



# **MSc Marketing Psychology**

**21-22** Programme  
specification  
document





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<b>1. Programme Overview</b>	
<b>Full programme/award title(s)</b>	MSc Marketing Psychology
<b>Short programme title</b>	MScMP
<b>Fees</b>	£22,000 (per year, subject to annual increase)
<b>Faculty / School</b>	Business & Management Humanities, Arts & Social Sciences
<b>Location of study</b>	Regent's Park campus, plus work placement
<b>Awarding institution</b>	Regent's University London
<b>Institution regulated by:</b>	Office for Students, Quality Assurance Agency
<b>Programme entry points</b>	September 2020
<b>Date of initial/previous (re)validation</b>	March 2017
<b>Date of next revalidation</b>	Summer 2021
<b>Framework for Higher Education Qualification level of final award</b>	Level 7
<b>Number of credits in award</b>	180
<b>UCAS code</b>	N/A
<b>Underpinning QAA subject benchmark statements</b>	QAA Subject Benchmark Statements for: Business and Management Psychology
<b>Other external and internal references</b>	QAA Master's Degree Characteristics (2014) QAA Framework for Higher Education Qualifications (FHEQ) QAA UK Quality Code for Higher Education CIM Professional Marketing Competencies Regent's University London Academic Regulations
<b>Professional, statutory or regulatory body recognition/accreditation</b>	N/A
<b>Mode of study (Full Time / Part Time)</b>	Full Time

<b>Language of study</b>	English
<b>Minimum / Maximum duration of programme for each mode of study</b>	<p><b>Part time:</b> N/A</p> <p><b>Full time:</b>  Minimum: 1 year  Maximum*: 3 years  *in exceptional circumstances only, refer to Regent's University London Academic Regulations for details</p>
<b>Date of production / revision of this programme specification</b>	June 2019

## 2. Why study this programme?

We want to make sure that you have chosen the right programme to study and that you are excited about studying your programme at Regent's.

This pioneering one-year full time programme explores the techniques trusted by leading brand managers, strategists and market researchers, and combines them with fields such as data analysis and neuro-marketing.

Blending psychology and marketing - two of the University's major strengths - our MSc programme brings advanced principles of human behaviour to the field of business.

Created by chartered psychologists and marketers, the programme responds to the marketing industry's need for graduates that are not just familiar with marketing theory, but also what influences and inspires a consumer's thoughts, feelings and actions.

You will cover topics including:

- Behavioural economics
- Consumer behaviour
- Digital anthropology
- Marketing communications
- Marketing strategy
- Neuro-marketing
- Research methods

While learning the foundations that underpin successful global marketing campaigns, you will also explore cutting-edge techniques that will define the next generation of informed, evidence-based marketing.

You will examine the factors that affect branding and behaviour across the world, and develop key critical-thinking and advanced research skills.

You will have access to a dedicated psychology laboratory, equipped with testing cubicles for research. You will be able to master online experiment software (such as Coglab), analysis software (SPSS and NVIVO) and specialist hardware that can carry out eye-tracking, and record brain electrical activity, heart rate, pulmonary response, blood pressure and olfactory testing.

### 3. Programme aims and objectives

This is a guideline to the main features of the programme. It includes the overall aims and objectives and what you might achieve and be able to demonstrate if you take full advantage of the learning opportunities provided.

The development of this programme has been informed by the needs of stakeholders, Regent's University London strategic aims and objectives, government agency and research publications, professional bodies such as the Chartered Institute of Marketing (CIM), The Market Research Society (MRS), Chartered Management Institute (CMI) and regional/national competitor analysis.

Marketing psychology and consumer psychology are closely related and overlapping branches of applied psychology. Both apply research and knowledge derived from psychology in order to understand and predict the behaviour of consumers. Briefly, consumer psychology is the scientific study of how and why we consume products and services. One of the ways in which consumer behaviour is influenced is via the marketing of a product or service: the way in which a product is made to be – or perceived as being – desirable, attractive or necessary. Marketing psychology is the study of those factors which might influence consumption and our approach to products and services. It examines how a product or service is presented and the effect of this on behaviour. It explores differences in approaches to persuading and attracting consumers and considers how different strategies and different media might influence our response to a product or service.

The MSc Marketing Psychology is designed to develop tomorrow's brand strategists, senior brand managers and senior market researchers. It is suitable for students who hold an honours degree in marketing, business management or psychology and who are looking to further specialize, and those currently working or practising as operational marketers, functional marketers, product managers, account managers, agency managers, business development managers, strategic marketing, brand managers, actuarial analysts, market researchers, UX analysts, occupational psychologists and consultants.

