

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:

		Credit value
Research Design, Process and Philosophy ~	BUSI4H530	30
Advanced Qualitative Research Methods ~	BUSI4H615	15
Advanced Quantitative Research Methods ~	BUSI4H715	15
Logic and Argumentation in the Social Sciences ~	BUSI4H815	15
Advanced Seminars in Management and Marketing ~	BUSI4H915	15
Dissertation (Integrated PhD) ~	BUSI4I260	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 (only a selection of these modules will be available each year):

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

List B:

Doctoral Thesis (maximum 100,000 words)

Credit value

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.