

# MSC (MANAGEMENT AND MARKETING)

## Programme Requirements

**Code**                      **Title**    **Credits**

Students take **90** credits as follows – **60** credits of taught modules (Part I) and **30** credits of research modules (Part II):

### Part I

Students take **60** credits as follows: <sup>1</sup>

#### Core Modules

|        |  |   |
|--------|--|---|
| MG6302 | Introduction to Marketing                        | 5 |
| MG6303 | Ethical Issues in Business                       | 5 |
| MG6304 | Market Research                                  | 5 |
| MG6305 | Human Resource Management                        | 5 |
| MG6306 | Consumer Behaviour Theory and Practice           | 5 |
| MG6308 | Marketing Communications                         | 5 |
| MG6309 | Strategy   | 5 |
| MG6315 | Project Management                               | 5 |
| MG6320 | Foundations of Management                        | 5 |
| MG6329 | Responsible Leadership                           | 5 |
| MG6335 | Professional and Personal Development            | 5 |
| MG6336 | Digital Marketing for International Marketplaces | 5 |

### Part II

Students take **30** credits as follows:

#### Core Modules

|        |                          |    |
|--------|--------------------------|----|
| MG6830 | Applied Research Project | 30 |
|--------|--------------------------|----|

**Total Credits**    **90**

<sup>1</sup> Where a student has taken and passed a module previously, the student will be required to take a substitute module as directed by the Programme Director.

## Examinations

Full details and regulations governing Examinations for each programme will be contained in the *Marks and Standards Book* and for each module in the *Book of Modules*.