

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 2022 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.

Level 4 (Degree)

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

		Credit Value
Marketing Management and Strategy ~	BUSI4G915	15
Behavioural Science for Marketing~	BUSI4G815	15
Marketing Theory ~	BUSI4H015	15
Contemporary Marketing Communication ~	BUSI4H215	15
Business to Business Marketing ~	BUSI4G515	15

3. Candidates shall study and be assessed in 60 credits from the following modules:

Research Methods and Dissertation in Marketing	BUSI4X060	60
Influencer and Content Marketing: Theory and Practice	BUSI4X160	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
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
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 15,000 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 2022-2023.
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.