

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 final project comprising either a Dissertation or Marketing Works project.

Compulsory Modules (September Start)

Module Code	Module Title	Level	Credits
MK970	Strategic Marketing Management	5	20
MK972	Consumer Behaviour	5	20
MK9XX	Brand Management and Strategy	5	20
MK968	Key Skills	5	10
MK831	Social Responsibility and Sustainability	5	10
MK815	Marketing Research in a Digital Age	5	20

Compulsory Modules (January Start)

Module Code	Module Title	Level	Credits
MK825	Strategic Marketing Management	5	20
MK834	Marketing Research in a Digital Age	5	20
MK820	Consumer Behaviour	5	20
MK840	Brand Management and Strategy	5	20
MK823	Key Skills	5	10
MK838	Social Responsibility and Sustainability	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:

Not all optional modules will be available every year and may be replaced by other modules approved by the programme director.

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

Module Code	Module Title	Level	Credits
Either			
MK967	Dissertation	5	40
Or			
MK9XX	Marketing Works	5	40

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

Module Code	Module Title	Level	Credits
Either			
MK826	Dissertation	5	40
Or			
MK9XX	Marketing Works	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 final project 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 final project 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 or Marketing Works MK9XX or MK9XX .
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.