

STRATHCLYDE BUSINESS SCHOOL

DEPARTMENT OF MARKETING

INTERNATIONAL MARKETING

Master of Science in International Marketing
Postgraduate Diploma in International Marketing
Postgraduate Certificate in International 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 of a United Kingdom University (in a cognate discipline); or
 - ii. another 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 English.

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 project.

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|-------------|------------------------------------------|-------|---------|
| MK808 | Strategic Global Marketing | 5 | 20 |
| MK968 | Key Skills | 5 | 10 |
| MK975 | Cross-Cultural Buyer Behaviour | 5 | 20 |
| MK839 | Brand Management and Strategy | 5 | 20 |
| MK815 | Marketing Research in a Digital Age | 5 | 20 |
| MK831 | Social Responsibility and Sustainability | 5 | 10 |

Optional Modules

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 |
|--------------------|----------------------------------------------|--------------|----------------|
| MK992 | Export Marketing | 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 |
| 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:

| Module Code | Module Title | Level | Credits |
|--------------------|---------------------|--------------|----------------|
| | Either | | |
| MK967 | Dissertation | 5 | 40 |
| | Or | | |
| MK841 | Marketing Works | 5 | 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 research projects where undertaken

Award

- Degree of MSc:** In order to qualify for the award of the degree of MSc in International 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 in respect of the Dissertation MK967 or Marketing Works MK841

9. **Postgraduate Diploma:** In order to qualify for the award of the Postgraduate Diploma in International Marketing, a candidate must have accumulated no fewer than 120 credits from the curriculum.
10. **Postgraduate Certificate:** In order to qualify for the award of the Postgraduate Certificate in International Marketing, a candidate must have accumulated no fewer than 60 credits from the taught modules of the programme.