

## Academic Year 2026/27

### MSc International Marketing

Code: 5145 F

### MSc International Marketing (with Study Abroad)

Code: 5486 F (18 months)

### MSc International Marketing (Dual Award)

Code: 5145N (Outgoing; 24-30 months)

Code: 5145I (Incoming; 12 months)

#### 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:

<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 for PSRB Accreditation</i>	<i>Mode</i>
NBS8507	International Marketing	10		10		7		
NBS8509	International Brand Management	10		10		7		
NBS8510	International Marketing Communications Management	10		10		7		
NBS8512	Dissertation in Marketing	60	5	5	50	7		

NBS8514	Marketing Research	20	10	10		7	*Core for CIM Level 4 / Level 6	
NBS8517	Consumer Behaviour	10	10			7	*Core for CIM Level 4	
NBS8519	Digital Marketing	10		10		7		
NBS8526	Principles of Marketing	20	20			7	*Core for CIM Level 4 / Level 6	
NBS8527	International Marketing Ethics	10	10			7		
NBS8562	Contemporary Trends in Marketing	10	10			7		

\* 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	Core for PSRB Accreditation	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

- 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 institutions. Such candidates shall transfer to (5486) MSc International Marketing (with Study Abroad).
- 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>	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type	Mode
NBS8000	Business School PGT Mobility	0	0	0	7		

### 3. Dual Award – Outgoing students

- a. Candidates who have successfully passed all taught elements of Year 1 at the first or second attempt may, if selected through an application process, take part in a Dual Award at a participating NUBS partner institution, undertaking an additional year of study. Such candidates shall transfer to (5145N ) MSc International Marketing (Dual Award).
- b. Permission to undertake a second year 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 second year 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 spent studying at the partner institution, students are required to register for the following module at Newcastle University:

<i>Code</i>	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type	Mode
NBS7000	Business School Dual Award	0	0	0	7		

#### **4. Dual Award – Incoming students**

- a. Selected students from participating partner institutions will be registered on (5145I) MSc International Marketing (Dual Award).

5. Students registered to this programme are not entitled to participate in a Semester Exchange opportunity, following completion of the degree programme.

#### **6. Assessment methods**

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

#### **7. Progress**

Before proceeding to the dissertation, candidates are normally expected:

- (i) to pass the taught modules or to have failed no more than 60 credits
- (ii) to have their ethics form and, where relevant, the travel and fieldwork risk assessment forms signed off by their supervisor.

#### **8. Degree Title**

Upon successful completion of the programme, the degree title awarded will be (5145) MSc International Marketing. Candidates who choose to take part in the Study Abroad shall be transferred onto the 18-month version of the programme and graduate with (5486) MSc International Marketing (with Study Abroad).

Candidates who choose to take part in the Dual Award shall be transferred onto the 24-30 month version of the programme and upon successful completion of their second degree, will graduate with;

Outgoing students:

5145N MSc International Marketing (Dual Award)

Additionally, outgoing students will receive a separate certificate which details the partner institution they studied with as well as the degree certificate from the partner institution.

Incoming students:

5145I MSc International Marketing (Dual Award)