

These programme regulations should be read in conjunction with the University's [core regulations for postgraduate programmes](#).

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
Retail Marketing Management	BUSS41315	15
Global Marketing	BUSS40515	15
Dissertation ~	BUSS40660	60
Stakeholder Brand Management ~	BUSS40615	15
Marketing Science ~	BUSS40715	15
Social Marketing ~	BUSS40815	15

Assessment

4. Modes of assessment will include written examinations, coursework and group presentations.
5. There will be an assessment period in January/February for modules that are delivered in Term 1.
6. Candidates who have failed modules which are assessed in the January/February and/or May/June assessment period shall normally be required to resit all failed modules in the following August assessment period. Candidates whose failed modules are worth more than 30 credits may however elect to defer the submission of their dissertation until January of the following year.
7. All candidates must submit a dissertation of not more than 12,000 words including title, preface, introduction, in-text citations, quotations and footnotes, but excluding executive summary/abstract, acknowledgements, declaration, diagrams, tables, equations, bibliography/list of references and appendices. 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.

8. Modules marked with a ~ must be passed at 50% or above; a mark of 40-49% cannot be compensated.
9. The MSc Strategic Marketing is accredited by the Chartered Institute of Marketing until 2012.