

PROGRAMME SPECIFICATION



1	Awarding Institution	Newcastle University
2	Teaching Institution	Newcastle University (Newcastle Campus)
3	Final Award	MSc
4	Programme Title	International Marketing International Marketing (with Study Abroad) International Marketing (Dual Award)
5	UCAS/Programme Code	5145F, 5486F, 5145N, 5145I
6	Programme Accreditation	Market Research Society (MRS) Chartered Institute of Marketing (CIM)
7	QAA Subject Benchmark(s)	N/A
8	FHEQ Level	Level 7
9	Date written/revised	April 2026

10 Programme Aims

- To produce graduates possessing deep knowledge and understanding of marketing theories and an ability to apply this within an international framework
- To develop advanced skills in the analysis of markets in an international context
- To develop logical thinking and critical analysis
- To equip graduates with a suite of key skills including the abilities to communicate effectively, to employ IT and library resources appropriately, to prioritise work and meet deadlines, to use initiative and to solve problems
- To provide a programme which satisfies the QAA subject benchmarks for Masters awards in business and marketing
- To offer graduates a gateway to a professional qualification recognised by the Chartered Institute of Marketing (CIM), or to pursue postgraduate research
- To provide a qualification which fully meets the expectation at Level 7 of the Framework for Higher Education Qualification
- To provide a programme that complies with prevailing University policies and QAA codes of practice
- Offer students the opportunity to develop graduate attributes which increase employability, particularly communication and (where applicable) language skills, intercultural competencies, adaptability, resilience and global awareness.
- Gain insight into international Higher Education and experience differences in academic approach and learning environment.
- Provide the opportunity to experience new areas of study outside of their usual programme of study at Newcastle University.

11 Learning Outcomes

The programme provides students with opportunities to demonstrate disciplinary competency by developing their knowledge and understanding of the key principles and theories of international business and marketing and combines theory with the practical application of skills required to generate solutions within their discipline.

Knowledge and Understanding

A successful student will have gained and be able to demonstrate:

- A1 A systematic understanding and critical awareness of marketing and international marketing theory.
- A2 An ability to apply relevant theory to particular international case studies, markets and issues.
- A3 An advanced knowledge of analytical frameworks and tools useful to the measurement and explanation of market performance and consumer behaviour.
- A4 An understanding of appropriate research techniques to allow for detailed investigation into relevant marketing issues and problems.
- A5 An ability to identify ethical issues and their implications in marketing.
- A6 A knowledge of comparative international business environments and how they differ across countries and institutions, including business firms, governments, international organisations, and the markets in which they operate.
- A7 Demonstrate the ability to adapt to different learning environments and cultures.

Teaching and Learning Methods

Teaching Strategy

The primary means of imparting knowledge and understanding in all the above is through lectures supplemented, as appropriate, with seminars, tutorials and computer classes, and students' independent study. Knowledge and understanding are promoted further by case studies and exposure to current literature. A4 is enhanced by the undertaking of an individual dissertation requiring a substantial literature review and, typically, primary data collection and analysis. This follows a dedicated taught module in research methods.

Learning strategy

Throughout the taught component of the programme, students are encouraged and expected to engage in independent reading and thinking. They are supported in this by the provision of reading lists relating to each module. Students are also encouraged to engage in group discussions of course material for student-led seminars and reflection on case studies.

Assessment Strategy

Knowledge and understanding are assessed through a mixture of written examinations, held at the end of each module and a variety of continuous forms of assessment, including essays, problem-solving exercises and case studies. There is also a 60 credit dissertation based on individual research which is assessed by means of progress plans in addition to the final written report.

Intellectual Skills

On completing the programme students should be able to:

- B1 Conceptualise real world problems using analytical frameworks drawn from marketing, international marketing and international business theory.
- B2 Deploy a range of qualitative and quantitative techniques to measure and analyse market performance and consumer behaviour.

- B3 Present data and research findings in written format according to accepted disciplinary conventions.
- B4 Competently undertake research in the field of marketing / international marketing.

Teaching and Learning Methods

Teaching Strategy

Compulsory modules present the key analytical frameworks of marketing and international business, and then case studies and empirical examples are used to illustrate application of these frameworks (B1). B2, B3 and B4 are addressed specifically by a dedicated 20 credit module in marketing research which covers, in depth, the alternative methodologies for undertaking research to marketing problems.

