with other postgraduate courses, Marketing students are encouraged to expand their own practice through examining how the course intersects with other disciplines and how, from this intersection, innovative ideas emerge.

Course Aims

- To enable students to understand features of marketing alongside strategy, adapted to a range of multi-channel contexts
- To present critical awareness of emerging and contemporary practice, and new trends within strategic marketing
- To provide students with relevant skills and knowledge to understand detailed analytics within an omni-channel marketing context
- To explore current debates at the forefront of academic and professional practice in marketing

- To equip students with independent study skills that support their research, practice and professional development
- To equip students with the means to communicate their ideas in the most appropriate and effective ways

Course Specific Learning Outcomes**MSc Strategic Marketing and Analytics (Level 7): Subject-Specific Learning Outcomes**

Upon successful completion of the course, students will be able to:

1. Critically evaluate and apply advanced marketing theories, models, and frameworks to real-world strategic marketing challenges, integrating insights from consumer behaviour, branding, and digital marketing
2. Design and implement evidence-based marketing strategies that align with organisational objectives and respond to dynamic market environments.
3. Analyse and interpret complex data using quantitative and qualitative methods to inform strategic marketing decisions and measure marketing performance.
4. Develop and justify innovative marketing solutions, considering sustainability, ethical implications, and the impact of marketing on society and business.
5. Synthesise and communicate strategic marketing recommendations effectively to diverse audiences, demonstrating professional standards in written and oral formats.
6. Lead and collaborate in multidisciplinary teams to manage marketing projects, applying critical thinking, creativity, and problem-solving skills to achieve organisational goals.

These outcomes ensure graduates possess deep, subject-specific expertise in strategic marketing management, preparing them for leadership roles in complex, global business environments.

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **MSc Strategic Marketing and Analytics** students will be able to:

Explore	Select, apply and evaluate information gathering techniques, using a wide range of sources, providing visual, contextual case-study research as appropriate, and demonstrating and applying knowledge and understanding.
Create	Synthesise and demonstrate research and practice in marketing and identify possible pathways towards implementation. Students will have the skills to validate the development of their judgement in using the most appropriate medium for successful delivery to the marketplace.
Influence	Develop a narrative technique to tell a 'story' around their work and projects, developing and demonstrating techniques of communication. Students will develop and demonstrate their ability to instigate, manage and record/reflect on the issues around and affecting a chosen area of research or practice, applying both knowledge and understanding.
Integrate	Determine how critical perspectives can be developed on marketing research. Students will explore and experiment - embracing risk, testing, prototyping and evaluation to determine, improve and apply knowledge and understanding of the desired outcomes across a range of appropriate processes, media, materials, and organisational models.

Where a student does not complete the full course, but exits with a Postgraduate Diploma, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **Postgraduate Diploma of Higher Education in Strategic Marketing and Analytics** students will be able to:

Explore	Select and apply appropriate information gathering techniques, using a range of sources, providing visual, contextual case-study research as appropriate, and demonstrating and applying knowledge and understanding.
Create	Synthesise research and practice in marketing and identify possible pathways towards implementation. Students will have the skills to attempt to validate the development of their judgement in using the most appropriate medium for successful delivery to the marketplace.
Influence	Develop a narrative technique to tell a 'story' around their work and projects, developing and demonstrating techniques of communication. Students will develop their ability to manage and record/reflect on the issues around and affecting a particular area of research or practice, applying both knowledge and understanding.
Integrate	Students will explore and experiment - embracing risk, testing, prototyping and evaluation to determine, improve and apply knowledge and understanding of the desired outcomes across a range of appropriate processes, media, materials, and organisational models.

Where a student does not complete the full course, but exits with a Postgraduate Certificate, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of a **Postgraduate Certificate of Higher Education in Strategic Marketing and Analytics** students will be able to:

Explore	Select and apply appropriate information gathering techniques, using a selection of sources, providing visual, contextual case-study research as appropriate, and demonstrating some knowledge and understanding.
Create	Synthesise research and practice in marketing and identify a possible pathway towards implementation. Students will have the skills to attempt to validate the development of their judgement in using the most appropriate medium for successful delivery to the marketplace.
Influence	Develop a basic narrative technique to tell a 'story' around their work and projects, developing techniques of communication. Students will develop their ability to manage and record/reflect on the issues around a particular area of research or practice, applying both knowledge and some understanding.
Integrate	Students will explore and experiment - embracing risk, testing, prototyping and evaluation to determine, improve and apply knowledge and understanding of the desired outcomes across a range of appropriate processes, media, materials, and organisational models.

