

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.**

### **EXECUTIVE MA MARKETING (N5K407)**

*(For students entering in April 2013)*

1. Location: Durham
2. Duration: part-time (18-48 months starting in April)

#### **Admissions**

3. English Language Requirements:  
Candidates whose first language is not English will normally be required to possess recent English language test scores of 6.5 or above (with no element below 6.0) in IELTS, or 92 or above (with no element below 23) in TOEFL IBT, or an equivalent qualification.
4. Applicants should normally have a minimum of one year of relevant work experience.
5. The Executive MA Marketing has been granted exemption from the University Regulations for Postgraduate Matriculation to allow students to apply for APL up to and including 1<sup>st</sup> February and 1<sup>st</sup> August to reflect the different enrolment deadlines operating on these programmes.

#### **Programme Structure**

6. a) All candidates must study and be assessed in modules to the value of 105 credits from List A.  
b) All candidates must also study and be assessed in:
  - (i) Modules to the value of 15 credits from List B.
  - (ii) Modules to the value of 30 credits from List C.
  - (iii) Further modules to the value of 30 credits from Lists D, E or F.
7. Candidates are not able to study the same module twice, regardless of how it is taught.

#### **List A**

		<b>Credit Value</b>
Business Economics and Accounting (Online) ~	<a href="#">BUSI41R15</a>	15
Business Economics and Accounting (Taught) ~	<a href="#">BUSI46X15</a>	15
Strategy (Online) ~	<a href="#">BUSI41Q15</a>	15
Strategy (Taught) ~	<a href="#">BUSI46W15</a>	15
Organisational Behaviour (Online) ~	<a href="#">BUSI5C515</a>	15
Organisational Behaviour (Taught) ~	<a href="#">BUSI46V15</a>	15
Research Methods (Online) ~	<a href="#">BUSI5A615</a>	15
Dissertation ~	<a href="#">BUSI40N45</a>	45

#### **List B**

		<b>Credit Value</b>
Strategic Marketing Management (Online) ~	<a href="#">BUSI4D615</a>	15
Strategic Marketing Management (Taught) ~	<a href="#">BUSI44Q15</a>	15

#### **List C**

		<b>Credit Value</b>
Practising Social Marketing (Online)	<a href="#">BUSI4Z015</a>	15

Practising Social Marketing (Taught)	<a href="#">BUSI44P15</a>	15
Buyer Behaviour and Marketing Communications (Online)	<a href="#">BUSI4D515</a>	15
Buyer Behaviour and Marketing Communications (Taught)	<a href="#">BUSI4F015</a>	15
Digital Marketing Strategies (Taught)	<a href="#">BUSI47I15</a>	15
Digital Marketing Strategies (Online)	<a href="#">BUSI48R15</a>	15
Digital Marketing Strategies (Blended Learning)	<a href="#">BUSI48P15</a>	15

#### List D

		Credit Value
International Strategic Management (Online)	<a href="#">BUSI54115</a>	15
Business Transformation through Information Systems (Online)	<a href="#">BUSI41T15</a>	15
Corporate Finance (Online)	<a href="#">BUSI45T15</a>	15
Entrepreneurship and Venture Growth (Taught)	<a href="#">BUSI48Q15</a>	15
Financial Management (Online)	<a href="#">BUSI4ZL15</a>	15
Financial Planning & Control (Online)	<a href="#">BUSI45S15</a>	15
Human Resource Management (Online)	<a href="#">BUSI54515</a>	15
Operations and Supply Chain Management (Online)	<a href="#">BUSI40M15</a>	15
Operations and Supply Chain Management (Taught)	<a href="#">BUSI46Y15</a>	15
Small Business Management (Online)	<a href="#">BUSI54615</a>	15
Small Business Management (Taught)	<a href="#">BUSI46R15</a>	15
Theory of Finance (Online)	<a href="#">BUSI45I15</a>	15
Leadership (Online)	<a href="#">BUSI47O15</a>	15
Leadership (Taught)	<a href="#">BUSI47P15</a>	15
International Business in Context (Blended Learning)	<a href="#">BUSI49S15</a>	15
International Marketing (Online)	<a href="#">BUSI47N15</a>	15
International Marketing (Taught)	<a href="#">BUSI47L15</a>	15
Sustaining Change in Organisations (MA) (Online)	<a href="#">BUSI49P15</a>	15
Sustaining Change in Organisations (MA) (Taught)	<a href="#">BUSI49Q15</a>	15
A credit-bearing language module to the value of 20 credits offered by the Centre for Foreign Language Studies		20