The programme brings together two related disciplines for which Regent's is internationally renowned: marketing and psychology and maximises the expertise from two Faculties. The Faculty of Business & Management offers international expertise in entrepreneurship, management, digital marketing and analytics, luxury brand management, oil and gas trading, finance and family business. The School of Psychotherapy & Psychology within the Faculty of Humanities, Arts & Social Sciences offers undergraduate and postgraduate programmes accredited by the British Psychological Society.

This programme will equip you with the skills and knowledge to understand present trends in marketing psychology and predict future trends. Covering new disciplines such as digital anthropology, behavioural economics and neuro-marketing, the programme offer students the opportunity to study subjects the cutting edge of the two disciplines. You will explore the emerging debates and cutting-edge theories in the discipline, examining brands as psychological and cultural objects, and have the opportunity to develop a deep and

sophisticated understanding of consumer behaviour and the application of research to understanding the processes involved in marketing.

Although the programme is focused on the key areas of marketing psychology, its scope is broad and you will graduate with a number of key transferable skills, including critical evaluation, oral and written communication, research methods and statistical analysis. You will be able to develop intellectual, scientific and practical knowledge to create and implement marketing strategies within the complex, fast-changing and dynamic international context of the contemporary business.

The main educational objectives of the MSc Marketing Psychology are to:

- Provide a solid foundation to marketing psychology, using the experience, expertise and knowledge from two collaborating academic disciplines – we aim to provide students with a broad but rigorous education in areas that are core to marketing and psychology.
- Develop intellectual integrity, critical thinking and advanced research skills – this programme aims to produce marketing and branding experts with the critical-thinking abilities usually associated with an advanced science education
- Future-proof success – you will engage with social change, emerging debates and cutting-edge theories and research methods, and the latest in disciplines such as digital anthropology, behavioural economics and neuro-marketing
- Take a broader view – we cover a range of consumer cultures and regions of the world where cross-cultural differences are found that affect branding, marketing and consumer behaviour
- Take an ethnographic view – we deliver modules which specifically examine brands as psychological and cultural objects that can be manipulated at the level of strategy and mass communications
- Develop creativity and originality – you will be required to undertake original research and self-directed study
- Equip you with essential practical skills – we teach skills that have immediate workplace applications, from designing new brands to diagnosing changes in consumer behaviour and analysing complex datasets using statistical software such as SPSS
- Instilling confidence – we will give you the confidence to develop strategic plans and make decisions, based on your accumulated knowledge and expertise
- Develop career flexibility – we produce graduates who have a wide range of transferable skills, giving you considerable flexibility in choosing among a range of high-level career options

Our teaching philosophy is based on personal attention: our classes have a maximum seminar cohort size of 20. You will get to know your tutors and peers, and benefit from plenty of contact time with teaching staff. The University's mission is to develop tomorrow's global leaders: developing a student as a future leader in marketing and branding is most effective when done in an intimate learning environment.

The programme is dynamic and intensive, combining modular study with field work, masterclasses and industry opportunities. We will immerse you into the disciplines of marketing and psychology for the duration of the programme, as well as helping them to develop the connections to succeed thereafter.

There is no place that has a broader international focus than Regent's. With students from over 140 nationalities spread across a small community of full-time students, we are one of the most internationally diverse universities in the UK. Understanding regional variation and cross-cultural differences in consumer psychology and behaviour are critical to leading and succeeding in our globalised world. This is Regent's speciality.

As well as being industry-focused in its design and content, this programme is delivered by practitioner lecturers and professors, and encompasses masterclasses with influential industry professionals.

You will be encouraged to think and operate independently and with individuality. This is essential to success in both marketing and branding.

### **Prospective careers**

You will graduate from Regent's with the core skills required for a successful career in marketing, familiar with exciting new techniques and theories around customer behaviour.

This programme will also prepare you for a future in:

- Agencies, client-side organisations and consultancies
- Brand strategy and management
- Consumer insight
- Market research
- Marketing

Regent's has a long track record of launching graduates into international careers in both marketing and psychology. We have a reputation for producing enterprising students who go on to build their own businesses. Many of our alumni go on to be self-employed or start their own businesses.

### **4. Relationship to other programmes and awards**

Sometimes programmes share modules or have other connections to other programmes. This is a guide to whether this is applicable for your programme.

None.



## 5. Learning outcomes

This is a guide to the more specific knowledge and skills you will gain at each level of the programme if you take full advantage of the learning opportunities available to you.

### A. Knowledge and understanding

- A1: Systematic understanding of knowledge and a critical awareness of issues in the marketing and psychology disciplines.
- A2: Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry from marketing and psychology are used to create and interpret knowledge.
- A3: An understanding of the approaches and methods adopted in the study of marketing and psychology, and will use this understanding to research and investigate issues relevant to the two disciplines.
- A4: An ability to collect and analyse data and information, to evaluate their relevance and validity, and to synthesize a range of information in the context of new situations.
- A5: Their conceptual understanding of marketing and psychology and which enables the use of existing research and scholarship to identify new or revised approaches to practice.

