

# MSC (MARKETING)

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## 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 – all listed core modules (**40** credits) and all **20** credits of specialism modules:

#### Core Modules

|        |  |   |
|--------|--|---|
| BU6005 | Applied Research Methods               | 5 |
| BU6513 | Business Case for Analytics            | 5 |
| MG6335 | Professional and Personal Development  | 5 |
| MG6406 | Business Strategy Simulation           | 5 |
| MG6410 | Service Design                         | 5 |
| MG6411 | Consumer Behaviour Theory and Practice | 5 |
| MG6413 | Digital B2B Marketing                  | 5 |
| MG6415 | Ethics and Sustainability              | 5 |

#### Specialism Modules

Students take **20** credits as follows:

|        |                                      |   |
|--------|--------------------------------------|---|
| MG6405 | Applied Strategic Marketing          | 5 |
| MG6407 | International Marketing              | 5 |
| MG6408 | Omnichannel Marketing Communications | 5 |
| MG6414 | Digital Marketing Practice           | 5 |

### Part II

Students take **30** credits as follows:

#### Core Modules

|        |                          |    |
|--------|--------------------------|----|
| MG6420 | Applied Research Project | 30 |
|--------|--------------------------|----|

|                      |  |           |
|----------------------|--|-----------|
| <b>Total Credits</b> |  | <b>90</b> |
|----------------------|--|-----------|

## 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*.