

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

Masters in Marketing with Study Abroad (N508)

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 |

Year 3 (Placement)

5. Candidates will undertake an approved study placement in an overseas University. They must have successfully completed 240 credits at Levels 1 and 2 to progress to the placement, during which they will be assessed at module level by the host University. Assessment does not contribute to the marks used to determine the award of degree but successful completion is required to qualify for the Masters in Marketing with Study Abroad.

Level 3 (Degree)

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

| | | Credit value |
|----------------------|--------------------------|---------------------|
| Dissertation | ECOS3032 | 40 |
| Strategic Management | BUSS3261 | 20 |

7. 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)

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

| | | Credit value |
|------------------|--------------------------|---------------------|
| Marketing Theory | BUSS4031 | 20 |
| Research Project | BUSS4015 | 100 |

Assessment, progression and award

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

Professional accreditation

15. 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.