### B. Cognitive skills

- B1: Analyse complex marketing and psychological issues systematically and creatively and communicate their conclusions clearly to specialist and non-specialist audiences.
- B2: Demonstrate self-direction and originality in tackling and solving problems at the interface of marketing and psychology, and act autonomously in planning and implementing related tasks.
- B3: Develop the ability to conduct research in marketing and psychology independently, and as part of a team through research design, the collection and analysis of qualitative and quantitative data, synthesis and reporting.
- B4: Use information and knowledge effectively in order to abstract meaning from data.
- B5: Develop effective communication: networking, listening, oral and written communication of complex ideas and arguments, using a range of channels/media.
- B6: Demonstrate an awareness and understanding of ethical issues in marketing and psychology; show awareness of corporate social responsibility and sustainability issues; and apply ethical and organisational values to situations and choices.

## 6. Learning and teaching strategy/ assessment methods (non-regulatory)

This is a guide to what academic opportunities will be available to you to help you achieve the overall aims and objectives of the programme as listed under section 3 and the intended learning outcomes listed under section 5. It is also a guide to what assessment methods will be used to test your achievement of the intended learning outcomes. While exciting learning opportunities will be offered, at University-level, there is a greater emphasis on you engaging with your education in a more pro-active way. In order to meet the full intended learning outcomes of the programme, you will be expected to study independently, participate in class discussions, book extra time in the studios, ask for support in academic skills if required and engage with Personal Tutors.

In line with the Regent's University London, Learning Teaching and Assessment Strategy LTAS (2015-20), the programme team believes there are six key requirements for the successful completion of the MSc. These are:

1. **A personalised student experience** – by designing and delivering modules offering an interactive and responsive experience in both classroom and technology-based learning with colleagues from across two Regent's faculties.
2. **Interactive and inclusive learning** - making greater use of technology for the transmission of knowledge, placing greater emphasis on more interactive learning activities.
3. **Assessment for learning** – by ensuring greater variety of assessment methods to suit a diverse learning community and a good balance between individual and group assessments where appropriate.
4. **Focus on student skills and attributes** - developing students' research skills by involving students in research projects in collaboration with staff and other students, where appropriate, and by providing quality work placement opportunities (where appropriate) in host employers supported by the University to provide the best possible learning for the students.
5. **Developing cultural agility, flexibility and the ability of our graduates to compete strongly in the global labour market** – by offering a dedicated core module specifically investigating global and cultural perspectives.
6. **Professional development for staff** - Students are supported in their learning by a community of staff committed to ongoing professional development. All staff on the teaching team take part in teaching observations and receive developmental feedback.

The above requirements are critical for the development of both independent thinking and autonomous learning. You are encouraged to commit to independent study by reading widely and critically. The development of critical awareness and the ability to exercise your own judgement will ensure the successful accomplishment of independent research (using traditional and digital channels) and will create the potential for original thought and possible contribution to current knowledge.

### **Teaching and learning methods**

The MSc will enable you to gain a breadth of critical understanding, analysis, interpretation, synthesis and evaluation of marketing and psychology issues. You will be introduced to a wide range of contrasting theoretical perspectives, research methods and scholarly output. This will help to both integrate and illuminate the multiple disciplines that contribute to the programme. A range of teaching and learning methods are used to support this aim, including lectures, a separate (yet parallel) guest lecture series, seminars, structured workshops, case study analysis, group work, field trips, and individual and group tutorials. There is much emphasis on student self-directed study, crucially in the final dissertation.

### **Lectures and seminars**

Lectures and seminars are the common method of delivery and operate from the assumption that from prior undergraduate study and/or personal experience, students already have a wide and reasonably in-depth knowledge of some of the issues from within

the fields of marketing, psychology or business study. In this respect, it is assumed that there are some knowledge gaps. However it is also assumed that students will fill some of those gaps through independent learning, with minimal tutor input. A combination of lectures, seminars, workshops, guest lectures, and other key industry events provide a solid underpinning and foundation for your learning. These learning activities are supplemented by key material available on Blackboard, Regent's virtual learning environment (VLE). Directed and self-directed reading is a key component of the learning experience.

At the start of each module, you will be provided with a timetable and substantial list of reading references to follow-up for the seminar sessions. In all learning activities there is an expectation that students will engage with discussion, will have read key material and will also have followed up on referenced background reading.

### **Tutorials and supervision**

Tutorials and supervision form an important part of the learning process. Each module tutor will provide individual and group support for the students undertaking their module, and will arrange individual and/or small group tutorials as and when required.

