

MSc Marketing and Innovation

Programme specification

1. Programme details

Item	Information
a) Programme name (incl. pathways):	MSc Marketing and Innovation
b) Programme code(s)	TBC
c) Programme credit value(s)	180 CATS 90 ECTS
d) Programme author(s)	Sven Molner
e) Entry requirements	Students will normally have, or be expected to gain, a first degree of at least a 2.2 level, or equivalent. Appropriate work experience will be considered in place of an undergraduate qualification on a case-by-case basis
f) Academic year effective from	2026-27

2. Programme Aims & Overview

Aims

“Business has only two functions: marketing and innovation.”

— Peter Drucker

The MSc Marketing and Innovation offers a distinctive combination of two organisational disciplines that are essential for success in today’s dynamic, technology-driven marketplace: marketing and innovation. By integrating these complementary fields, the programme equips students with the knowledge, mindset, and capabilities needed to thrive in a rapidly changing business environment.

The programme has three key aims:

First, it seeks to develop graduates who are proficient in the application of contemporary marketing and innovation tools, frameworks, and practices. These highly valued skills open up career opportunities across a wide range of industries, sectors, and organisational settings.

Second, it aims to foster an entrepreneurial mindset that empowers students to question convention, identify new possibilities, and reshape existing markets and business models. We aspire to see our graduates become individuals who create meaningful impact throughout their careers.

Third, the programme is designed to cultivate responsible future leaders who can contribute to building a more sustainable, inclusive, and equitable future for organisations, industry, and society.

Overview

The programme provides a comprehensive grounding in the key theories, frameworks, and tools that shape contemporary marketing and innovation practice. The MSc Management and Innovation covers areas including marketing strategy, digital marketing, brand building, consumer behaviour, new market creation, technological innovation, entrepreneurial decision-making, and creativity management. A distinctive feature of the programme is its consideration of the growing role of Artificial Intelligence, examining how AI is rapidly transforming organisations, markets, and society.

Learning is firmly connected to practice. Assignments are designed around real-world marketing and innovation challenges, reflecting the kinds of complex issues faced by organisations and business leaders today. This ensures that students develop not only academic understanding, but also the practical insight needed to apply their knowledge in professional contexts.

Students will also develop the analytical skills needed to undertake independent research. This culminates in a research project that allows students to investigate a marketing or innovation issue they are genuinely passionate about, enabling them to deepen their expertise in an area that aligns with their personal interests and career ambitions.

3. External reference

Item	Information
a) FHEQ Level of Award:	7
b) UCAS Code(s):	Not applicable
c) HECoS Code(s):	(100950) Occupational Psychology 50% (100089) Management Studies 50%
d) QAA Benchmark group:	Not applicable

4. Awards

Item	Information
a) Awarding institution:	University of London (Interim Exit Awards made by Goldsmiths' University)
b) Teaching institution:	Goldsmiths
c) Home School:	Creative Management If other, name here: N/A

Item	Information
d) School(s) also involved in teaching of the programme:	1. None 2. None 3. None If other, name here:
e) Entry awards:	<input type="checkbox"/> Foundation Cert <input type="checkbox"/> CertHE <input type="checkbox"/> DipHE <input type="checkbox"/> PGCert <input type="checkbox"/> PGDip
f) Interim exit awards:	<input type="checkbox"/> Foundation Cert <input type="checkbox"/> CertHE <input type="checkbox"/> DipHE <input checked="" type="checkbox"/> PGCert <input checked="" type="checkbox"/> PGDip
g) Final awards:	MSc Marketing and Innovation

5. Delivery

Item	Information
a) Language of study:	English
b) Valid intake points in year:	<input type="checkbox"/> January <input checked="" type="checkbox"/> Sept/Oct <input type="checkbox"/> Other If other, specify:
c) Mode of study:	On Campus Indicate the overall balance of teaching modes in the table below.
d) Total hours directed learning/year	1800
e) In-person hours	1800 hours 100%
f) Online hours	0 hours 0%
g) Pace of study:	<input checked="" type="checkbox"/> Full time <input type="checkbox"/> Part time
h) Duration of programme	Full time: 1 <input checked="" type="checkbox"/> years <input type="checkbox"/> months Part time: N/A <input type="checkbox"/> <input type="checkbox"/>
i) External accreditation:	Not applicable
j) Apprenticeship Standard:	Not applicable

6. Programme Learning Outcomes

Also, see the [curriculum map](#) at the end of document.

