

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

## **Masters in Marketing (MMktg) (N500)**

## **Masters in Marketing (MMktg) with Business Placement (N506)**

## **Masters in Marketing (MMktg) with Study Abroad (N508)**

1. This programme is available at Durham City, in a full-time mode of study.
2. The last intake of students for this programme was October 2015.

### **Level 1 (Certificate)**

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

|  |                          | <b>Credit value</b> |
|--|--------------------------|---------------------|
| Analysis, Research and Business Skills I # | <a href="#">BUSI1191</a> | 20                  |
| The Changing World of Business             | <a href="#">BUSI1171</a> | 20                  |
| People, Management and Organisations       | <a href="#">BUSI1141</a> | 20                  |
| Marketing Principles #                     | <a href="#">BUSI1131</a> | 20                  |
| Financial Information for Managers         | <a href="#">BUSI1161</a> | 20                  |

4. Candidates shall also study and be assessed in modules to the value of 20 credits from List A:

| <b>List A:</b>   |                          | <b>Credit value</b> |
|--|--------------------------|---------------------|
| Economics and Psychology of Decision-Making  | <a href="#">BUSI1181</a> | 20                  |
| New Venture Creation   | <a href="#">BUSI1151</a> | 20                  |
| A credit-bearing language module such as those offered by the University's Centre for Foreign Language Study | -                        | 20                  |

### **Level 2 (Diploma)**

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

|                                       |                          | <b>Credit value</b> |
|---------------------------------------|--------------------------|---------------------|
| Integrated Marketing Communications # | <a href="#">BUSI2201</a> | 20                  |
| Marketing Research Methods #          | <a href="#">BUSI2191</a> | 20                  |
| Consumer Psychology #                 | <a href="#">BUSI2211</a> | 20                  |
| Strategic Brand Management #          | <a href="#">BUSI2171</a> | 20                  |

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

| <b>List B:</b>   |                          | <b>Credit value</b> |
|--|--------------------------|---------------------|
| Information Systems  | <a href="#">BUSI2151</a> | 20                  |
| Operations Management  | <a href="#">BUSI2181</a> | 20                  |
| Consulting in the Public Sector  | <a href="#">BUSI2221</a> | 20                  |
| Human Resource Management  | <a href="#">BUSI2161</a> | 20                  |
| Principles of Business Law   | <a href="#">BUSI2241</a> | 20                  |
| Managing in a Global Environment   | <a href="#">BUSI2131</a> | 20                  |
| A credit-bearing language module such as those offered by the University's Centre for Foreign Language Study | -                        | 20                  |

### **Level 3 (Degree)**

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

|                      |                          | <b>Credit value</b> |
|----------------------|--------------------------|---------------------|
| Dissertation         | <a href="#">BUSI3232</a> | 40                  |
| Strategic Management | <a href="#">BUSI3181</a> | 20                  |

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

| <b>List C:</b>   |                          | <b>Credit value</b> |
|--|--------------------------|---------------------|
| Global Marketing†  | <a href="#">BUSI3191</a> | 20                  |
| Social Marketing†  | <a href="#">BUSI3201</a> | 20                  |
| Retail and Services Marketing†   | <a href="#">BUSI3221</a> | 20                  |
| Contemporary Issues in Management  | <a href="#">BUSI3261</a> | 20                  |
| Leadership   | <a href="#">BUSI3161</a> | 20                  |
| Corporate Responsibility   | <a href="#">BUSI3241</a> | 20                  |
| Corporate Governance   | <a href="#">BUSI3251</a> | 20                  |
| Asia and the Pacific Rim   | <a href="#">BUSI3041</a> | 20                  |
| Design Thinking  | <a href="#">BUSI3271</a> | 20                  |
| Work, Organisation and Society   | <a href="#">BUSI3281</a> | 20                  |
| Corporate Entrepreneurship   | <a href="#">BUSI3171</a> | 20                  |
| A credit-bearing language module such as those offered by the University's Centre for Foreign Language Study | -                        | 20                  |

#### **Level 4 (Degree)**

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

|                  |                          | <b>Credit value</b> |
|------------------|--------------------------|---------------------|
| Marketing Theory | <a href="#">BUSI4021</a> | 20                  |
| Research Project | <a href="#">BUSI4005</a> | 100                 |

#### **Assessment, progression and award**

10. Modules marked with a # must be passed at 40% or above in order to progress to the ordinary degree at the next Level.
11. The Research Project at Level 4 must be an approved subject relevant to the degree for which the student is registered.
12. 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.
13. 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.
14. 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.
15. 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**

16. Durham University Business School is accredited by the European Quality Improvement System (EQUIS) for a period of five years from 2017 and by the Association to Advance Collegiate Schools of Business (AACSB) for a period of five years from 2013.

#### **Year 3 (Business Placement / Study Abroad)**

17. Students admitted to the Masters in Marketing (MMktg) (N500) are able to apply to transfer to the Masters in Marketing (MMktg) (with Business Placement) programme (N506) or the Masters in Marketing (MMktg) (with Study Abroad) programme (N508).
18. Candidates wishing to transfer to the Masters in Marketing (MMktg) (with Business Placement) (N506) or the Masters in Marketing (MMktg) (with Study Abroad) (N508) must:

- a. have successfully completed Level 1 of the Masters in Marketing (MMktg) (N500) and progressed to Level 2 of the honours or Ordinary programme, and;
- b. during the first term of Level 2 study, apply to the Director of Undergraduate Studies in the Business School to be admitted to the Masters in Marketing (MMktg) (with Business Placement) (N506) or the Masters in Marketing (MMktg) (with Study Abroad) (N508) and have their application approved by the Director of Undergraduate Studies in the Business School; and
- c. successfully complete Level 2 of the Masters in Marketing (MMktg) (N500) so as to be eligible to progress to Level 3 of the Masters in Marketing (MMktg) (N500) Honours programme.

### **Business Placement**

19. Students will undertake an approved work placement of not less than 40 weeks. Student progress will be assessed at threshold level by continuous assessments of the student's performance during the placement and a final report. 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 (MMktg) with Business Placement.
20. Students who the Board of Examiners for the Business School deem to have made satisfactory progress on the Business Placement will continue to Level 3 of the Masters in Marketing (MMktg) (with Business Placement) (N506). Students who have not made satisfactory progress on the year abroad will not be permitted to continue on Masters in Marketing (MMktg) (with Business Placement) (N506), but must instead proceed to Level 3 of the Masters in Marketing (MMktg) (N500) programme.

### **Study Abroad**

21. Students will undertake an approved study placement in an overseas university. Student progress 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 (MMktg) with Study Abroad. Students should pass a minimum of 40 ECTS credits, or equivalent, to successfully complete the year, as set out in their Learning Agreement.
22. Students who the Board of Examiners for the Business School deem to have made satisfactory progress on the year abroad will continue to Level 3 of the Masters in Marketing (MMktg) (with Study Abroad) (N508). Students who have not made satisfactory progress on the year abroad will not be permitted to continue on Masters in Marketing (MMktg) (with Study Abroad) (N508), but must instead proceed to Level 3 of the Masters in Marketing (MMktg) (N500) programme.