### **Workshops**

These may be used from time to time to enable you to develop the key transferable skills necessary for both employment and academic development. These may also on occasion be compulsory (such as the guest lecture series for MSc Marketing Psychology). They will encourage students to:

- a) Exercise initiative and personal responsibility
- b) Apply decision-making techniques in complex and unpredictable situations
- c) Focus on issues of ethics, professionalism and continual professional development
- d) Offer the opportunity to develop programme-related skills and knowledge but also key personal and professional skills.

### **Breakdown of teaching methods by percentage**

The following breakdown is a guide to how much time you will spend on each teaching and learning method. The exact amount of time spent in taught/practical lessons or self-study will depend on the elective modules that you take.

Taught	13%
Practical	4%
Self-Study	83%

### **Programme management and teaching staff**

The MSc Marketing Psychology is managed by the Head of Programme, supported by a team of full/part-time academics and practitioners. All tutors are either module leaders or co-module leaders for the modules they teach. Along with teaching, they are also involved

in dissertation supervision. The team are experts in their respective fields and hold the title of lecturer, senior/principal lecturer or professor.

Regent's has an excellent international reputation in the fields of marketing and psychology. Many of the core texts are written by staff leading the programme, and guest lectures from leading professionals show how new techniques are being implemented by pioneering brands.

The current Head of Programme is Dr Zubin Sethna.

### **Assessment**

There is a combination of formative and summative assessments. Formative activities are used for developmental purposes and are designed to help you learn more effectively by giving you feedback on your progress and on how it can be improved and/or maintained. They do not contribute to the award mark. Summative assessments are used to determine your success in meeting the intended learning outcomes of a module and do contribute to the award.

The varying type of assessment methods will enable you to demonstrate the achievement of a full range of learning outcomes. Methods include:

- Academic essays
- Group work
- Interviews
- Live projects
- Presentations
- Reports
- Research activities

A mix of group work and individual assessment reflects the reality of today's marketing workplace, where group working is common and employers value employees who can both lead groups and work as effective team members. However, no module has more than 50% group work and generally group work assignments are designed in such a way as to allow recognition of individual effort when grading.

### **Breakdown of assessment by percentage**

Written exams	11%
Practical exams	0%
Coursework	89%

### **Alternative forms of assessment**

Students with student support agreements may be offered an alternative form of assessment. When this is the case, the University's Disability Guidelines for Alternative Forms of Assessment are followed.

## Ethical approval of research

All research conducted within and outside the University by students at Regent's University London must be approved by the Faculty/Institute Research Ethics Review Panel prior to its commencement. This will include, but is not limited to, all research involving human or other living participants, and all experiments, investigations and procedures involving human or other living participants, or data relating to such living entities.

## 7. Programme structure

This is a guide to the overall structure of your programme such as term dates, assessment periods and what core modules will be delivered each year.

To complete your programme, you will need to achieve 180 credits. You will study a number of modules across the programme, which will each have a credit value. On successfully passing each of these modules, you will gain credits that count towards the total needed for your degree.

One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So if a module is worth 10 credits, then you would expect to spend 100 hours studying this. These will not all be taught hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this programme is indicated in the section above.

On a postgraduate degree programme, you can usually expect to study 180 credits per level (or year), with no more than 80 credits per term.

The academic year dates run from September to December and January to May. Your dissertation will take place over the following summer.

Normal teaching hours take place Monday – Friday 09.00 – 19.00.

Assessment submission deadlines are typically set for the middle to end of the term in which the module runs.

### Programme Structure - LEVEL 7

Core modules	Credits
PSY701 Research Methods	20
MPS702 Entrepreneurial Marketing Strategy	20
MPS703 Psychology of Consumer Behaviour	20
MPS704 Cross-Cultural Aspects of Marketing Psychology	20
MPS705 Brands, Ads and Aspirations	10
MPS706 Individual Marketing (B2I)	10
MPS709 Professional Practice	20
MPS710 Dissertation	40