For UG exit awards, Learning Outcomes must be achieved in the level indicated below:

- CertHE = Level 4
- DipHE = Level 5

Learning outcomes are grouped in categories of:

- **Declarative learning** - knowledge, thinking & facts (D1-3)
- **Functional learning** - application of knowledge, thinking & facts (F1-3)

- **Professional and transferable skills and behaviours (P1-3)**

On successful completion of the programme, you will be able to:

Learning Outcome		Level	Graduate Attribute
D1	Demonstrate systematic understanding of theories and frameworks in the context of marketing strategy, digital marketing, brand building, consumer behaviour, technological innovation, entrepreneurial decision-making market creation, and creativity management.	7	Diversity of perspective
D2	Evaluate the ethical, social, and sustainability challenges associated with marketing and innovation decisions.	7	Responsible agency
D3	Demonstrate understanding of relevant research methods in the context of marketing and innovation phenomena.	7	Diversity of perspective
F1	Identify the features of effective organisational processes and structures to stimulate creativity and innovativeness in organisations.	7	Diversity of perspective
F2	Develop action plans in the context of strategic and digital marketing involving customers and other stakeholders.	7	Collaboration
F3	Design and execute independent research that addresses contemporary, important issues in marketing and innovation practice.	7	Diversity of perspective
P1	Develop creative solutions to complex problems while considering the impact on communities and stakeholders.	7	Responsible agency
P2	Work effectively both independently and collaboratively to manage projects, solve problems, and achieve shared objectives.	7	Collaboration
P3	Reflect critically on personal performance and development in order to enhance future learning and career progression.	7	Responsible agency

7. Programme Structure

For Undergraduate programmes (UG), each level must amount to at least **120 CATS** (60 ECTS).

Postgraduate (PGT) programmes must amount to at least 180 CATS (90ECTS), with exception to interim exit awards.

Programmes are staged in **Phases**, where each Phase relates to an exit award.

Compulsory modules must be taken by all students.

Option modules – you must choose one or more of the options available to this programme at this level and point. The option modules available from this list may vary from year to year, depending on student numbers and staff availability. Selection takes place during your studies, not before.

Also, see [curriculum structure grid](#).

Phase 1 (FT)

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Data Analysis for Managers	IM71XXX A	15	7	Compulsory	1	N/A	N/A
Technological Innovation & Market Creation	IM71051 B	15	7	Compulsory	1	N/A	N/A
Digital Marketing and Branding	IM71047 A	15	7	Compulsory	2	N/A	N/A
Marketing Strategy	IM71033 B	15	7	Compulsory	1	N/A	N/A
Creativity and Innovation Management	IM71013 A	15	7	Compulsory	2	N/A	N/A
Research Project	IM71000 B	60	7	Compulsory	1-2-3	N/A	N/A
Psychology of Marketing and Advertising	IM71008 B	15	7	Compulsory	2	N/A	N/A
Innovation Case Studies	IM71010 A	15	7	Option - Shared	1	N/A	N/A
Consumer Behaviour	IM71007 B	15	7	Option - Shared	1	N/A	N/A
Talent in Organisations	IM71001 C	15	7	Option - Shared	2	N/A	N/A
Strategic Management: Building Competitive Advantage	IM71063 A	15	7	Option - Shared	1	N/A	N/A
Entrepreneurial Modelling: From Idea to Operation	IC71139 C	30	7	Option - Shared	2	N/A	N/A
Project Management	IM71002 A	30	7	Option - Shared	1	N/A	N/A

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Creating Customer Experiences	IM71015 A	15	7	Option - Shared	2	N/A	N/A
Marketing Analytics	IM71048 B	15	7	Option - Shared	2	N/A	N/A

8. Learning, Teaching & Assessment

Learning & Teaching methods

Teaching will be via a range of formats to be as relevant as possible to the topic and learning outcomes. This may be through workshops, practical labs, lectures and seminars. It may have a mix of in-person and online activities, designed to give you the best learning experience and to make the most out of your learning experience. You are expected to attend all of your timetabled learning activities.

Specifically, this programme will be taught in the following ways:

The teaching and learning methods to which students are exposed have been designed in recognition of: (a) the different knowledge routes to learning; (b) the learning requirements of different types of information and skills; and (c) the need for students to engage in a complementary range of learning activities, leading to the synthesis of academic knowledge and professional skills/competencies.

To achieve learning outcomes, students experience a range of teaching/learning methods, including formal lectures, analysing case studies, seminars, tutorials, summative coursework (essays and reports), and independent research projects.

Formal lectures are integral to the acquisition of subject specific skills and understanding, but these also provide the opportunity for discussion, group work and debate. This learning strategy is designed to challenge students' preconceptions, facilitate independent thought, and enable students to develop a critical perspective. In some instances, seminars and workshops provide a further opportunity to develop an independent and critical perspective.

Students receive feedback on written work (essays and practical reports) in the form of structured numerical feedback (1 – 5), relating to the logic of arguments, their coherence, references, coverage of background literature, etc., as well as in the form of written constructive criticism, highlighting the major strengths and weaknesses sufficient to allow students to know how to improve their work.

During meetings with their module lecturers and personal tutor, students have a further opportunity to receive feedback and academic guidance.

The written and oral feedback serve a number of functions: (a) to identify areas in need of further development, serving a diagnostic function; (b) the discussion accompanying oral feedback provides an opportunity to develop knowledge and appreciation of theoretical and applied material, and to encourage students to think critically and independently; and (c) feedback provides students with tangible criteria against which progress can be monitored.

