Durham University
Postgraduate Modules Online
www.durham.ac.uk/postgraduate.modules

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:

		Credit Value
Buyer Behaviour and Marketing Innovation ~ <	BUSI42515	15
Marketing Theory for Sustainability ~ <	BUSI4H015	15
Marketing Communications ~ <	BUSI4H215	15
Business to Business Marketing ~ <	BUSI4G515	15
Marketing Strategy and Tactics ~ <	BUSI4G915	15

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

List A		**Credit Value**
Research Methods and Dissertation in Marketing ~ >	BUSI4X060	60
Dissertation (International) (MSc Marketing) ~ >	BUSI4O060	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 B below (only a selection of these modules will be available each year):

List B		**Credit Value**
Arts, Heritage and Tourism Marketing >	BUSI4G615	15
Digital Marketing, Marketing Analytics and AI >	BUSI4Q415	15
Global Marketing Management >	BUSI4BL15	15
Global Sport Business > *	BUSI4Q515	15
Sustainable Retail Marketing Management >	BUSI49T15	15
Designing and Marketing Services >	BUSI49U15	15
Advanced Marketing Strategy >	BUSI49W15	15
Cross-media Brand Strategies >	BUSI4DA15	15
The Science of Leadership >	BUSI44U15	15
Marketing Analytics >	BUSI4AO15	15
International Study Visit > +	BUSI4AT15	15
A credit-bearing language module offered by the University's Centre for Foreign Language Study		

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 < will be delivered in term 1, modules marked with a > will be delivered in term 2 and modules marked with a + will be delivered in term 3.
11. Modules marked with a * will not be offered in 2026/2027.
12. Candidates who select a CFLS credit-bearing language module must select 185 credits in total.
13. Students can only take a maximum of 75 credits per term.

Accreditation

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