

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 2024.**

## **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:

		<b>Credit Value</b>
Marketing Management and Strategy ~	<a href="#">BUSI4G915</a>	15
Buyer Behaviour and Marketing Innovation ~	<a href="#">BUSI42515</a>	15
Marketing Theory ~	<a href="#">BUSI4H015</a>	15
Contemporary Marketing Communications ~	<a href="#">BUSI4H215</a>	15
Business to Business Marketing ~	<a href="#">BUSI4G515</a>	15

3. Candidates shall also study and be assessed in one module to the value of 60 credits from List A below:

<b>List A</b>		<b>Credit Value</b>
Research Methods and Dissertation in Marketing ~	<a href="#">BUSI4X060</a>	60
Dissertation (International) (MSc Marketing) ~	<a href="#">BUSI4O060</a>	60
Influencer and Content Marketing: Theory and Practice ~	<a href="#">BUSI4X160</a>	60

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

<b>List B</b>		<b>Credit Value</b>
Arts, Heritage and Tourism Marketing	<a href="#">BUSI4G615</a>	15
Thinking Entrepreneurially	<a href="#">BUSI4X215</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
Designing and Marketing Services	<a href="#">BUSI49U15</a>	15
Advanced Marketing Strategy	<a href="#">BUSI49W15</a>	15
Consulting	<a href="#">BUSI45J15</a>	15
The Science of Leadership	<a href="#">BUSI44U15</a>	15
A credit-bearing language module 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 2024/25.
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.