

Academic Year 2021/22

MSc International Marketing

Code: 5145 F

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.*

1. Programme structure

- (a) The programme is available for study in full-time mode only.
- (b) The period of study for full-time mode shall be 1 year starting in September.
- (c) The programme comprises modules to a credit value of 180.
- (d) All candidates shall take the following compulsory and core modules:

<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>Type</i>	<i>Mode</i>
NBS8527	Marketing Ethics, Critical Consumption, and Corporate Social Responsibility	10	10			7	Core	
NBS8045	The International Business Environment	10	10			7	Core	
NBS8507	International Marketing	10		10		7	Core	
NBS8509	International Brand Management	10		10		7	Core	
NBS8510	International Marketing Communications Management	10		10		7	Core	
NBS8512	Dissertation in Marketing	60	5	5	50	7	Core	
NBS8514	Marketing Research	20	10	10		7	Core	
NBS8517	Consumer Behaviour	10	10			7	Core	
NBS8526	Principles of Marketing	20	20			7	Core	

(e) All candidates shall take further optional modules to a value of 20 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>Type</i>	<i>Mode</i>
NBS8236	Customer Relationship Management	10		10		7		
NBS8518	Small Business Marketing and Management	10		10		7		
NBS8519	Digital Marketing	10		10		7		
NBS8562	Contemporary Trends in Marketing	10		10		7		
NBS8604	Marketing Analytics	10		10		7		

2. Assessment methods

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

3. Progress

Before proceeding to the dissertation, candidates are normally expected:

- (i) to pass the taught modules*.
- (ii) to have their ethics form and, where relevant, the travel and fieldwork risk assessment forms signed off by their supervisor.

** Candidates can fail 20 credits of non-core modules and still proceed in accordance with the postgraduate taught examination conventions.*