Learning Strategy

Students are encouraged to develop subject specific skills via study of the core syllabus supplemented by appropriate reading material on research methods, to which they are directed. Learning is further enhanced by active participation in seminars and group discussions in the compulsory modules. Opportunity for focused individual learning is offered via the dissertation, where students, guided by a supervisor, design and execute their own research projects on a relevant topic of their choice.

Assessment Strategy

B1 is assessed primarily unseen written examinations and a variety of continuous forms of assessment, including essays, problem-solving exercises and case studies. Elements of B2-B4 are also assessed in these ways. However, the main assessment vehicles for subject specific and professional skills are the marketing research module and dissertation, where students prepare, and received feedback on, a proposal and plan relating to their topic, before commencing the major part of their dissertation research.

Practical Skills

On completing the programme students should be able to:

- C1 Adopt a critical approach to the evaluation of alternative theories relevant to marketing / international marketing problems.
- C2 Critically appraise market data and information offered from different sources.
- C3 Question or challenge accepted ideas or assumptions.
- C4 Identify gaps or weaknesses in existing knowledge, derive valid hypotheses based on these, and identify appropriate means of testing them.

Teaching and Learning Methods

Teaching Strategy

Cognitive skills are developed progressively throughout the programme in modules containing seminars, case studies and small group discussions. Typically, lecture material includes leading edge or recent research that offers new or challenging insights to existing problems. In particular, critical appraisal skills are developed via compulsory modules in principles of marketing and international marketing. The module on international marketing draws heavily on refereed journal articles and call for critical assessment of leading theories. The marketing research module also encourages students to take a critical approach to data collection and analysis.

Learning Strategy

Throughout the programme, students develop cognitive skills by participating in group discussions, case study analysis and scrutiny of research findings and evidence. The dissertation offers the opportunity for students to apply their cognitive skills in-depth, guided by

their supervisor. Design, execution and reporting of the final dissertation project enhance the learning of these skills in a focused manner.

Assessment Strategy

Cognitive skills are assessed through various forms of coursework (both group and individual assignments), including essays and case studies, in addition to unseen written exams. In particular, these skills are tested via the assessment methods of the compulsory module in international marketing. In this, students are required to undertake reviews of the literature on specific marketing topics, following a guided framework that obliges students to compare, contrast, and give their critical views on different journal articles.

Transferable/Key Skills

On completing the programme students should be able to:

- D1 Communicate clearly and effectively in ways that would be expected at a managerial level in professional international marketing environments.
- D2 Make effective use of library and other sources of information.
- D3 Make effective use of communication and information technology.
- D4 Plan, organise and prioritise work effectively to meet deadlines and objectives.
- D5 Work independently, with initiative and adaptability.
- D6 Employ problem-solving skills.
- D7 Where relevant, demonstrate numeracy by applying the appropriate computational techniques and interpret or critically evaluate the results.
- D8 Work within a team contributing appropriately and effectively towards the team based activity.
- D9 Adapt and operate in a different learning and cultural environment

Teaching and Learning Methods

Teaching Strategy

Key skills are taught formally in the marketing research and dissertation in marketing modules. Dedicated sessions on information and database skills are delivered by library professionals at the start of the course. Management of workload in order to meet deadlines is promoted by means of a strict coursework timetable, and students are assisted in this by provision of time management guidelines and timetable proforma in the degree programme handbook. The mode of delivery of taught modules provides students with the opportunity to improve their problem solving abilities and to extend their communication, library, IT and time management abilities. The dissertation project provides students with further opportunities to develop all of these skills.

Learning Strategy

Students are provided with the opportunity to develop and practice all key skills as part of compulsory core modules. Compliance with continuous assessment methods obliges students to make appropriate use of library and IT facilities (D2 and D3). D1, D4, D5 and D6 are also developed as part of compulsory modules, via student participation in case studies, group discussions and informal class presentations.

The experience of preparing and executing the dissertation provides students with the opportunity to apply all key skills under the guidance of the supervisor.

Assessment Strategy

Communications, library and IT skills and the ability to meet deadlines are assessed indirectly by coursework (assignments, seminars, case studies, etc.). All key skills are indirectly assessed by the experience of undertaking the dissertation.

12 Programme Curriculum, Structure and Features

Basic structure of the programme

A Programme Features

This is a one year full-time modular programme. It consists of two parts: a taught component, which runs from late September until mid-May, and a project, for which a dissertation is submitted in early September. Successful completion of the taught component is required in order for a student to progress to the dissertation project.

