

Academic Year 2021/22

Master of Arts in Cross-Cultural Communication and International Marketing

Code: 4068 F/P

Notes

- (i) *These programme regulations should be read in conjunction with the University's Taught Programme Regulations.*
- (ii) *A core module is a module which a student must pass.*
- (iii) *A compulsory module is a module which a student is required to study.*
- (iv) *All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.*
- (v) *All modules are offered subject to the constraints of the timetable and to any restrictions on the number of students who may be taught on a particular module.*
- (vi) *Not all modules may be offered in all years and they are listed subject to availability.*

1. Programme structure

- (a) The programme is available for study in both full-time and part-time modes.
- (b) The period of study for full-time mode shall be 1 year starting in September. The period of study for part-time mode shall normally be 2 years starting in September. The part time mode will be agreed in consultation with the Degree Programme Director.
- (c) The programme comprises modules to a credit value of 120 credits of taught modules and a 60 credit Research Portfolio. The choice of optional modules is subject to the approval of the Degree Programme Director.
- (d) All candidates shall take the following 110 credits of compulsory modules:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Mode
ALC8003	Research Portfolio	60			60	7		
ALC8013	Introduction to Intercultural Communication	20	20			7		
NBS8507	International Marketing	10		10		7	Core	
NBS8526	Principles of Marketing	20	20			7	Core	

- (e) All candidates shall take further optional **Language & Communication** modules to a value of 40 credits from the following:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Mode
ALC8001	The Social Psychology of Communication	20	20			7		

ALC8002	Sociolinguistics	20		20		7		
ALC8007	Professional Communication	20		20		7		
ALC8008	Language & Intercultural Pragmatics	20	20			7		
ALC8009	English in the World	20	20			7		
ALC8021	Multimodal Communication	20		20		7		
ALC8037	Multilingualism, Language Planning, Policy and Identity	20		20		7		

With the approval of the Degree Programme Director and depending upon the academic background of the candidate alternative optional modules to those listed above may be selected.

- (f) All candidates shall take further optional **Marketing** modules to a value of 30 credits from the following:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Core</i>	<i>Mode</i>
EDU8172	Leadership and Strategic Management	20	20			7		
NBS8045	The International Business Environment	10	10			7		
NBS8509	International Brand Management	10		10		7		
NBS8518	Small Business Marketing and Management	10		10		7		

Candidates may take, subject to the approval of the Degree Programme Director, no more than 20 credits of alternative modules outside their pathway. This could include an additional Language and Communications module, or a module from another pathway. At least 40 credits must come from the Marketing module options

2. Assessment methods

Details of the assessment pattern for each module are explained in the module outline.