<b>Total core module credits:</b>	<b>160</b>		
<b>Elective modules. Choose 1 of the following (subject to availability):</b>			
MPS707 Marketing Communications	20		
MPS708 Leadership, Engagement and Motivation	20		
<b>Total elective module credits:</b>	<b>20</b>		
<b>Total credits for Level 7:</b>	<b>180</b>		
<b>Exit awards and learning outcomes achieved (if appropriate)</b>			
Postgraduate Certificate in Marketing Psychology (on completion of 60 credits) Postgraduate Diploma in Marketing Psychology (on completion of 120 credits) Master of Science in Marketing Psychology (on completion of 180 credits)			
<b>8. Distinctive features of the programme and other key information</b>			
This is a guide to anything else you may need to know about your programme, including anything that may seem a bit unusual or different to similar programmes in other institutions.			
There are a number of distinctive features within MSc Marketing Psychology, centred around three key areas:			
<ol style="list-style-type: none"> <li>1. Academic elements</li> <li>2. Experiential elements</li> <li>3. Career and personal development</li> </ol>			
The table below outlines how these are addressed in the programme:			
	<b>Term 1</b>	<b>Term 2</b>	<b>Term 3</b>
<b>Academic</b>	Entrepreneurial Marketing Strategy Psychology of Consumer Behaviour	Specialisations in: Leadership, Engagement <i>and</i> Motivation and Marketing Communications	Professional Practice and Dissertations
<b>Experiential</b>	Field trips Dedicated Guest Speaker Programme	Field trips Dedicated Guest Speaker Programme	Professional Practice
<b>Career and personal Development</b>	Masterclasses Skills workshops	Masterclasses Skills workshops	Regent's Alumni events Industry-led networking events (e.g. CIM / MRS)
In Term 3, you will take two modules:			

### 1) Professional Practice

This module addresses professional practice skills in marketing psychology to prepare you for employment. This preparation includes placement hours that you must complete and which will help you to enter the job market. The module will give you a realistic and comprehensive understanding of the strengths and weaknesses of the scientist-practitioner model in practice, and allow you to discuss and critically reflect upon the knowledge, skills, and abilities associated with the professional evidence-based practice of organisational psychology. You will be required to apply your academic training and practical skills to real-life problems, and to development a critical appreciation of the roles, responsibilities and functions of marketing psychologists practising in a diverse range of organisations.

### 2) Dissertation

The dissertation is a major research-based activity centred on concepts that have been studied in the core and specialist modules. You will develop your ideas and focus on research not only from the perspective of core knowledge but also from your personal experience/research and existing or newly developed interests in the field.

Guided and supervised by an appropriate member of staff, you will take responsibility for meeting the required standard for the dissertation by:

- Learning, developing and applying specialised knowledge about the chosen topic
- Carrying out a literature review or situational analysis
- Constructing a hypothesis and/or research questions or projects aims and objectives
- Controlling the design and planning of the research through feasibility studies
- Undertaking qualitative and/or quantitative data gathering, description, analysis and interpretation as appropriate
- Delivering the final dissertation to the expected Level 7 standard.

Studying at master's level requires you to shift from passive to active learning; from relying on the judgments of others to forming personal judgments, and from utilising the research of others to undertaking your own research. In determining which topics to deal with in the dissertation, you will be required to:

- Exercise judgment in considering the feasibility of a subject/placement
- Determine the usefulness to your study
- Consider the relevance to the broad area of marketing and psychology that is being explored and studied
- Justify its importance as an area of study
- Import a substantial range of current research and scholastic activity

Overall it is the dissertation more than any other element of the programme that will express the teaching strategy aimed at encouraging self-directed learning.

For this reason, preparation begins relatively early in the programme structure, with the aim of reinforcing the importance of autonomy at master's level.

Research Methods (in Term 1) is the pre-requisite for this dissertation module and you will be required to pass the Research Methods module before embarking on the dissertation.

### **Cross-faculty collaboration**

This programme capitalises on the internal strengths of expertise across the Faculties of Business & Management and Humanities, Arts & Social Science. You will be taught by experts and researchers from across faculties and disciplines, providing a rich learning experience.

### **Co-curricular programme**

This is an essential element in the teaching and learning methods and an important element of your personal and professional development, which will prepare you for working within the industry or for further study.

To ensure that the programme content reflects contemporary industry issues and allows you to experience a broader understanding of critical concepts, the programme is augmented by the way of:

#### 1. Module specific activity:

- Lectures, seminars and/or workshops hosted by guest lectures
- Field trips and industry visits
- Complex case-study material, including interactive business case studies
- Participation in structured workshops
- Masterclasses
- Psychology laboratory-based simulations

#### 2. Programme wide activity:

- Field trips (including team building, leadership and management skills activities)
- Participation in structured workshops
- Special events involving one or more guest speakers
- Master classes
- 1:1 tutorials, related to Personal and Professional Development (PPD)

#### 3. Faculty wide activity:

- Participation in structured workshops
- Guest Speakers
- Special evening events involving one or more guest speakers
- Masterclasses

You are expected to engage fully with co-curricular activity.



## 9. Student support

We want you to make the most of your time at Regent's and we also know that sometimes life at university can be hard. We can give you the support and you need, on academic study, language skills, careers, disabilities, mental health, gender, sexuality, finance and many other issues.

