

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

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

## **MSc Marketing (N5K609)**

1. This programme is available at Durham City in a full-time (12 months) mode of study.

### **Admissions**

2. English language requirements: Candidates whose first language is not English will normally be required to demonstrate proficiency in the English language by possessing a recent English language test score of 7.0 or above in IELTS (with no element below 6.0), or an equivalent qualification.

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

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

|   |                           | <b>Credit Value</b> |
|---|---------------------------|---------------------|
| Marketing Management and Strategy ~               | <a href="#">BUSI4G915</a> | 15                  |
| Consumers and Consumption ~                       | <a href="#">BUSI4G815</a> | 15                  |
| Research Methods in Marketing ~                   | <a href="#">BUSI4G715</a> | 15                  |
| Marketing Theory ~                                | <a href="#">BUSI4H015</a> | 15                  |
| Contemporary Marketing Communication ~            | <a href="#">BUSI4H215</a> | 15                  |
| EITHER Dissertation (MSc Marketing) ~             | <a href="#">BUSI4G360</a> | 60                  |
| OR Dissertation (International) (MSc Marketing) ~ | <a href="#">BUSI4O060</a> | 60                  |

4. Candidates shall also study and be assessed in modules to the value of 45 credits from List A below (only a selection of these modules will be available each year):

| <b>List A</b>  |                           | <b>Credit Value</b> |
|--|---------------------------|---------------------|
| Arts, Heritage and Tourism Marketing   | <a href="#">BUSI4G615</a> | 15                  |
| Business to Business Marketing   | <a href="#">BUSI4G515</a> | 15                  |
| Digital Marketing  | <a href="#">BUSI4Q415</a> | 15                  |
| Global Marketing   | <a href="#">BUSI45W15</a> | 15                  |
| Global Sport Business  | <a href="#">BUSI4Q515</a> | 15                  |
| Retail Marketing Management  | <a href="#">BUSI49T15</a> | 15                  |
| Social Marketing   | <a href="#">BUSI4G415</a> | 15                  |
| Designing and Marketing Services   | <a href="#">BUSI49U15</a> | 15                  |
| Strategic Brand Management   | <a href="#">BUSI49V15</a> | 15                  |
| Advanced Marketing Strategy  | <a href="#">BUSI49W15</a> | 15                  |
| Competitive Strategies and Organisational Fitness  | <a href="#">BUSI46S15</a> | 15                  |
| Consulting   | <a href="#">BUSI45J15</a> | 15                  |
| Ethical Leadership   | <a href="#">PHIL41515</a> | 15                  |
| Innovation and Technology Management   | <a href="#">BUSI53315</a> | 15                  |
| New Venture Creation (MSc)   | <a href="#">BUSI5C715</a> | 15                  |
| Society and Sustainability   | <a href="#">PHIL41615</a> | 15                  |
| A credit-bearing language module such as those offered by the University's Centre for Foreign Language Study | -                         | 20                  |

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

5. Modes of assessment will include written examinations, coursework and group presentations.
6. There will be an assessment period in January/February for modules that are delivered in Term 1.
7. Candidates who have failed modules which are assessed in the January/February and/or May/June assessment period shall normally be required to resit all failed modules in the following August assessment period. Candidates whose failed modules are worth 30 or more credits may however elect to defer the submission of their dissertation until January of the following year.
8. All candidates must submit a dissertation of not more than 12,000 words. Candidates who fail the dissertation on first submission in September may elect to resubmit in the following January/February as an alternative to the next normal occasion.
9. Modules marked with a ~ must be passed at 50% or above; a mark of 40-49% cannot be compensated.
10. Candidates who select a CFLS credit-bearing language module must select 185 credits in total.

### **Accreditation**

11. The MSc Marketing is accredited by the Chartered Institute of Marketing.