

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 2014 and the Association to Advance Collegiate Schools of Business (AACSB) for a period of five years from 2013.**

### **MSc Marketing Management (N5K209)**

1. This programme is available at Queen's Campus in a full-time (12 months) mode of study.
2. The last intake of students for this programme was October 2013.

#### **Admissions**

3. 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)**

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

		<b>Credit Value</b>
Marketing Management and Strategy ~	<a href="#">BUSS41215</a>	15
Marketing and Consumer Psychology ~	<a href="#">BUSS40215</a>	15
Integrated Marketing Communications ~	<a href="#">BUSS40315</a>	15
Business Economics and Accounting ~	<a href="#">BUSS41115</a>	15
Organisational Behaviour ~	<a href="#">BUSS41015</a>	15
Research Methods for Marketing ~	<a href="#">BUSS40915</a>	15
Dissertation ~	<a href="#">BUSS40660</a>	60

5. Candidates shall also study and be assessed in modules to the value of 30 credits from List A below (not all modules may be offered each year):

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

#### **Assessment**

6. Modes of assessment will include written examinations, coursework and group presentations.
7. There will be an assessment period in January/February for modules that are delivered in Term 1.
8. 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.

9. 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.
10. Modules marked with a ~ must be passed at 50% or above; a mark of 40-49% cannot be compensated.
11. Candidates who select a CFLS credit-bearing language module must select 185 credits in total.

**Accreditation**

12. The MSc Marketing Management is accredited by the Chartered Institute of Marketing until 2014.