

MSC (MARKETING)

Programme Requirements

Code	Title	Credits
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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
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Total Credits	90
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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*.