CLO1 Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
CLO2 Create	Ideation Experimentation Technical Competence Communication and Presentation
CLO3 Influence	Social Impact Ethical Impact Environmental Impact
CLO4 Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

Core Competencies

Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
Cognitive	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: <ul style="list-style-type: none"> Evaluate their own beliefs, biases and assumptions Evaluate strengths, weaknesses, and fallacies of logic in arguments and information Apply lesson from the past or learned knowledge and skills to new and varied situations Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques Devise and defend a logical hypothesis to explain observed phenomenon Recognise a problem and devise and implement a plan of action 	Explore, Create, Integrate, Influence
Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	Create
Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	Integrate, Influence
Emotional, Social and Physical	Emotional -The intrapersonal ability to identify, assess, and regulate one's own emotions and moods; to discriminate among them and to use this information to guide one's thinking and actions and where one has to make consequential decisions for oneself. Attributes may include: <ul style="list-style-type: none"> Self-awareness & regulation (including metacognition) Mindfulness Cognitive flexibility Emotional resilience Motivation 	Explore, Influence, Integrate

	<ul style="list-style-type: none"> Ethical decision- making 	
	<p>Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include:</p>	
	<ul style="list-style-type: none"> Managing your audience Coordinating with others Negotiation Creativity People management Leadership & entrepreneurship Service orientation Active listening Coaching and mentoring 	
	<p>Physical - The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include</p>	
	<ul style="list-style-type: none"> Self-discipline & management Attention Reaction & response time Cognitive & muscle memory Managing stress Physical resilience 	
Cultural	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	Influence, Integrate
Enterprise and Entrepreneurial	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).	Create, Influence, Integrate
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves.	

	The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	Explore, Create, Integrate, Influence
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	Explore, Create, Influence, Integrate,

Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
<p>A variety of learning methods and technologies are employed across all units. They include Briefings, Lectures, Project work, Tutorials, Seminars, Workshops, Group work, Field Trips, Online activity, Individual Presentations and critiques, Group presentations, and self-directed independent study.</p> <p>As part of the design of our teaching and learning across all our postgraduate courses the following principles were applied:</p> <ol style="list-style-type: none"> 1. Celebrate pedagogy to support business subjects that is not delivered in a lecture theatre 2. Competency framework (RALF) will be used to support personalised learning 3. Design for flexibility – support more student choice and match to competencies demonstrate e.g. simulation, field trip, consultancy etc for final projects 4. Design for students to be able to intellectually stimulate, build confidence and capability 5. Designed for scalability to support large groups 6. Designed to integrate reality-based learning 7. Designed to increase pass first time rates through the use of confidence building and experiential learning activities that students engage with 8. Provide structured learning support and adaptive learning supported digitally through 	<p>A variety of assessment methods are employed across all units. They include formative and summative assessments of presentations, portfolios, learning journals, reports, peer assessment, live briefs, and external reviews. These methods encourage you to critically reflect on and build your learning and progress.</p> <p>As part of the design across all our postgraduate business courses we have applied the following principles:</p> <ol style="list-style-type: none"> 1. Overarching 5 Cs to be referred to when assessment briefs are designed – commercial, competence, collaboration, creative commitment, compassion. 2. Competency framework (RALF) will be assessed in each module (20%) and supports student-led choice and consideration of career aspirations. 3. Design for flexibility and choice– adapt the task and brief as business contexts change 4. Intellectually stimulate, build confidence and capability in students 5. Supports ongoing talent showcasing – tested with industry 6. Designed for scalability so that feedback turnaround time is achieved 7. Designed to reduce authenticity issues 8. Designed to increase pass first time rates while improving quality of submissions

<p>embedded learning resources used both on campus and in Canvas</p> <p>Although you are individually assessed, you may also work in teams and collaborate with external partners and students from other programmes. These collaborations, which will be supported by your course tutor, can stimulate a powerful mix of individual, team-based and interdisciplinary approaches to your understanding of the parameters of professional practice.</p> <p>There are several mechanisms for evaluating the effectiveness of learning methods. They include Module evaluation, Staff Student Liaison Committee meetings, and Personal Progress Reviews.</p> <p>A competency framework known as the Ravensbourne Advanced Leadership Framework is central to all PG Business courses. This framework is reviewed each year by industry practitioners to ensure it reflects global employer needs. The framework is provided to students as a collection of contemporary business, technology and creativity skills, attributes and competencies that they can select from to develop and build on throughout their course gaining digital badges to show their achievements</p> <p>Where field trips and visits are offered within the course these are not compulsory and may be subject to a financial contribution by the student. In instances where overseas trips are involved these will not be compulsory and the student will be responsible for ensuring appropriate visas are in place and requirements complied with.</p>	<p>Formative feedback is given at the end of each term and students will receive ongoing advice and guidance (feed forward) alongside a critique against learning outcomes and assessment criteria. At the end of the unit summative assessment will provide conclusive feedback in response to an online submission of the assessment requirements for the modular units for this course.</p> <p>Assessment breakdown</p> <p>Live/verbal 20%</p> <p>Main report 60%</p> <p>Competency 20%</p> <p>The Ravensbourne Advanced Leadership Framework is embedded into all assessments to enable students to reflect on their growing competencies as they progress through the programme. The first modules include a diagnostic and the final project a reflection on how far competencies gained support their graduate careers velocity.</p> <p>Annually the course team will work with an industry panel in order to ensure that specific assessment briefs are in line with industry expectations and tasks set are opportunities for students to showcase their capability.</p>
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Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 7				

