

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 2019.

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:

		Credit Value
Marketing Management and Strategy ~	BUSI4G915	15
Consumers and Consumerism ~	BUSI4G815	15
Research Methods in Marketing ~	BUSI4G715	15
Marketing Theory ~	BUSI4H015	15
Contemporary Marketing Communication ~	BUSI4H215	15
EITHER Dissertation (MSc Marketing) ~	BUSI4G360	60
OR Dissertation (International) (MSc Marketing) ~	BUSI4O060	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):

List A		Credit Value
Arts, Heritage and Tourism Marketing *	BUSI4G615	15
Business to Business Marketing *	BUSI4G515	15
Buyer Behaviour and Marketing Innovation	BUSI42515	15
Digital Marketing	BUSI4Q415	15
Global Marketing	BUSI45W15	15
Global Sport Business	BUSI4Q515	15
Retail Marketing Management	BUSI49T15	15
Social Marketing	BUSI4G415	15
Designing and Marketing Services	BUSI49U15	15
Strategic Brand Management *	BUSI49V15	15
Advanced Marketing Strategy *	BUSI49W15	15
Consulting	BUSI45J15	15
Innovation and Technology Management	BUSI53315	15
Science of Leadership	BUSI44U15	15
Society and Sustainability	PHIL41615	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. Modules marked with a * are not available in 2021/22.
11. Candidates who select a CFLS credit-bearing language module must select 185 credits in total.

Accreditation

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