

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

Durham University 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 102 or above in TOEFL IBT (with no element below 23), 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
Stakeholder Brand Management ~	BUSS40615	15
Marketing Science ~	BUSS40715	15
Dissertation ~	BUSS40660	60

4. Candidates shall also study and be assessed in modules to the value of 45 credits from List A below (not all modules may be offered each year):

List A		Credit Value
Arts, Heritage and Tourism Marketing	BUSS41515	15
Business to Business Marketing	BUSS41415	15
Global Marketing	BUSS40515	15
Retail Marketing Management	BUSS41315	15
Social Marketing	BUSS40815	15
Services Marketing	BUSS41615	15
A credit-bearing language module to the value of 20 credits offered by the Centre for Foreign Language Studies		20

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.
7. 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.
8. All candidates must submit a dissertation of not more than 12,000 words. 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. Modules marked with a ~ must be passed at 50% or above; a mark of 40-49% cannot be compensated.
10. Candidates who select a CFLS credit-bearing language module must select 185 credits in total.

Accreditation

11. The MSc Strategic Marketing is accredited by the Chartered Institute of Marketing until 2013.