COURSE SPECIFICATION

ENM25701	Evidence Based Management Decisions	Yes	Mandatory	20
SMA25702	Contemporary Marketing Strategy	Yes	Mandatory	20
SMA25703	Brand Management and Communication	Yes	Mandatory	20
SMA25704	Global Marketing and Sustainable Strategies	Yes	Mandatory	20
SMA25705	Marketing Analytics and Digital Channels	No	Mandatory	20
SMA25706	Consumer Journey	No	Mandatory	20
BUS25707	Final Project	Yes	Mandatory	60
				180

Learning Hours

Learning Hours (per 20 credit module)			
Staff – Student Contact Hours		Independent Study Hours	
Taught Hours	36	Independent Study, Self-Directed Study and Assessment	164
Total		200	

Course Regulations

Entry Requirements

Please refer to the institutional regulations on the expected minimum entry requirements (found under Section 5 of the General Academic Regulations found on the website [here](#)), and the course page on the [Ravensbourne University website](#) for course specific entry requirements.

The course will replicate existing PG Business course requirements.

A lower second-class honour (a 2:2, or equivalent non-UK qualifications) or higher in a relevant subject, or an equivalent professional qualification in a related subject.

Students applying directly from an undergraduate degree course without experience or professional practice must be able to demonstrate a good knowledge of the chosen subject area.

In order to be eligible for this course, students will need to be a competent speaker and writer of English. If they require a Student Visa an IELTS or equivalent English language qualification, which demonstrates a

minimum of 6.0 (with a minimum of 5.5 in each sub test) or CEFR Level B2 in each component will be required in line with the latest University English [Language requirements](#).

Accreditation of Prior Learning (if applicable)

Applications are welcomed from those who may not possess previous knowledge in the subject area, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure.

Conditions for Progression

Students will be deemed to have passed a module if they achieve 50% for postgraduate students.

A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

Reassessment of Failed Elements

Failure in any component will result in a **Fail grade** for the component.

Non-submission in any component will result in a **non-submission** for the component.

Students must then successfully retrieve the failed or non-submitted component by resubmission of assessment to pass the module.

Where a student does successfully retrieve a component failure, the grade for the component will be capped at 50% (postgraduate) (except where Extenuating Circumstances have been approved). The overall grade for the module will be calculated using all achieved grades where there are 2 or more components.

Conditions for the Granting of Awards

A student who completes an approved course of study, shall be awarded MSc Strategic Marketing Management.

Those students who exit the course without completing it may be entitled to exit with an award of either a:

1. Postgraduate Diploma of Higher Education in MSc Strategic Marketing and Analytics
2. provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

3. Postgraduate Certificate of Higher Education in MSc Strategic Marketing Management, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

Any derogation(s) from the Regulations required?

N/A

Student Support

<https://www.ravensbourne.ac.uk/student-services>

Assessment Regulations	https://www.ravensbourne.ac.uk/staff-and-student-policies
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Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Evidence Based Management Decisions	x	x	x	x
Contemporary Marketing Strategy	x	x	x	
Brand Management and Communication	x			x
Global Marketing and Sustainable Strategies	x		x	
Marketing Analytics and Digital Channels	x	x	x	x
Consumer Journey	x	x	x	x
Final Project	x	x	x	x

Course Diagram

Trimester 01	Trimester 02	Trimester 03
SMA25702 Contemporary Marketing Strategy 20 credits	SMA25705 Marketing Analytics and Digital Channels 20 credits	BUS25707 Final Project 60 credits
ENM25701 Evidence Based Management Decisions 20 credits	SMA25704 Global Marketing and Sustainable Practices 20 credits Or SMA25703 Brand Management and Communication	

	20 credits	
SMA25703 Brand Management and Communication 20 credits Or SMA25704 Global Marketing and Sustainable Practices 20 credits	SMA25706 Consumer Journey 20 credits	

Please note that not all modules will run in every delivery period hence alternating first and second semester modules.

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