#### List E

		Credit Value
Event Management (Online)	<a href="#">BUSI43P15</a>	15
Global Business (Online)	<a href="#">BUSI43Q15</a>	15
Retail Management (Online)	<a href="#">BUSI43R15</a>	15
Sales Management (Online)	<a href="#">BUSI43S15</a>	15
Services Management (Online)	<a href="#">BUSI43T15</a>	15
Tourism Management (Online)	<a href="#">BUSI43U15</a>	15

#### List F

		Credit Value
Event Management (Taught)	<a href="#">BUSI43V15</a>	15
Global Business (Taught)	<a href="#">BUSI43W15</a>	15
Retail Management (Taught)	<a href="#">BUSI43X15</a>	15
Sales Management (Taught)	<a href="#">BUSI43Y15</a>	15
Services Management (Taught)	<a href="#">BUSI43Z15</a>	15
Tourism Management (Taught)	<a href="#">BUSI44H15</a>	15

#### Assessment, progression and award

8. Modes of assessment will include written examinations and coursework.
9. Candidates will normally progress through the programme by taking core modules before optional modules and will normally submit the dissertation of not more than 12,000 words after attempting all core and optional modules. Candidates may, however, enrol on optional modules after attempting core modules to the value of 60 credits and may enrol and be assessed in the dissertation after attempting core modules to the value of 75 credits including Research Methods.
10. Progression will depend upon satisfactory performance in assessment of modules as follows:
  - a) within the time-limits set out in paragraph 2 above, the minimum rate of progress without requiring formal approval of the Postgraduate Faculty Education Committee shall be: modules to a total value of 45 credits attempted by the end of one full year of registration; modules to a total value of 90 credits by the end of two full years of registration; modules to a total value of 135 credits by the end of

three full years of registration. Within these limits, a candidate may split or defer assessment, subject to approval by the Programme Director.

- b) approved candidates may initially register for the programme at any time in the year and will be formally enrolled at the next entry point (April). Thereafter students will be required to register at the start of each academic year. Enrolment (the payment of fees and the undertaking to start study directed towards an examination occasion) must be completed not less than six months before the relevant date of examination;
  - c) candidates are required, as a condition of enrolment and maintaining registration with the University, to pay all tuition fees as may be required;
  - d) enrolment is by module, normally to a minimum value of 45 credits at any one time.
11. Examinations shall be held in Durham and other such centres approved by the University normally twice a year. Candidates must have completed enrolment for a module not less than five months prior to sitting an examination and/or submitting an assignment.
  12. Candidates will automatically be registered for assessment at the next ordinary occasion at the point of enrolment on a module, subject to the provisions of 10 above.
  13. Candidates will normally be permitted to take up to three modules via Durham-based Full-Time MA delivery and be assessed in accordance with the assessment specified in the relevant module outline(s).
  14. The Board of Examiners *may* permit a candidate who has failed up to two taught modules to register, or continue to be registered for, assessment in subsequent modules of the programme. Candidates will be required to be re-examined in the module(s), normally on the next ordinary occasion of the examination.
  15. Candidates who fail modules to the value of 45 or more credits must be re-examined in those modules, normally at the next occasion, before assessment in further modules is permitted. In such cases, candidates already registered for assessment in other modules may defer assessment to the next ordinary occasion without penalty.
  16. Candidates who fail to satisfy the requirements for the award of MA (i.e. who are awarded a fail in a module retake) will normally be permitted to progress and complete assessment in those modules for which they are already enrolled when the failed retake is confirmed. Candidates who have achieved, or who go on to achieve, the necessary credits shall be awarded a Postgraduate Certificate or Postgraduate Diploma as an exit qualification.
  17. Modules marked with a ~ must be passed at 50% or above; a mark of 40-49% cannot be compensated.
  18. Candidates who select a CFLS credit-bearing language module must select 185 credits in total.