

## Academic Year 2023/24

### 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
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	

NBS8519	Digital Marketing	10		10		7	Compulsory		Compulsory	
NBS8526	Principles of Marketing	20	20			7	Core	*Core for CIM Level 4 / Level 6	Core	
NBS8527	Marketing Ethics, Critical Consumption, and Corporate Social Responsibility	10	10			7	Core		Core	
NBS8562	Contemporary Trends in Marketing	10	10			7	Compulsory		Compulsory	

\* 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 10 credits from the following:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type	Core for PSRB Accreditation	Core for learning outcomes	Mode
NBS8236	Customer Relationship Management	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. Semester of Exchange (to be confirmed)

- a. Candidates who have successfully passed all taught elements of Year 1 at the first or second attempt may take part in a semester of study abroad at one of the School's exchange partner institution. Such candidates shall transfer to MSc International Marketing (with Study Abroad) (*programme code TBC*).
- b. Permission to undertake a period of study abroad is subject to the approval of the Degree Programme Director. It is the responsibility of the individual students to make sure they meet the visa requirements of the country in which they plan to undertake a period of study. Travel and study abroad will be guided by the institutional policy and governmental policy at the time.

- c. International students undertaking this option must be aware that the University will withdraw UK student (Tier 4) visas for the time spent overseas.
- d. During the period of study abroad, 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>
NBS8000	Business School PGT Mobility	0	0	0	7		

### **3. Assessment methods**

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

### **4. 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.*