

Learning Outcomes for Master of Science (MSc) in Marketing

National Qualification Framework for Iceland	MSc in Marketing at Reykjavik University	
Master's Degree Cycle 2.2 90-120 ECTS.	MSc in Marketing is a 90 ECTS-credit master's degree programme. It focuses on graduating students with in-depth knowledge, skills and competences in marketing and includes a 30 ECTS-credit Master's thesis.	
KNOWLEDGE		
<p>The National Qualification Framework states that degree holders possess knowledge in a defined area of a scientific field or profession, such that holders:</p> <ol style="list-style-type: none"> 1. possess knowledge of scientific subjects and challenges 2. have acquired knowledge through research 3. can provide arguments for their own findings 4. can place the latest knowledge in context within the relevant specialised field 5. are familiar with the research methods within their scientific field 6. have knowledge of science ethics 	* 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, branding, and digital marketing
	1, 2, 3, 4, 5	definitions, and concepts of market research and marketing analytics
	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 the methods and procedures of a defined	* Degree holders can apply the methods and procedures of marketing as follows:	
	1, 3, 4, 8, 10	apply best practice tools and methods in marketing and commerce to different settings

<p>area of a scientific field or profession, such that holders:</p> <ol style="list-style-type: none"> 1. have adopted relevant methods and procedures 2. are capable of analysing and imparting statistical information 3. can understand and tackle complex subjects in a professional context 4. can apply their knowledge and understanding in their scientific and professional work 5. can use the relevant equipment, technology and software 6. can collect, analyse and evaluate scientific data 7. are innovative in developing and applying ideas 8. can apply their knowledge, understanding and proficiency in new and unfamiliar situations or in an interdisciplinary context 9. can develop projects and place them in context by applying methods based on scientific theories and/or experiments 10. are capable of integrating knowledge, resolve complex issues and present an opinion based on the available information 11. can effectively apply research methods and implement small-scale research projects 12. understand research and research findings. 	2, 3, 4, 7, 8, 10, 12	critically evaluate marketing practices with the aim of proposing and implementing improvements
	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, 7, 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 their profession and/or further study, such that holders:</p>	* Degree holders can apply their knowledge and skills in as follows:	
	2, 5, 6	recognize and manage professional issues in marketing

1. have developed the necessary learning skills and independence for further studies	1, 2	work in an independent and organised manner, set goals, and plan and implement solutions to diverse problems
2. can initiate and lead projects within the scientific field and be responsible for the work of individuals and groups	2, 3, 5, 6	apply the methods and procedures of marketing, within different business, industry and geographical context
3. can communicate complex scientific information, challenges and findings to scholars as well as to general audiences	2, 3, 5, 6	apply the methods and procedures of marketing, with particular reference to marketing analytics, branding, digital marketing.
4. are capable of presenting and describing scientific issues and research findings in a foreign language	2, 5, 7	communicate the importance of ethical and responsible practices and initiate efforts to increase the level of responsible management in their profession and/or organizations
5. can make decisions in an independent, professional manner and defend them	1, 3	pursue life-long learning in practice
6. can evaluate the suitability of the different methods of analysis and complex scientific issues in each case	2, 3	participate actively and cooperatively in group tasks, and assume a leadership role
7. can communicate statistical information	4, 7	can use written and spoken English in their professional and scientific work