Regent's Student Hub will be the first port-of-call for the majority of your needs. Staff in the Hub can either deal with your enquiry directly or point you to one of our services for more support. Our support services include:

- Personal tutor scheme
- Student Services
- Academic Skills
- English for Academic Purposes
- Careers advice, including placements
- Disability support
- Accommodation
- Student Union

For more information about life at Regent's and the services we offer please visit our website:

[regents.ac.uk/information/student-life/for-current-students](https://regents.ac.uk/information/student-life/for-current-students)

## 10. Learning support facilities

Regent's offers a variety of different facilities and technologies to support your studies. These include lecture theatres, seminar rooms, the library, IT labs and specialist software.

If you require support or advice with regard to accessing campus facilities, please speak with our disability support officer, so we may address your concerns.

[regents.ac.uk/information/student-life/for-current-students/disability-information](https://regents.ac.uk/information/student-life/for-current-students/disability-information)

The Library at Regent's supports teaching and learning at the University. Our relevant and extensive collections, flexible study spaces and knowledgeable staff can help you achieve your academic goals. During term time, the Library is open until late in the evenings. During busy exam periods, it is open 24/7. Most areas are fully accessible to people with disabilities and wherever there are challenges we work with individual(s) to overcome, rearrange or support to facilitate good and safe access.

Regent's uses Blackboard as its virtual learning environment (VLE), where you will find learning materials and content for your modules. You will also submit your coursework online and receive feedback through Blackboard.

MyRegent's is a free app and web dashboard which contains Regent's email, degree programme timetable, module information and more. You will be able to download it for Apple or Android devices or access it at [my.regents.ac.uk](https://my.regents.ac.uk) once you have enrolled with us. Regent's has IT labs where you can use our computers and there are dedicated areas for you to use your own laptops and tablets. The campus has free Wi-Fi, including most areas of our extensive gardens, so any area can be adapted into a student study space.

Regent's is a member of the Eduroam network, so you can connect to this service to access Wi-Fi worldwide.

For more about Regent's learning resources, visit:

[regents.ac.uk/about/learning-resources](https://regents.ac.uk/about/learning-resources)

## 11. Opportunities for personal development planning

### Personal and professional skill development

Effective personal and professional development (PPD) skills are an important part of talent development within the marketing sector. PPD is delivered at three key points in the programme:

- 1) Small group tutorials (or workshops) during induction
- 2) 1:1 / group tutorials (or workshops) at the end of the first term and
- 3) 1:1 / group tutorial at the end of the second term.

This is delivered in collaboration with the Career & Business Relations (CBR) team and external experts. A variety of tools are used, including mentoring, skills workshops, reflective activities, journals (or logs) and team/leadership activities. This activity leads to skills development for the final dissertation and you should fully engage with this element of the programme. The Head of Programme will act as your personal tutor throughout your degree. They will be your main point of contact and are there to listen, address any concerns about the programme and/or the University and to address issues on your performance where these occur.

### Careers support

All students benefit from an initial consultation with a careers adviser in their first weeks on campus. Based on your individual interests you will, guided by your adviser, develop knowledge and networks in relevant sectors and roles. You will be encouraged to team up with like-minded individuals to build communities centred around shared interests.

You will have access to the vacancies shared by our business relations team on the Student Hub, as well as multiple other resources, and help with making applications for internships and graduate roles in the UK and beyond. Students who have not identified an area of interest are offered guidance consultations to enable decision-making.

A variety of workshops throughout the year will help you succeed at every stage of the selection process, including CV and cover letter writing, interview (including video interviews) and assessment centre preparation, networking, LinkedIn and psychometric testing. Support with individual applications is available.

Students who wish to start their own business will be invited to work in The Hive (see below).

Students looking to complete a consultancy project, such as a capstone, receive support in developing practical consultancy skills, as well as help with sourcing suitable projects. This

offer is tailored with sector relevant information to reflect subject specialisms (e.g. fashion, design, business).

All postgraduate students are given the opportunity to be paired with a mentor throughout the duration of their course, as part of our long-running joint alumni/careers mentoring scheme. You will be matched (wherever possible) with mentors whose careers or interests overlap with your, but experience has shown that diverse pairings often offer the best results.

Each term a number of masterclasses (held by industry specialists), seminars, networking events and meetups are organised on campus. They offer an invaluable opportunity to find out about employment prospects in different industries and business sectors and to develop a professional network.

At our hiring breakfasts, employers who currently seek students via the Student Hub vacancy board (internships, placements, or graduate jobs) are introduced to (and given the opportunity to interview onsite) students directly.

In addition to regular face-to-face contact with our expert staff, we offer a wide range of online resources including VoIP (e.g. Skype) appointments to help you in your job search. These include advice sheets, videos and self-assessment tools. All this is accessible on the Student Hub to current students and alumni.

