

STRATHCLYDE BUSINESS SCHOOL

DEPARTMENT OF MARKETING

TOURISM MARKETING MANAGEMENT

Master of Science in Tourism Marketing Management
Postgraduate Diploma Tourism Marketing Management
Postgraduate Certificate Tourism Marketing Management

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

Module Code	Module Title	Level	Credits
MK809	Managing Tourism Resources	5	10
MK927	Consumer Behaviour	5	20
MK968	Key Skills	5	10
MK970	Strategic Marketing Management	5	20
MK815	Marketing Research in a Digital Age	5	20
MK839	Brand Management and strategy	5	20

MK831	Social Responsibility and Sustainability	5	10
MK990	Destination Marketing and Management	5	10
MK998	International Services Marketing	5	10

Optional Modules

10 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
MK800	Sector Studies	5	10
MK803	Sports Marketing in a Global Context	5	10
MK812	B2B Key Account Management	5	10
MK985	Contemporary Consumers	5	10
MK989	Customer-Led e-Marketing	5	10
MK992	Export Marketing	5	10
MK994	Integrated Marketing Communications	5	10
MK996	International Culture and Heritage Marketing	5	10
MK999	Retail Marketing Management	5	10
MK951	Food, Beverage & Society	5	10

Students for the degree of MSc only:

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

Examination, Progress and Final Assessment

- See [General Academic Regulations - Postgraduate Taught Degree Programme Level](#).
- Notwithstanding the [General Academic Regulations - Postgraduate Taught Degree Programme Level](#), candidates who fail to satisfy the examiners in not more than two modules at the first diet of examinations may, at the discretion of the Board of

Examiners, be allowed to proceed to the final project where appropriate and have one further attempt to pass the relevant module(s), normally in the same academic year.

8. The final award will be based on performance in the coursework, in the written examinations and the final project where undertaken.

Award

9. **Degree of MSc:** In order to qualify for the award of the degree of MSc in Tourism Marketing Management, 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 in respect of the Dissertation MK967 or Marketing Works MK9XX.
10. **Postgraduate Diploma:** In order to qualify for the award of the Postgraduate Diploma in Tourism Marketing Management, a candidate must have accumulated no fewer than 120 credits from the taught modules of the programme.
11. **Postgraduate Certificate:** In order to qualify for the award of the Postgraduate Certificate in Tourism Marketing Management, a candidate must have accumulated no fewer than 60 credits from the taught modules of the programme.