

# STRATHCLYDE BUSINESS SCHOOL

## FACULTY PROGRAMMES

### SALES AND MARKETING

**Master of Science in Sales and Marketing**  
**Postgraduate Diploma in Sales and Marketing**  
**Postgraduate Certificate in Sales and Marketing**

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

#### **Admission**

1. Notwithstanding the [General Academic Regulations – Postgraduate Taught Degree Programme Level](#) applicants shall possess:
  - i. a first or second class Honours degree from a United Kingdom university; or
  - ii. an equivalent degree from a non-UK University; or
  - iii. a qualification deemed by the Programme Director acting on behalf of Senate to be equivalent to (i) above
2. In all cases, applicants whose first language is not English, shall be required to demonstrate an appropriate level of English.

#### **Duration of study**

3. Notwithstanding the [General Academic Regulations – Postgraduate Taught Degree Programme Level](#) the minimum period of study shall be as follows:
  - i. Masters by part-time study 24 months
  - ii. PG Diploma by part-time study 18 months
  - iii. PG Certificate by part-time study 12 months

#### **Mode of study**

4. The programme is available by part-time study only.

#### **Place of study**

5. In accordance with the [General Academic Regulations – Postgraduate Taught Degree Programme Level](#), some off-campus work may be required.

#### **Curriculum**

6. All students shall undertake an approved curriculum as follows:
  - i. for the degree of MSc no fewer than 180 credits including a 40 credit research project,
  - ii. for the Postgraduate Diploma no fewer than 120 credits,
  - iii. for the Postgraduate Certificate no fewer than 60 credits.

#### **Compulsory Modules**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
MG870	Managing Digital Transformation	5	20
MG926	Managing People in Organisations	5	10

OB907	The Reflective Leader	5	10
SD901	Account Management and Customer Relations	5	10
SD902	Contemporary Marketing Strategy	5	20
SD904	Finance Management	5	20
SD905	Negotiation Skills and Sales Techniques	5	10
SD906	Strategic Sales Management	5	10
SD907	Supply Chain Management and Forecasting and Demand	5	10

### **Optional Modules**

Students should select 20 credits chosen from:

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
MG916	Operations Management	5	10
MG919	Analytical Support for Decision Making	5	10
MG938	New Venture Creation	5	10

Or other modules approved by the Programme Director. Not all optional modules on this list will be available in each academic year

### **Students for the degree of MSc only:**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
SD903	Final Project	5	40

### **Progress**

- The [General Academic Regulations – Postgraduate Taught Degree Programme Level](#) shall apply.
- The final award will be based on the student's performance in their assessments.

### **Award**

- Degree of MSc:** In order to qualify for the degree of MSc in Sales and Marketing, a candidate must have performed to the satisfaction of the Board of Examiners and must have accumulated no fewer than 180 credits, of which 40 credits must have been awarded in respect of the research project SD903 Final Project.
- Postgraduate Diploma:** In order to qualify for the award of the Postgraduate Diploma in Sales and Marketing, a candidate must have accumulated no fewer than 120 credits from the programme curriculum.
- Postgraduate Certificate:** In order to qualify for the award of the Postgraduate Certificate in Sales and Marketing, a candidate must have accumulated no fewer than 60 credits from the programme curriculum.