

Learning Outcomes for Master of Marketing (MM)

National Qualification Framework for Iceland	Master of Marketing at Reykjavik University	
Qualification at Master level Cycle 2.1 30 – 120 ECTS	Master of Marketing (MM) is a 90 ECTS-credit qualification at master level. It focuses on graduating students with in-depth knowledge, skills and competences in marketing.	
KNOWLEDGE		
<p>The National Qualification Framework states that degree holders possess knowledge within a defined field of the relevant profession.</p> <ol style="list-style-type: none"> 1. Have knowledge and understanding of scientific subjects and challenges 2. Can provide arguments for their own solutions 3. Can place latest knowledge into context in the relevant field 4. Are familiar with research methods in their scientific field 5. Have knowledge of science ethics 	*	Degree holders possess knowledge of:
	1, 3, 4	definitions and concepts of marketing
	1, 2, 3	theoretical foundations and methods of marketing
	1, 2, 3	definitions, and concepts of strategic marketing, branding, and digital marketing
	1, 2, 3, 4	definitions, and concepts of market research and marketing analytics
	3, 5	definitions, and concepts of business ethics, responsible management and sustainability
	2, 3, 4, 5	research and sources of empirical knowledge in marketing
SKILLS		
<p>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></p> <ol style="list-style-type: none"> 1. Have adopted relevant methods and procedures 2. Are capable of analyzing statistical information 3. Can understand and tackle complex subjects in a professional context 4. Can apply their knowledge and understanding with a professional approach 5. Can use the relevant equipment, technology and software 6. Can collect, analyze and evaluate scientific data 7. Are innovative in developing and applying ideas 	*	Degree holders can apply the methods and procedures of marketing as follows:
	1, 3, 4, 8, 9, 10	apply best practice tools and methods in marketing and commerce to different settings
	2, 3, 4, 7, 8, 9, 12	critically evaluate marketing practices with the aim of proposing and implementing improvements
	1, 2, 3, 4, 5, 6, 8, 9, 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, 6, 8, 10, 12	access, retrieve and evaluate relevant information and scientific data reliably

8. Can apply their knowledge, understanding and proficiency for resolution in new and unfamiliar situations or in an interdisciplinary context	3, 4, 8, 9, 10	work collaboratively with others in the same and different disciplines
9. Are capable of integrating knowledge, resolve complex issues and present an opinion based on the available information	3, 7, 8, 9	can apply critical thinking and evaluate and resolve issues and situation from the perspective of ethical behaviour, responsible management and sustainability
10. Can recognize novelties which are based on scientific theories and/or experiments	2, 3, 4, 7, 8, 9, 12	be receptive to new ideas and innovation
11. Can apply the methods of the relevant scientific field and/or profession to present, develop and solve projects		
12. Understand research and research findings.		
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 and lead projects within the scientific field and be responsible for the work of individuals and groups 3. Can communicate 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 decide which analytical methods and complex theories are applicable 7. Can communicate statistical information 	*	Degree holders can apply their knowledge and skills to:
	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.
	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
	1, 3	pursue life-long learning in practice
	2, 3	participate actively and cooperatively in group tasks, and assume a leadership role
	4, 7	can use written and spoken English in their professional and scientific work