Group meetings between tutors assure the reliability and validity of these forms of assessments. In addition, all summative work is either second marked or moderated. Detailed criteria for marking bands are provided for students in the Programme Handbook. Students attend lectures in order to provide background theoretical knowledge that is then used in practical activities to develop the skills and competencies in the application of knowledge related to consumer behaviour.

The learning outcomes are assessed by a variety of means: (1) Unseen examination papers in May/June; (2) formative or summative essays – or both - for taught modules, as well as a group project including presentations. In the third term, (3) students conduct a large piece of empirical research in the form of a Research Project.

The assessment chosen reflects the skills students will need to have learnt upon completion of the module (i.e. the learning outcomes), with a specific focus on increasing the employability of students. Analytical, theoretical, and written skills, which are useful for most academic and non-academic occupations are reflected in the essay and exam; practical and project management skills, which are increasingly sought after by employers, are reflected in the group project. The final year project is the most explicit form of evidence to demonstrate that a student is able to self-motivate, work on, and see through a long-term project by him/herself.

Evaluation is key to squaring the curriculum design principles of aims, content and process, with outcomes; and the model we adopt has iterative links between these elements, designed to diagnose strengths and weaknesses of existing provision, as well as monitoring the success of innovations. This process is designed to encourage students to be actively involved in the learning process, and to be concerned with issues of quality.

Assessment modes and approaches

You will be assessed in a range of ways throughout your course. These will be both Formative (for feedback and development), and Summative (required to pass and progress to the next level). Summative assessments are compulsory.

Feedback is a crucial part of your learning and development in this programme. You will receive feedback both on your Formative (work in progress) tasks/assessments, and your Summative (graded) assessments. This feedback will help the assessment to be a part of your learning, not just a test. It may be verbal, written or video based. Please engage with this feedback to improve your future work.

Specifically, this programme will be assessed in the following ways:

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Evaluation is key to squaring the curriculum design principles of aims, content and process, with outcomes; and the model we adopt has iterative links between these elements, designed to diagnose strengths and weaknesses of existing provision, as well as monitoring the success of innovations. This process is designed to encourage students to be actively involved in the learning process, and to be concerned with issues of quality.

Assessment diet (number of assessments for compulsory modules)

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	Total
Coursework	N/A	N/A	N/A	N/A	4	4
Exam	N/A	N/A	N/A	N/A	4	4
Live	N/A	N/A	N/A	N/A	1	1
Portfolio (multi-modal)	N/A	N/A	N/A	N/A	1	1
Practical / multimedia	N/A	N/A	N/A	N/A	0	0
Written	N/A	N/A	N/A	N/A	3	3
TOTAL:	0	0	0	0	13	13
Of which...	Individual:	8	Group:	5		

9. Other information

Item	Information
a) Assessment regulations	https://www.gold.ac.uk/gam/taught-programmes/assessment/
b) Placement opportunities	
c) Programme-specific requirements	Not applicable
d) Programme specific costs and resources	Not applicable

Item	Information
<p>e) Employability and potential career opportunities</p>	<p>Graduates of the programme will be capable of managing projects full of change, transformation, and innovation in any size of organisation – from start-ups to non-profits and Fortune 500 companies. Senior level industry guest speakers and analysts feature on several of the modules on the programme.</p> <p>You'll learn core leadership skills, and how to apply them to manage the near continuous need for innovations and changes in organisational products, structures, strategies, and processes. You can choose to study the latest techniques and strategies for consumer behaviour and marketing or seek to develop a fully formed business model for entrepreneurial ventures.</p> <p>The programme mixes theory and practice and allows you to obtain a professional qualification in project management and development, which will enhance your employment prospects.</p> <p>The Institute of Management Studies (IMS) at Goldsmiths benefits from excellent links with industry. Graduates of this programme will be capable of leadership and adaptive management styles, and will be able to direct and manage innovation in a variety of organisations.</p>

10. Academic support

There is a range of support available to you to give you the best possible chance of success in this programme.

Please see your tutors and student portal/VLE for details of what's available and how to access this support.

11. Curriculum map

Programme Learning Outcomes assessed by each module:

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
Data Analysis for Managers	IM71XXX A	Compulsory	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Technological Innovation & Market Creation	IM71051 B	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital Marketing and Branding	IM71047 A	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing Strategy	IM71033 B	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Creativity and Innovation Management	IM71013 A	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Research Project	IM71000 B	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Psychology of Marketing and Advertising	IM71008 B	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Innovation Case Studies	IM71010 A	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consumer Behaviour	IM71007 B	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talent in Organisations	IM71001 C	Option - Shared	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strategic Management: Building Competitive Advantage	IM71063 A	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Entrepreneurial Modelling: From Idea to Operation	IC71139 C	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project Management	IM71002 A	Option - Shared	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
Creating Customer Experiences	IM71015 A	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Marketing Analytics	IM71048 B	Option - Shared	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

