

Durham Business School is accredited by the European Quality Improvement System (EQUIS) for a period of three years from 2010 and the Association to Advance Collegiate Schools of Business (AACSB) for a period of five years from 2009.

MSc Strategic Marketing (N5K309)

1. This programme is available at Queen's Campus in a full-time (12 months) mode of study.

Admissions

2. English language requirements: Candidates whose first language is not English will normally be required to demonstrate proficiency in the English language by possessing a recent English language test score of 7.0 or above in IELTS (with no element below 6.0), or 100 or above in TOEFL IBT (with no element below 25), or an equivalent qualification

Level 4 (Degree)

3. Candidates shall study and be assessed in the following modules:

		Credit Value
Marketing Strategy	BUSS40115	15
Marketing and Consumer Psychology	BUSS40215	15
Integrated Marketing Communications	BUSS40315	15
Marketing Intelligence	BUSS40415	15
Global Marketing	BUSS40515	15
Dissertation	BUSS40660	60
Stakeholder Brand Management	BUSS40615	15
Marketing Science	BUSS40715	15
Social Marketing	BUSS40815	15

Assessment

5. Modes of assessment will include written examinations, coursework and group presentations.
6. There will be an assessment period in January/February for modules that are delivered in Term 1, and an assessment period in May/June for modules that are delivered in Term 2. All module retakes shall normally take place at the next normal occasion except where specified below.
7. Candidates who fail modules which are assessed in the January/February assessment period may elect to be re-assessed in the May/June assessment period. Candidates who fail modules in the May/June assessment period and who have the right to a resit, may elect to be re-assessed in the following August assessment period. The outcome of the re-assessment will not be confirmed until after the dissertation submission date and therefore candidates who have failed modules which are required for progression to the dissertation, but meet the progression requirements upon re-assessment, may elect to submit their dissertation in the following January/February as an alternative to the next normal occasion.
8. All candidates must submit a dissertation of not more than 12,000 words including footnotes and endnotes, but excluding title page, contents page, acknowledgments, diagrams, tables, bibliography, references and appendices. This must be on a topic relevant to the particular MA programme for which they are registered. Candidates who fail the dissertation on first submission in September may elect to resubmit in the following January/February as an alternative to the next normal occasion.
9. The MSc Strategic Marketing is accredited by the Chartered Institute of Marketing until 2012.