

Learning Outcomes for MSc in Marketing

National Qualification Framework for Iceland	Master in International Business and Marketing at Reykjavik University	
Qualification at Master level Cycle 2.2. 90 – 120 ECTS	MSc degree in Marketing is a 120 ECTS qualification at master level. It focuses on graduating students with practical knowledge of marketing, with comprehensive insight into general management and finance. To obtain the degree, students must complete a 30 ECTS research project within the relevant field.	
KNOWLEDGE		
The National Qualification Framework states that degree holders possess knowledge within a defined field of the relevant profession. <ol style="list-style-type: none"> 1. Possess knowledge and understanding of scientific subjects and challenges 2. Have acquired knowledge through research 3. Can provide arguments for their own findings 4. Can place latest knowledge into context in the relevant specialized field 5. Are familiar with research methods in their scientific field 6. Have knowledge of science ethics 	*	The learning outcomes for the MSc in Marketing state that degree holders possess knowledge of:
	1, 4, 5	definitions and concepts of marketing
	1, 2, 3, 4	theoretical foundations and methods of marketing
	1, 2, 3,4	definitions, and concepts of strategic marketing
	1, 2, 3,4	definitions, and concepts of market research and marketing analytics
	1, 2, 3,4	definitions, and concepts of branding
	1, 2, 3, 4	definitions, and concepts of digital marketing
	1, 2, 3, 5	research and sources of empirical knowledge in marketing
	3, 6	definitions, and concepts of business ethics, responsible management and sustainability
	1, 5, 6	research philosophies, different research methods and ethical aspects of research and science.
	2, 6	conducting independent research
SKILLS		
The National Qualification Framework states that degree holders can apply methods and procedures of a defined scientific field or profession. <i>This entails that holders:</i> <ol style="list-style-type: none"> 1. Have adopted relevant methods and procedures 2. Are capable of analyzing imparting statistical information 3. Can understand and tackle complex subjects in a professional context 	*	The learning outcomes for the MSc in Marketing state that degree holders can apply the methods and procedures of information management, as follows:
	1, 3, 4, 8, 10	apply best practice tools and methods in marketing and commerce to different settings
	2, 3, 4, 8, 10, 12	critically evaluate marketing practices with the aim of proposing and implementing improvements

<p>4. Can apply their knowledge and understanding in their scientific and professional work</p> <p>5. Can use the relevant equipment, technology and software</p> <p>6. Can collect, analyze and evaluate scientific data</p> <p>7. Are innovative in developing and applying ideas</p> <p>8. Can apply their knowledge, understanding and proficiency for resolution in new and unfamiliar situations or in an interdisciplinary context</p> <p>9. Can develop projects and place them in context by applying methods based on scientific theories and/or experience</p> <p>10. Are capable of integrating knowledge, tackle complex subjects and present an opinion based on the available information</p> <p>11. Can effectively apply research methods and implement small-scale research projects</p> <p>12. Understand research and research findings.</p>	1, 2, 3, 4, 5, 6, 8, 10	apply appropriate methods and analytical procedures to conduct analysis of practical business problems and propose valid solutions based on this analysis
	2, 3, 5, 8, 12	access, retrieve and evaluate relevant information reliably
	3, 4, 8, 10	work collaboratively with others in the same and different disciplines
	3, 7, 8, 10	can apply critical thinking and evaluate and resolve issues and situation from the perspective of ethical behaviour, responsible management and sustainability
	1, 3, 4, 7, 9, 11	can develop their own concepts and ideas and develop them into a research plan
	2, 3, 6, 8, 9, 10, 11, 12	can conduct analysis of a question or a phenomenon through data gathering, data analysis and critical evaluation
	2, 3, 4, 8, 10, 12	be receptive to new ideas and innovation

COMPETENCES

<p>The National Qualification Framework states that degree holders can apply their knowledge and skills in a practical way in their profession and/or further studies. <i>This entails that holders:</i></p> <ol style="list-style-type: none"> 1. Have developed the necessary learning skills and independence for further studies 2. Can initiate projects within the scientific field and be responsible for the work of individuals and groups 3. Can communicate complex scientific information, challenges and findings to scholars as well as to general audience 4. Are capable of presenting and describing scientific issues and research findings in a foreign language 5. Can make decisions in an independent, professional manner and support them 6. Can evaluate the suitability of the different methods of analysis and complex scientific issues in each case 7. Can communicate statistical information. . 	*	The learning outcomes for the MSc in Marketing state that degree holders can apply their knowledge and skills in as follows:
	2, 5, 6	recognize and manage professional issues in marketing
	1, 2,	work in an independent and organised manner, set goals, and plan and implement solutions to diverse problems
	2, 3, 5, 6	apply the methods and procedures of marketing, within different business, industry and geographical context.
	2, 3, 5, 6	apply the methods and procedures of marketing, with particular reference to marketing analytics, branding, digital marketing.
	4, 7	can use written and spoken English in their professional and scientific work
	2, 5, 7	can communicate the importance of ethical and responsible business practices and initiate efforts to increase the level of responsible management in their profession and/or organizations
	1, 3,	pursue life-long learning in practice
	2, 3	participate actively and cooperatively in group tasks, and assume a leadership role

	6	can evaluate suitability of different research methods through conducting their independent research study
	1, 2, 3, 7	interpret and present theoretical issues and empirical findings by applying qualitative or quantitative research methods.