1. **Awarding body**  
   University of Surrey

2. **Teaching institution (if different)**  
   N/A

3. **Final award and programme/pathway title**  
   MA Communication and International Marketing (CIM)

4. **Subsidiary award(s) and title(s)**  
<table>
<thead>
<tr>
<th>Award</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>PG Dip</td>
<td>Communication and International Marketing</td>
</tr>
<tr>
<td>PG Cert</td>
<td>Communication and International Marketing</td>
</tr>
</tbody>
</table>

5. **FHEQ Level**  
   7

6. **Credits and ECTS credits**  
   180 UK credits, 90 ECTS credits

7. **Name of Professional, Statutory or Regulatory Body (PSRB)**  
   N/A

8. **Mode of study and route code**  
<table>
<thead>
<tr>
<th>Mode of study</th>
<th>Route code</th>
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<tbody>
<tr>
<td>Full-time</td>
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<tr>
<td>Full-time with PTY</td>
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<tr>
<td>Part-time</td>
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</tr>
<tr>
<td>Distance learning</td>
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<td>Short course</td>
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9. **JACs code**  
   N/A

10. **QAA Subject benchmark statement (if applicable)**  
    N/A

11. **Other internal and / or external reference points**  
    N/A

12. **Faculty and Department/School**  
    Faculty of Arts and Social Sciences, School of English and Languages

13. **Programme Leader**  
    Dr Rosina Marquez Reiter

14. **Date of production/revision of the specification**  
    July 2016

15. **Educational aims of the programme**

   **MA**
   The overall purpose of the programme is to:
   - Provide a comprehensive and differentiated understanding of communication and marketing communication;
   - Supply the tools enabling students to apply this understanding to the task of addressing the market needs of the international business environment;
   - Instil in students the capacity for carrying out advanced supervised research in an area of (Marketing) Communication

   In particular the Programme aims to:
   - Develop students’ awareness of the linguistic and cultural differences arising from the (inter)cultural encounter of Anglophone culture(s) with the diverse cultures subject to its influence;
   - Sensitize students to linguistic and cultural difference in the construction of everyday and institutional discourse resulting from the increased marketization of private and public services, as well as to the issues and concerns of the rapidly growing media industries;
   - Impart the knowledge and skills of communication and marketing necessary to enable students to compete for jobs/research opportunities in fields relevant to their degree (human resource management, advertising, international marketing), as well as PhD opportunities in this area;
   - Develop students’ abilities to evaluate and judiciously apply scholarship in Communication.
Postgraduate Diploma

The overall purpose of the programme is to:

- Provide a more accurate and differentiated understanding of communication and marketing communication;
- Supply the tools enabling students to apply this understanding to the task of addressing the market needs of the international business environment.

In particular the Programme aims to:

- Develop students’ awareness of the linguistic and cultural differences arising from the (inter)cultural encounter of Anglophone culture(s) with the diverse cultures subject to its influence;
- Sensitize students to linguistic and cultural difference in the construction of everyday and institutional discourse resulting from the increased marketization of private and public services, as well as to the issues and concerns of the rapidly growing media industries;
- Impart the knowledge and skills of communication and marketing communication necessary to enable students to compete for jobs/research opportunities in fields relevant to their degree (human resource management, advertising, international marketing), as well as PhD opportunities in this area;
- Develop students’ abilities to evaluate and judiciously apply scholarship in (Marketing) Communication

PG Certificate

The overall purpose of the programme is to provide a differentiated understanding of marketing and communication.

In particular the programme aims to:

- Provide an understanding of different types of communication, in particular intercultural, cross-cultural, non-mediated (face-to-face) and mediated (telephone, internet, etc.) communication
- Raise the awareness of the strategies, content and methods of the marketing function, both within corporations and as a service industry.

