

Academic Year 2022/23

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 core module for PSRB (Professional, Statutory and Regulatory Body) accreditation is a module a student is required to obtain accreditation
- (iv) A compulsory module is a module which a student is required to study.
- (v) 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:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Core for PSRB Accreditation	Core for learning outcomes	Mode
NBS8527	Marketing Ethics, Critical Consumption, and Corporate Social Responsibility	10	10			7	Core		Core	
NBS8045	The International Business Environment	10	10			7	Core	*Core for CIM Level 4 / Level 6	Core	
NBS8507	International Marketing	10		10		7	Core		Core	
NBS8509	International Brand Management	10		10		7	Core		Core	
NBS8510	International Marketing Communications Management	10		10		7	Core		Core	

NBS8512	Dissertation in Marketing	60	5	5	50	7	Core		Core	
NBS8514	Marketing Research	20	10	10		7	Core	*Core for CIM Level 4 / Level 6	Core	
NBS8517	Consumer Behaviour	10	10			7	Core	*Core for CIM Level 4	Core	
NBS8526	Principles of Marketing	20	20			7	Core	*Core for CIM Level 4 / Level 6	Core	

** A core module for PSRB accreditation is a module a student is required to pass if they wish to apply for accreditation after gaining the award.*

(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>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for learning outcomes</i>	<i>Mode</i>
NBS8236	Customer Relationship Management	10		10	7				
NBS8519	Digital Marketing	10		10	7				
NBS8562	Contemporary Trends in Marketing	10		10	7				
NBS8604	Marketing Analytics**	10		10	7		*Core for CIM Level 6		

***Students who are interested in pursuing the Chartered Institute of Marketing's (CIM's) Graduate Gateway exemption for the Level 6 Diploma in Professional Marketing should select NBS8604 as one of their optional modules.*

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.*