



Go to uoldigital.net/LUBS-maps to learn more about this map and how to use it effectively.

MSc Marketing Management with Advertising

This map shows the university week numbers when your **compulsory module** assessments are due, helping you plan your time. Each **icon** represents a deadline for one piece of assessment in a module; some modules may have multiple assessments.

Always **check Minerva for exact due dates and times**, especially those due during examination period (**Ex**), and during the Christmas (**C1-4**), Easter (**E1-4**), and Summer (**S1-10**) vacations.

Semester 1 assessment

Exam period begins on 11th January and ends on 22nd January 2027.

Week number	1	2	3	4	5	6	7	8	9	10	11	C1-4	Ex
LUBS5402M													
LUBS5405M													
LUBS5408M													
LUBS5483M													

Semester 2 assessment

Exam period begins on 17th May and ends on 4th June 2027.

Week number	14-21	E1-4	22	23	24	25	Ex	29	30	S1-10
LUBS5428M										
LUBS5434M										
LUBS5449M										
LUBS5453M										

Dissertation

Your dissertation (LUBS5499M) deadline is **Thursday 2nd September 2027**.

Assessment Type Key

Exam

Coursework

Presentation

Video/audio

A circle around an icon indicates a group assessment



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MSc Marketing Management with Advertising

Your skills, your degree

Actively developing your personal and professional skills is key to your success at university and in your future career. The table below shows the skills that have been embedded in your curriculum. This only shows **skills in compulsory modules** – you will develop many more through optional modules and co-curricular opportunities. Go to uoldigital.net/LUBS-maps to learn how the University supports you to assess, develop and evidence your skills.

Module	Skills (list)	Skills (icons)
LUBS5402M Consumer Behaviour	Reflection; Integrity & Ethics; Searching for information; Critical thinking; Commerical & Sector awareness	
LUBS5405M Marketing Communications	Thinking Strategically; Creativity; Critical Thinking; Commercial & Sector Awareness; Integrity & Ethics	
LUBS5408M Global Strategic Marketing	Commercial & Sector Awareness; Problem Solving; Opportunity Spotting; Adaptability; Thinking Strategically	
LUBS5483M The Global Marketing Professional	Developing Vision & Purpose; Developing a Professional Identity; Verbal & Non-verbal Communication; Written Communication; Negotiation	

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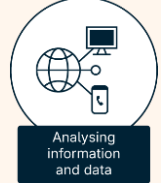


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Module	Skills (list)	Skills (icons)
LUBS5428M Advertising and Media Planning	Written Communication; Creativity; Integrity & Ethics; Commercial & Sector Awareness; Planning & Organising	 Written communication  Creativity  Integrity and ethics  Commercial and sector awareness  Planning and organising
LUBS5434M Brand management	Critical Thinking; Written Communication; Creativity; Opportunity Spotting; Analysing Information & Data	 Critical thinking  Written communication  Creativity  Opportunity spotting  Analysing information and data
LUBS5449M Digital and Interactive Marketing	Critical Thinking; Reasoned Decision Making; Written Communication; Collaboration; Integrity & Ethics	 Critical thinking  Reasoned decision making  Written communication  Collaboration  Integrity and ethics
LUBS5453M Research Methods for Marketing	Critical Thinking; Problem Solving; Integrity & Ethics; Written Communication; Analysing Information & Data	 Critical thinking  Problem solving  Integrity and ethics  Written communication  Analysing information and data

Please note: This skills map contains the latest approved skill outcome descriptions for your core modules. Some module specifications (or catalogue entries) may display alternative wording while updates are being completed.