

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 (N5K609J)

1. This programme is available at Durham City in a full-time (12 months) mode of study, commencing in January.
2. This programme is suspended for 2021-2022.

Admissions

3. 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)

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

		Credit Value
Marketing Management and Strategy ~*	BUSI4G9JN	15
Consumers and Consumption ~*	BUSI4G8JN	15
Research Methods in Marketing ~*	BUSI4G7JN	15
Marketing Theory ~*	BUSI4H0JN	15
Contemporary Marketing Communication ~*	BUSI4H2JN	15
EITHER Dissertation (MSc Marketing) ~*	BUSI4G3JN	60
OR Dissertation (International) (MSc Marketing) ~*	BUSI4O0JN	60

5. 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 *	BUSI4G6JN	15
Business to Business Marketing *	BUSI4G5JN	15
Buyer Behaviour and Marketing Innovation*	BUSI425JN	15
Digital Marketing*	BUSI4Q4JN	15
Global Marketing*	BUSI45WJN	15
Global Sport Business*	BUSI4Q5JN	15
Retail Marketing Management*	BUSI49TJN	15
Social Marketing*	BUSI4G4JN	15
Designing and Marketing Services *	BUSI49UJN	15
Strategic Brand Management *	BUSI49VJN	15
Advanced Marketing Strategy*	BUSI49WJN	15
Consulting*	BUSI45JJN	15
Innovation and Technology Management*	BUSI533JN	15
Science of Leadership *	BUSI44UJN	15

Assessment, progression and award

6. Modes of assessment will include written examinations, coursework and group presentations.

7. There will be an assessment period in May/June for modules that are delivered in Term 1 and an assessment period in August/September for modules that are delivered in Term 2.
8. Candidates who have failed modules which are assessed in the May/June and/or August/September assessment period shall normally be required to resit all failed modules in the following January. Candidates whose failed modules are worth 30 or more credits may however elect to defer the submission of their dissertation until the following March.
9. All candidates must submit a dissertation of not more than 12,000 words by 3 December. Candidates who fail the dissertation on first submission in December may elect to resubmit in the following March as an alternative to the next normal occasion.
10. Modules marked with a ~ must be passed at 50% or above; a mark of 40-49% cannot be compensated.
11. Modules marked with a * are not available in 2021/22.

Accreditation

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