

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

Masters in Marketing (MMktg) (N500)

1. This programme is available at Queen's Campus, in a full-time mode of study.

Level 1 (Certificate)

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

		Credit value
Analysis, Research and Business Skills I #	BUSS1121	20
The Changing World of Business	BUSS1131	20
People, management and organisations	BUSS1141	20
Marketing Principles #	BUSS1151	20
Accounting and Finance in Business	ECOS1141	20
Introduction to Business Decision Making	BUSS1161	20

Level 2 (Diploma)

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

		Credit value
Integrated Marketing Communications #	BUSS2181	20
Marketing Research Methods #	BUSS2131	20
Marketing Psychology #	BUSS2191	20
Strategic Brand Management #	BUSS2141	20

4. Candidates shall also study and be assessed in modules to the value of 40 credits from List A:

List A:		Credit value
Information Systems	BUSS2011	20
Operations Management	BUSS2031	20
Entrepreneurship	BUSS2201	20
Principles of Business Law	BUSS2051	20
Managing in a Global Environment	BUSS2111	20
A credit-bearing language module such as those offered by the University's Centre for Foreign Language Study	-	20

Level 3 (Degree)

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

		Credit value
Dissertation	ECOS3032	40
Strategic Management	BUSS3261	20

6. Candidates shall also study and be assessed in modules to the value of 60 credits from List B – a minimum of 40 credits must be selected from those modules marked †

List B:		Credit value
Global Marketing†	BUSS3251	20
Social Marketing†	BUSS3231	20
Retail and Services Marketing†	BUSS3281	20
Contemporary Issues in Management	BUSS3201	20
Leadership	BUSS3241	20

Corporate Responsibility	BUSS3191	20
A credit-bearing language module such as those offered by the University's Centre for Foreign Language Study	-	20

Level 4 (Degree)

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

		Credit value
Marketing Theory	BUSS4031	20
Research Project	BUSS4015	100

Assessment, progression and award

8. Modules marked with a # must be passed at 40% or above in order to progress to the ordinary degree at the next Level.
9. The Research Project at Level 4 must be an approved subject relevant to the degree for which the student is registered.
10. At Level 2 a student who fails to achieve the standards required under the Core Regulations for progression to Level 3 of the Masters in Marketing but who achieves the standard required for progression to Level 3 of a Bachelors programme may progress to Level 3 of the BA Marketing in the Honours or Ordinary stream in accordance with the Core Regulations.
11. At Level 2 a student who is qualified to progress from Level 2 to level 3 of the Masters in Marketing but wishes to transfer to Level 3 of the BA Marketing shall be permitted to do so.
12. A student whose achievement at the end of Level 3 does not qualify them to proceed to Level 4 may be awarded the degree of BA Marketing with Honours or Ordinary in accordance with the Core Regulations for the award of a Bachelors degree.
13. A student whose achievement at the end of Level 4 does not qualify them to be awarded the degree of Masters in Marketing may be awarded the degree of BA Marketing with Honours in accordance with the Core Regulations for the award of a Bachelors degree.

Professional accreditation

14. Durham University Business School is accredited by the European Quality Improvement System (EQUIS) for a period of three years from 2014 and by the Association to Advance Collegiate Schools of Business (AACSB) for a period of five years from 2013.