### **The Hive**

The Hive is a workspace and community for both current students and alumni, which offers a full suite of services, including start-up advice, masterclasses, careers advice, student consultancy services and a bookable hot desk environment for start-ups. There is also support with graduate entrepreneurship visas if required.

The Hive offers a collaborative environment in which careers and enterprise advice happens in a live working environment, allowing knowledge and opportunities to flow between its users. It aims to break down barriers between job seekers and creators, learners and staff, changing the way our learners relate to the University and develop their career skills.

## **12. Admissions criteria**

A Regent's education provides you with a high level of personal attention, and this begins from the moment you apply to study with us. We want to understand who you are and what your skills and interests may be – we are interested in your potential, as well as your prior achievements. We review each application comprehensively and on its individual merit, considering all of your skills, interests and attributes.

### **Entry requirements**

The minimum entry requirement for Level 7 students is one of the following qualifications:

- Second-class UK undergraduate degree (2:2)
- Equivalent qualifications as deemed acceptable by the University.

Alternatively, you could be considered for exceptional entry if you have:

- An undergraduate degree at lower than 2:2, plus one year of relevant work experience
- No Level 6 qualifications, but three years of relevant work experience.

Exceptional entry is assessed on an individual basis. To be considered for exceptional entry, please

- Provide a 1,000-word personal statement outlining your reasons for applying, and how your previous experience is of relevance to the programme you are applying for
- Be prepared to invited to an interview with the Postgraduate Admissions Panel.

### English language requirements

English is our language of instruction and we require proof of your English proficiency. You can demonstrate your English proficiency with one of the following qualifications (or equivalent):

- GCSE English language at grade C (4) or above
- International Baccalaureate: Grade 4 or above in English A at Higher or Standard level
- International Baccalaureate: Grade 5 or above in English B at Higher level
- US High School Diploma (studied in a majority English-speaking country): cumulative GPA (on a 4.0 scale) at 2.5 or above
- IELTS Academic: overall score of 6.5 with a minimum 5.5 in each component
- Second-class (2:2) undergraduate degree from an English-speaking country as defined by UKVI.

We offer a range of courses that can help to improve your English language proficiency. Please see the website for more details:

[regents.ac.uk/study/short-courses/english-courses-london](https://regents.ac.uk/study/short-courses/english-courses-london)

For more information, see the How to Apply tab under each programme on our website.

You can find our Admissions Policy and Admissions Appeals and Complaints Policy at:

[regents.ac.uk/about/governance/academic-governance/academic-governance-documents](https://regents.ac.uk/about/governance/academic-governance/academic-governance-documents)

### 13. Visas and immigration

At Regent's, you will be part of a truly international community, with the opportunity to make friends and contacts from around the world.

If you require a visa to study in the UK, please visit the Visas and Immigration page on the website:

[regents.ac.uk/study/international-students/visas-and-immigration](https://regents.ac.uk/study/international-students/visas-and-immigration)

### 14. Tuition fees and other course costs

For students enrolling on the MSc Marketing Psychology, the fee for the academic level/year in 2020/21 is £22,000 paid in equal instalments over the first two terms.

To secure your place at Regent's you will need to pay a deposit. These are currently set at:

Home/EU students advance deposit on tuition fees: £1,000 (non-refundable\*)

Non-EU advance deposit on tuition fees: £4,000 (non-refundable\*)

Fees are normally payable once a term and are due two weeks before the start of term. They can be paid through our online portal. Payment plans are available for eligible new and returning students. For more information visit the Pay Fees page on our website: [regents.ac.uk/study/how-to-pay/pay-fees-online-and-payment-plans#close](https://regents.ac.uk/study/how-to-pay/pay-fees-online-and-payment-plans#close)

Our current Payment Terms and Conditions are available at: [regents.ac.uk/study/how-to-pay/payment-terms-conditions#close](https://regents.ac.uk/study/how-to-pay/payment-terms-conditions#close)

There are a number of way to help fund your studies through scholarships, bursaries and student loans. For more information, visit our Scholarships, bursaries and funding page at: [regents.ac.uk/study/scholarships-funding-and-bursaries](https://regents.ac.uk/study/scholarships-funding-and-bursaries)

London is an expensive place to live so it is important to ensure that you can afford to stay here for the duration of your studies. In addition to your tuition fees, you will have expenses such as accommodation, food, bills, transport, clothes, socialising, books and other material costs. If you would like to discuss the financial impact of studying at Regent's then please contact us: [regents.ac.uk/about/contact-us](https://regents.ac.uk/about/contact-us)

One of your main financial outlays will be your accommodation. There are three types of accommodation available to choose from. We offer limited accommodation on campus at competitive prices, off-campus accommodation at Urbannest, or you could choose private accommodation which we can help you find. For more detail on accommodation please see our website: [regents.ac.uk/study/accommodation](https://regents.ac.uk/study/accommodation)

Reading lists will be made available and you may purchase these from a wide range of suppliers at an additional cost.

