

STRATHCLYDE BUSINESS SCHOOL

DEPARTMENT OF MARKETING

MARKETING

**Master of Science in Marketing
Postgraduate Diploma in Marketing
Postgraduate Certificate in 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 Upper second class Honours degree in any discipline from a United Kingdom university; or
 - ii. a qualification deemed by the Programme Leader 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 competence in the English language.

Duration of Study

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

Mode of Study

4. The programmes are available by full-time study only.

Curriculum

5. 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 including a dissertation.

Compulsory Modules (September Start)

Module Code	Module Title	Level	Credits
MK970	Strategic Marketing Management	5	20
MK977	International Marketing Research	5	10
MK972	Consumer Behaviour	5	20
MK973	Marketing Works	5	20
MK983	Brand Management and Strategy	5	10
MK968	Key Skills	5	10

MK969	Dissertation Skills	5	10
-------	---------------------	---	----

Compulsory Modules (January Start)

Module Code	Module Title	Level	Credits
MK825	Strategic Marketing Management	5	20
MK822	International Marketing Research	5	10
MK820	Consumer Behaviour	5	20
MK824	Marketing Works	5	20
MK819	Brand Management and Strategy	5	10
MK823	Key Skills	5	10
MK821	Dissertation Skills	5	10
MK828	Customer-Led e-Marketing	5	10
MK829	Destination Marketing and Management	5	10
MK830	Integrated Marketing Communications	5	10
MK827	Retail Marketing Management	5	10

Optional Modules (September Start)

40 credits chosen from:

Module Code	Module Title	Level	Credits
MK803	Sports Marketing in a Global Context	5	10
MK809	Managing Tourism Resources	5	10
MK812	B2B Key Account Management	5	10
MK985	Contemporary Consumers	5	10
MK989	Customer-Led e-Marketing	5	10
MK990	Destination Marketing and Management	5	10
MK992	Export Marketing	5	10
MK994	Integrated Marketing Communications	5	10
MK996	International Culture and Heritage Marketing	5	10

MK998	International Services Marketing	5	10
MK999	Retail Marketing Management	5	10

Students for the degree of MSc only (September Start):

Module Code	Module Title	Level	Credits
MK967	Dissertation	5	40

Students for the degree of MSc only (January Start):

Module Code	Module Title	Level	Credits
MK826	Dissertation	5	40

Examination, Progress and Final Assessment

6. See [General Academic Regulations - Postgraduate Taught Degree Programme Level](#).
7. Candidates for the degree of MSc who fail to satisfy the Board of Examiners at the first diet of examinations may, at the discretion of the Board of Examiners, be permitted to proceed to the dissertation and have one further attempt to pass the relevant module(s) normally in the same academic year.
8. The final classification will be based on performance in the examinations, coursework and the dissertation where undertaken.

Award

9. **Degree of MSc:** In order to qualify for the award of the degree of MSc in Marketing, a candidate must have performed to the satisfaction of the Board of Examiners and must normally have accumulated no fewer than 180 credits, of which 40 must have been awarded for the dissertation MK967 or MK826 and 10 for Dissertation Skills MK969 or MK821.
10. **Postgraduate Diploma:** In order to qualify for the award of the Postgraduate Diploma in Marketing, a candidate must have accumulated no fewer than 120 credits from the curriculum.
11. **Postgraduate Certificate:** In order to qualify for the award of the Postgraduate Certificate in Marketing, a candidate must have accumulated no fewer than 60 credits from the taught modules of the programme.