The taught component of the course consists of 120 credits of modules. This is followed by a dissertation to a value of 60 credits. Dissertation projects involve desk research and a literature review combined with primary research. Students who produce excellent dissertations will be encouraged to publish their findings.

B Programme Structure

Semester 1 provides a foundation for teaching core principles in marketing, the international environment and consumer behaviour. All these are taught in a specific international context. In Semester 2, students specialise in international marketing (courses in international marketing, international brand management and international marketing communications management) and undertake relevant optional modules. The key elements of knowledge and understanding in international marketing (A1-A4) are taught within these core compulsory modules.

The subject specific and practical skills (B1-B4) are taught within the taught programme. The key skills (D1-D6) are developed within the modules. This skill is applied at an advanced level during the dissertation. Students are introduced to the University computing system during induction week. Furthermore, the application of computer skills in numerical analysis is employed intensively in the compulsory semester 1 marketing modules. Computing skills are also employed within the dissertation.

Optional international experience – following successful completion of taught elements

Following the completion of all taught elements of the programme, registrants will have the option to undertake one additional semester of study with an existing NUBS partner institution. The exchange period will begin in late September/early October (depending on the destination institution) following the submission of the dissertation. Students participating in an exchange will be instructed to select partner modules which will add value to their NUBS degree, focussing on subjects that will enhance their graduate employability prospects.

Dual Award

12-18 months of study at a partner institution to pursue a second complimentary degree programme. The additional period of study will begin in later September/early October (depending on the destination institution) following submission of the dissertation.

Key features of the programme (including what makes the programme distinctive)

Development of specific Intended Learning Outcomes occurs through the following modules:

- A1 A systematic understanding and critical awareness of marketing and international marketing theory.
- A2 An ability to apply relevant theory to particular international case studies, markets and issues.

- A3 An advanced knowledge of analytical frameworks and tools useful to the measurement and explanation of market and consumer behaviour.
- A4 An understanding of appropriate research techniques to allow for detailed investigation into relevant international marketing issues and problems.
- A5 An ability to identify ethical issues and their implications in management practice.
- A6 A knowledge of comparative international business environments and how they differ across countries and institutions, including business firms, governments, international organisations, and the markets in which they operate.
- B1 Conceptualise real world problems using analytical frameworks drawn from marketing, international marketing and international business theory.
- B2 Deploy a range of qualitative and quantitative techniques to measure and analyse market and consumer behaviour.
- B3 Present data and research findings in written format according to accepted disciplinary conventions.
- B4 Competently undertake research in the field of international marketing.
- C1 Adopt a critical approach to the evaluation of alternative theories relevant to international marketing problems.
- C2 Critically appraise market data and information offered from different sources.
- C3 Question or challenge accepted ideas or assumptions.
- C4 Identify gaps or weaknesses in existing knowledge, derive valid hypotheses based on these, and identify appropriate means of testing them.
- D1 Communicate clearly and effectively in ways that would be expected at a managerial level in professional international marketing environments.
- D2 Make effective use of library and other sources of information.
- D3 Make effective use of communication and information technology.
- D4 Plan, organise and prioritise work effectively to meet deadlines and objectives.
- D5 Work independently, with initiative and adaptability.
- D6 Employ problem solving skills.
- D7 Where relevant, demonstrate numeracy by applying the appropriate computational techniques and interpret or critically evaluate the results.
- D8 Work within a team contributing appropriately and effectively towards the team based activity.

The programme also offers participants the opportunity to enhance their graduate employment prospects by improving their intercultural understanding and communication skills by offering an optional semester exchange abroad at one of NUBS' existing partner institutions.

Programme regulations (link to on-line version)

[5145 Programme Regulations 26-27](#)

13 Support for Student Learning

Generic information regarding University provision is available [here](#) .

14 Methods for evaluating and improving the quality and standards of teaching and learning

Generic information regarding University provision is available [here](#) .

Accreditation reports

None

Additional mechanisms

None

16 Regulation of assessment

Generic information regarding University provision is available [here](#) .

In addition, information relating to the programme is provided in:

The University Prospectus: <http://www.ncl.ac.uk/undergraduate/degrees/#subject>

Degree Programme and University Regulations: <http://www.ncl.ac.uk/regulations/>

Please note. This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if she/he takes full advantage of the learning opportunities provided.