\* If you decide you no longer want to study at Regent's, refunds of deposits and fees can only be granted in limited circumstances. For more information, see our Refund Policy (subject to review) at: [regents.ac.uk/study/how-to-pay/refunds-policy](https://regents.ac.uk/study/how-to-pay/refunds-policy)

## 15. Assessment and progression regulations

You will be assessed on how well you are achieving the intended learning outcomes at different stages throughout your time of study at Regent's. This will include a variety of methods as described under Section 6 above.

In order to continue with your studies, there are minimum requirements to be met in order to progress to the next level of your programme. The current progression regulations are published within the Academic Regulations on our website at the link below. These are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

[regents.ac.uk/about/governance/academic-governance/academic-regulations](https://regents.ac.uk/about/governance/academic-governance/academic-regulations)

You will be provided with guidelines on what you need to achieve in each assessment to ensure you receive a good mark. A generic description of each grade is available at:

[regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework](https://regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework)

Before admission to the dissertation module you will need to have successfully completed the Research Methods module and will be allowed to trail up to 20 credits.

## 16. Award criteria

To qualify for your intended postgraduate award, you must obtain 180 credits at Level 7.

For further details on award requirements, please see the Academic Regulations, available at on our website at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

[regents.ac.uk/about/governance/academic-governance/academic-regulations](https://regents.ac.uk/about/governance/academic-governance/academic-regulations)

## 17. Methods for evaluating and improving the quality and standards of teaching and learning

All quality assurance policies and procedures are found in the University Academic Regulations. The current versions are available at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

[regents.ac.uk/about/governance/academic-governance/academic-regulations](https://regents.ac.uk/about/governance/academic-governance/academic-regulations)

Regent's University London operates a number of institutional processes for ensuring and enhancing its academic quality standards. These include: programme (re)validations, programme modifications, programme monitoring, student feedback systems and external examining.

### *Programme (re)validations*

The University has a formal process to approve a new programme or reapprove an existing programme of study. This involves a panel of academics from within and outside Regent's to ensure that your programme is of appropriate academic standard and of a high quality.

### *Programme modifications*

We listen to your feedback and make changes to your programme as appropriate. You will be consulted on any significant changes to your programme which may affect the outcomes of your study. All changes to programmes or modules are subject to approval through Regent's Academic Governance structures.

### *Programme monitoring*

In order to ensure programmes continue to meet their academic and professional aims and objectives, Heads of Programme are required to prepare an Annual Monitoring Report (AMR). The reports include module feedback as well as external examiner reports and responses. They are reviewed at Faculty and Institutional level, and are published on the University intranet under the Quality webpage where student are able to view these.

### *Student feedback systems*

Students play a key role in the University's processes for enhancing the quality of its educational provision and broader student experience. There will be multiple ways for you to provide feedback on your experiences at module level, programme level, through student representatives and at Programme Committees. Student representatives are elected and sit on institutional level committees such as Senate. Final year undergraduate students (Level 6) will be invited to take part in the National Student Survey (NSS).

#### *External examiner reports*

External Examiners ensure that Regent's standards and quality processes are appropriate and are of a standard comparable to those of other Higher Education Institutions. There are two types of external examiners. One reviews subject level assessment and the other reviews institutional level processes and attends the Progression and Finalist Boards.

An annual external examiner report is produced at the end of every academic year at levels 5, 6 and 7. These are made available to students through the Annual Monitoring Reports which are published online and are submitted to Programme Committees.

### 18. Curriculum map

This table indicates which study units assume responsibility for delivering the learning outcomes detailed in Section 5.

Level	Module	Learning outcomes										
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6
7	PSY701 Research Methods	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	MPS702 Entrepreneurial Marketing Strategy	✓	✓		✓		✓	✓		✓	✓	✓
	MPS703 Psychology of Consumer Behaviour	✓	✓	✓		✓	✓	✓		✓	✓	
	MPS704 Cross-Cultural Aspects of Marketing Psychology	✓	✓		✓				✓		✓	
	MPS705 Brands, Ads and Aspirations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	MPS706 Individual Marketing (B2I)	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
	MPS707 Marketing Communications		✓	✓		✓		✓	✓		✓	✓
	MPS708 Leadership, Engagement and Motivation	✓	✓				✓					✓
	MPS709 Professional Practice	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

MPS710 Dissertation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
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Regent's University London  
Inner Circle  
Regent's Park  
London NW1 4NS

[regents.ac.uk](http://regents.ac.uk)

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