

STRATHCLYDE BUSINESS SCHOOL

DEPARTMENT OF MARKETING

MARKETING INTERNATIONAL MARKETING

Master of Science in Marketing
Postgraduate Diploma in Marketing
Postgraduate Certificate in 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 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.

September Start

Compulsory Modules

Module Code	Module Title	Level	Credits
MK970	Strategic Marketing Management	5	20
MK972	Consumer Behaviour	5	20
MK839	Brand Management and Strategy	5	20

MK831	Social Responsibility and Sustainability	5	10
MK815	Marketing Research in a Digital Age	5	20
MK843	Artificial Intelligence in Marketing	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

International Marketing*

40 credits chosen from the following

Module Code	Module Title	Level	Credits
MK808	Strategic Global Marketing	5	20
And 20 credits from			
MK998	International Services Marketing	5	10
MK992	Export Marketing	5	10
MK975	Cross-Cultural Buyer Behaviour	5	10
MK9XX	Tourism Marketing	5	10

Marketing

Optional Modules

40 credits chosen from the following

Module Code	Module Title	Level	Credits
MK812	B2B Key Account Management	5	10
MK994	Integrated Marketing Communications	5	10
MK998	International Services Marketing	5	10
MK999	Retail Marketing Management	5	10
MK808	Strategic Global Marketing	5	20
MK816	Strategic Digital Marketing	5	20
MK9XX	Tourism Marketing	5	10

MK975	Cross-Cultural Buyer Behaviour	5	10
MK9XX	Data Analytics for Marketing	5	10

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

January Start

Marketing only Compulsory Modules

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
MK838	Social Responsibility and Sustainability	5	10
MK830	Integrated Marketing Communications	5	10
MK843	Artificial Intelligence in Marketing	5	10
MK808	Strategic Global Marketing	5	20
MK9XX	Digital Analytics for Marketing	5	10

Students for the degree of MSc only

Module Code	Module Title	Level	Credits
Either			
MK826	Dissertation	5	40
Or			
MK842	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 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 the Marketing Works project.

9. **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 for the Dissertation or the Marketing Works project and 40 must have been awarded from the International Marketing* compulsory curriculum.
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 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, of which 30 must have been awarded from the International Marketing* compulsory curriculum.
12. **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 programme curriculum.
13. **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 programme curriculum, of which 30 must have been awarded from the International Marketing* compulsory curriculum.