

## **Programme Regulations 2021/22**

*These regulations are for students registered on the programme in September 2019 onwards*

### **BSc (Hons) International Marketing & Management (NUBS in LONDON)**

**UCAS Code: N5N2 (3 year)**

### **BSc (Hons) International Marketing & Management with Placement (NUBS in LONDON)**

**UCAS Code: N5N3 (4 year) (not available for intercalation in 21/22)**

### **BSc (Hons) International Marketing & Management with Study Abroad (NUBS in LONDON)**

**Internal Code: N5N4 (4 Year) (not available for intercalation in 21/22)**

#### *Notes*

- (i) These programme regulations should be read in conjunction with the University's Taught Programme Regulations.*
- (ii) All optional 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. Not all modules may be offered in all years and they are listed subject to availability.*
- (iii) Unless otherwise stated under 'Type', modules are not core.*
- (iv) A compulsory module is a module which a student is required to study.*
- (v) A core module is a module which a student must pass, and in which a fail mark may neither be carried nor compensated; such modules are designated by the board of studies as essential for progression to a further stage of the programme or for study in a further module.*
- (vi) All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.*
- (vii) The NUL regulations from 2019 onwards should be consulted in relation to Stages 1 and 2 of these degree programme regulations.*
- (viii) Students who wish to take an Intercalating year in 2021/22 will transfer to the equivalent programme regulations at NUBS on the main campus.*

#### **1. Intercalating Year (4 Year programme versions only)**

- a) On completion of Stage 2 and before entering Stage 3, candidates on N5N2 BSc (Hons) International Marketing & Management who wish to take a placement and/or study abroad with an approved organisation will transfer to the relevant programme regulations at the Newcastle upon Tyne Campus. However, their degree programme title will remain BSc (Hons) International Marketing & Management (with relevant option).
- b) Permission to undertake a placement or study abroad is subject to the approval of the Degree Programme Director. It is the responsibility of individual students to make sure they meet the visa requirements of the country in which they plan to undertake a study abroad/placement. Travel and study abroad will be guided by institutional policy and government guidance at the time.

- c) Students who elect to take this option will complete their final year at NUBS at the Newcastle upon Tyne Campus, there will be no option to complete their studies in London.
- d) The University will withdraw UK student (Tier 4) visas for International students spending a year overseas. It will then be the sole responsibility of the student to re-apply, in a timely fashion, for a UK student (Tier 4) visa to return to Newcastle to complete their studies.
- e) During their intercalating year, students are required to take the following module:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
NBS3000	Business School Mobility	120	60	60	6	Core	

## 2. Stage 3

- a) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
LBU3004	Business Information Systems	20	10	10	6		
LBU3050	Management of Creativity, Design and Innovation	20	10	10	6		
LMK3006	Global Advertising and Brand Promotion	20	10	10	6		
LMK3012	Digital Marketing	20	10	10	6		

- b) All candidates shall take one of the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
LBU3080	NUL Dissertation	40	20	20	6		
LBU3081	NUL Consultancy Project	40	20	20	6		

## 3. Assessment methods

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

## 4. Degree classification

Candidates will be assessed for degree classification on the basis of all the modules taken at Stages 2 and 3 with the weighting of the stages being 1:2 for Stage 2 and Stage 3 respectively. The placement year will be assessed on a pass/fail basis and will not contribute to degree classification.

**5. Name of Award**

- Candidates who follow the three year programme in London will graduate with BSc (Hons) International Marketing & Management (N5N2).
- Candidates who choose to take the intercalating year shall be transferred onto one of the four stage versions of the programme at the Newcastle upon Tyne Campus. However, their degree programme title will remain BSc (Hons) International Marketing & Management (with relevant option).