

STRATHCLYDE BUSINESS SCHOOL

DEPARTMENT OF MARKETING

INNOVATION & MARKETING MANAGEMENT

MSc in Innovation & Marketing Management
Postgraduate Diploma in Innovation & Marketing Management
Postgraduate Certificate in Innovation & Marketing Management

These regulations are to be read in conjunction with [General Academic Regulations - Postgraduate Taught Degree Programme Level](#).

Admission

1. See [General Academic Regulations - Postgraduate Taught Degree Programme Level](#).

Duration of Study

2. See [General Academic Regulations - Postgraduate Taught Degree Programme Level](#).

Mode of Study

3. The programme is available by full-time study only.

Curriculum

4. All students shall undertake an approved curriculum as follows:
 - i. for the Postgraduate Certificate no fewer than 60 credits
 - ii. for the Postgraduate Diploma no fewer than 120 credits
 - iii. for the degree of MSc no fewer than 180 credits from the curriculum including a dissertation.

Compulsory Modules

Module Code	Module Title	Level	Credits
MK977	International Marketing Research	5	10
MK983	Brand Management & Strategy	5	10
MK970	Strategic Marketing Management	5	20
DM920	Strategic Technology Management	5	10
DM926	Supply Chain Operations	5	10
EF927	Design Management	5	10
DM944	Product Costing and Financial Management	5	10
DM981	Management of Innovation	5	10
DM992	Strategic Procurement Management	5	10

MK973	Marketing Works	5	20
-------	-----------------	---	----

Optional Modules

20 credits to be chosen from the following ensuring that 10 credits come from List A and 10 credits from List B.

List A

Module Code	Module Title	Level	Credits
MK812	B2B Key Account Management	5	10
MK992	Export Marketing	5	10
MK998	International Services Marketing	5	10

List B

Module Code	Module Title	Level	Credits
DM934	Design Methods	5	10
DM935	Management of Total Quality and Continuous Improvement	5	10
EF931	Project Management	5	10

Students for the degree of MSc only:

Module Code	Module Title	Level	Credits
MK967	Dissertation		40

Examination, Progress and Final Assessment

- See [General Academic Regulations - Postgraduate Taught Degree Programme Level](#).
- The final award will be based on performance in the examinations, coursework, the dissertation (in the case of the MSc).

Award

- Degree of MSc:** In order to qualify for the award of the degree of MSc in Innovation and Marketing Management, a student must have accumulated no fewer than 180 credits, of which 40 need to be accumulated through MK967 Dissertation.
- Postgraduate Diploma:** In order to qualify for the award of the Postgraduate Diploma in Innovation and Marketing Management, a student must have accumulated no fewer than 120 credits from the taught modules of the programme.
- Postgraduate Certificate:** In order to qualify for the award of the postgraduate Certificate in Innovation and Marketing Management, a candidate must have accumulated no fewer than 60 credits from the core taught modules of the programme.