

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:

		Credit value
Analysis, Research and Business Skills I #	BUSI1191	20
The Changing World of Business	BUSI1171	20
People, Management and Organisations	BUSI1141	20
Marketing Principles #	BUSI1131	20
Financial Information for Managers	BUSI1161	20

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

List A:		Credit value
Economics and Psychology of Decision-Making	BUSI1181	20
New Venture Creation	BUSI1151	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:

		Credit value
Integrated Marketing Communications #	BUSI2201	20
Marketing Research Methods #	BUSI2191	20
Consumer Psychology #	BUSI2211	20
Strategic Brand Management #	BUSI2171	20

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

List B:		Credit value
Information Systems	BUSI2151	20
Operations Management	BUSI2181	20
Consulting in the Public Sector	BUSI2221	20
Human Resource Management	BUSI2161	20
Principles of Business Law	BUSI2241	20
Managing in a Global Environment	BUSI2131	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:

		Credit value
Dissertation	BUSI3232	40
Strategic Management	BUSI3181	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 †

List C:		Credit value
Global Marketing†	BUSI3191	20
Social Marketing†	BUSI3201	20
Retail and Services Marketing†	BUSI3221	20
Contemporary Issues in Management	BUSI3261	20
Leadership	BUSI3161	20
Corporate Responsibility	BUSI3241	20
Corporate Governance	BUSI3251	20
Asia and the Pacific Rim	BUSI3041	20
Design Thinking	BUSI3271	20
Work, Organisation and Society	BUSI3281	20
Corporate Entrepreneurship	BUSI3171	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:

		Credit value
Marketing Theory	BUSI4021	20
Research Project	BUSI4005	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.