

Academic Year 2026/27

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 **80 credits of compulsory Language & Communication 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		

- (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		
ALC8007	Professional Communication in Globalised Workplaces	20		20		7		

ALC8009	English in the Globalised World	20	20			7		
ALC8021	Beyond Language – Understanding Multimodal Communication	20		20		7		
ALC8037	Multilingualism in Society	20		20		7		
ALC8041	Digital Cultures and Communication	20		20		7		

(f) All candidates shall take **compulsory Marketing** modules to a value of **30 credits**:

NBS8507	International Marketing	10		10		7		
NBS8526	Principles of Marketing	20	20			7		

(g) All candidates shall take choose a further **30 credits from optional modules**. Candidates are recommended to take the following Marketing 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>Core</i>	<i>Mode</i>
NBS8509	International Brand Management	10		10		7		
NBS8527	International Marketing Ethics	10	10			7		
NBS8604	Marketing Analytics	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 Communication module, or a module from another pathway. At least 40 credits must come from Marketing modules (30 credits of compulsory Marketing modules and 10 credits of optional Marketing modules).

2. Assessment methods

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