

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.**

**PhD with Integrated Studies (Marketing) (N5I101)**

1. Location: Durham
2. Duration: full-time (48 months)

**Programme Structure: Year 1**

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

		<b>Credit value</b>
Research Design, Process and Philosophy ~	<a href="#">BUSI4H530</a>	30
Advanced Qualitative Research Methods ~	<a href="#">BUSI4H615</a>	15
Advanced Quantitative Research Methods ~	<a href="#">BUSI4H715</a>	15
Logic and Argumentation in the Social Sciences ~	<a href="#">BUSI4H815</a>	15
Advanced Seminars in Management and Marketing ~	<a href="#">BUSI4H915</a>	15
Dissertation (Integrated PhD) ~	<a href="#">BUSI4I260</a>	60

4. Candidates shall also study and be assessed in modules to the value of 30 credits, chosen from **List A** subject to the approval of the supervisory team:

<b>List A:</b>		<b>Credit value</b>
Marketing Management and Strategy	<a href="#">BUSI4G915</a>	15
Consumers and Consumption	<a href="#">BUSI4G815</a>	15
Marketing Theory	<a href="#">BUSI4H015</a>	15
Contemporary Marketing Communication	<a href="#">BUSI4H215</a>	15
Arts, Heritage and Tourism Marketing	<a href="#">BUSI4G615</a>	15
Business to Business Marketing	<a href="#">BUSI4G515</a>	15
Global Marketing	<a href="#">BUSI45W15</a>	15
Retail Marketing Management	<a href="#">BUSI49T15</a>	15
Social Marketing	<a href="#">BUSI4G415</a>	15
Services Marketing	<a href="#">BUSI49U15</a>	15
Strategic Brand Management	<a href="#">BUSI49V15</a>	15
Advanced Marketing Strategy	<a href="#">BUSI49W15</a>	15
Marketing, Culture and Society	<a href="#">BUSI4H115</a>	15
Contemporary Issues in Entrepreneurship	<a href="#">BUSI46Z15</a>	15
Decision Making and Business Modelling	<a href="#">BUSI4G215</a>	15
Global Supply Chain Leadership	<a href="#">BUSI48Z15</a>	15
Innovation and Technology Management	<a href="#">BUSI53315</a>	15
The Science of Leadership	<a href="#">BUSI44U15</a>	15
New Venture Creation (MSc)	<a href="#">BUSI5C715</a>	15
Operations and Supply Chain Management	<a href="#">BUSI55215</a>	15
Global Business	<a href="#">BUSI5G815</a>	15

Modules up to the value of 30 credits chosen from those listed in the Regulations for the MSc

Accounting, MSc Economics, MSc Finance, MSc Islamic Finance, MSc Management and MSc Marketing programmes, including all named routes within these programmes.

### Programme Structure: Years 2-4

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

<b>List B:</b>	<b>Credit value</b>
Doctoral Thesis (maximum 100,000 words)	540

### Assessment, progression and award

6. Modules marked with ~ must be passed with a mark of at least 50%. These modules may not be compensated.
7. The requirements for progression are stated in the Core Regulations for Integrated PhDs. At the end of the taught phase candidates will have preliminary registration on the Thesis while awaiting confirmation of results by the Board of Examiners. Only on successful completion of all taught modules will the registration be confirmed. In addition progression to the research phase is subject to approval of a satisfactory research proposal
8. Candidates may leave the programme with a named lower award subject to the following restrictions:
  - a. Master of Science in Advanced Research Methods (Marketing): candidates must obtain 180 credits at Level 4;
  - b. Postgraduate Diploma in Research Methods (Management): candidates must obtain a mark of 50% or more in at least 120 credits at Level 4 (subject to the provision for compensation set out in paragraph 6 above and the core regulations) including Research Design, Process and Philosophy ([BUSI4H530](#)), Advanced Qualitative Research Methods ([BUSI4H615](#)), Advanced Quantitative Research Methods ([BUSI4H715](#)), Logic and Argumentation in the Social Sciences ([BUSI4H815](#)), and Advanced Seminars in Management and Marketing ([BUSI4H915](#));
  - c. Postgraduate Certificate in Research Methods (Management): candidates must obtain a mark of 50% or more in at least 60 credits at Level 4 (subject to the provision for compensation set out in paragraph 6 above and the core regulations) , Research Design, Process and Philosophy ([BUSI4H530](#)), Advanced Qualitative Research Methods ([BUSI4H615](#)), and Advanced Quantitative Research Methods ([BUSI4H715](#));
  - d. Candidates who obtain a mark of 50% or more in at least 120 credits at Level 4 (subject to the provision for compensation set out in paragraph 6 above and the core regulations) , but do not satisfy the requirements for the award of Postgraduate Diploma in Research Methods (Marketing), shall be eligible for the award of Postgraduate Diploma in Marketing;
  - e. Candidates who obtain at least 60 credits at Level 4 (subject to the provision for compensation set out in paragraph 6 above and the core regulations) but do not satisfy the requirements for the award of Postgraduate Certificate in Research Methods (Marketing), shall be eligible for the award of Postgraduate Certificate in Marketing.