

# 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 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 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 a final project comprising either a Dissertation or Marketing Works project.

#### **Compulsory Modules (September Start)**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
MK970	Strategic Marketing Management	5	20
MK972	Consumer Behaviour	5	20
MK839	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)**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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
MK843	Artificial Intelligence in 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 the following

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

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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
Either			
MK967	Dissertation	5	40
Or			
MK841	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			
MK842	Marketing Works	5	40

**Examination, Progress and Final Assessment**

6. See [General Academic Regulations - Postgraduate Taught Degree Programme Level](#).
7. The final award will be based on performance in the examinations, coursework, the research projects where undertaken

**Award**

8. **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 or Marketing Works project.
9. **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.
10. **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.