Programme learning outcomes – the programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

Knowledge and understanding

MA

- Demonstrate a critical understanding of different types of communication, in particular intercultural, cross-cultural, non-mediated (face-to-face) and mediated (telephone, internet, etc.) communication;
- Demonstrate a critical understanding of models of consensus-generation, agenda-setting, opinion-formation and communicative interaction;
- Demonstrate an awareness of the issues and concerns involved in strategic communication, in marketing communication and intercultural communication;
- Demonstrate a comprehensive knowledge of the strategies and content and methods of the marketing function, both within corporations and as a service industry;
- Demonstrate a comprehensive knowledge of the strategies and processes of social interaction either spoken or written;
- Demonstrate a critical understanding of the role of marketing with particular reference to international case studies.
- Demonstrate an appreciation of the different frames for analysing social interaction to be applied to the research work required for the writing of the MA dissertation. This would involve: the collection, analysis and manipulation of data of diverse kinds from a variety of theoretical and methodological perspectives, an awareness of the (dis)advantages of each frame and/or method and, consideration of the ethical issues involved in data collection and storage relative to the (sub) cultures examined.
PG Diploma
- Demonstrate an accurate understanding of different types of communication, in particular intercultural, cross-cultural, non-mediated (face-to-face) and mediated (telephone, internet, etc.) communication;
- Demonstrate good awareness of the issues and concerns involved in mediated and non-mediated intercultural communication;
- Demonstrate good knowledge of the strategies and processes of social interaction either spoken or written;
- Demonstrate good knowledge of the strategies and content and methods of the marketing function, both within corporations and as a service industry;
- Demonstrate a good understanding of the role of marketing with particular reference to international case studies.

PG Certificate
- Demonstrate an understanding of different types of communication, in particular intercultural, cross-cultural, non-mediated (face-to-face) and mediated (telephone, internet, etc.) communication
- Demonstrate an awareness of the strategies, content and methods of the marketing function, both within corporations and as a service industry.

Intellectual / cognitive skills

MA
- Demonstrate an ability to create and carry out a project in the field of (non) professional communication of significant complexity;
- Demonstrate an ability to reflect upon the knowledge gained and incorporate this into independent learning strategies;
- Critically appreciate the different frames for analysing social interaction to be applied to the research work required for the writing of the MA dissertation.

PG Diploma
- Demonstrate an ability to create and carry out a project in the field of (non) professional communication of significant complexity;
- Demonstrate an ability to reflect upon the knowledge gained and incorporate this into independent learning strategies.

PG Certificate
- Demonstrate an ability to carry out a project in the field of (non)professional communication under supervision.

Professional practical skills

MA
- Demonstrate an ability to create appropriate strategies for effective communication with members of the same and/or other (sub)cultures;
- Demonstrate the capacity to evaluate communication processes already in place in different contexts and implement marketing communication policies.

PG Diploma
- Demonstrate the capacity to evaluate marketing communication processes already in place in different contexts.

PG Certificate
- Demonstrate an ability to communicative effectively in written or spoken interaction.
Key / transferable skills

MA
• Demonstrate the capacity to work both independently and with others in order to achieve common goals;
• Demonstrate an ability to manage learning self-critically.

PG Diploma
• Demonstrate the capacity to work both independently and with others in order to achieve common goals

PG Certificate
• Demonstrate an ability to communicative effectively in written or spoken interaction.

17. Programme structure – including the route / pathway / field requirements, levels modules, credits, awards and further information on the mode of study.

All programmes operate on a 15 credit modular structure over two semesters. All taught modules are semester based and are worth 15 credits, which is indicative of 150 hours of learning, comprised of student contact, private study and assessment. Project and dissertation modules can be either 15, 30, 45 or 60 credits and, additionally Master’s dissertations 90 credits.

The MAs comprise three compulsory modules and one optional module in each semester. Optional modules may be subject to change from year to year contingent upon staff availability. Each module involves two contact hours per week over 11 weeks. The value of a module is rated against a notional workload norm. Taught postgraduate modules are rated at 15 credits each and taken to require a minimum of 150 hours of work (including contact hours, reading, and completion of assessment tasks). The dissertation, rated at 60 credits, is correspondingly assumed to involve a minimum of 600 hours of self-study time. Students submit an outline of their dissertation project in April and are allocated a supervisor in May. They typically work on their dissertations from the end of May until the end of August with a view to submitting it in early September. From May until August students have three one-hour meetings with their supervisors and receive written feedback on a draft of each chapter. In addition to this, 8 hourly long dissertation sessions are offered throughout the year and students are welcome to discuss their projects with the Programme Leader on a one-to-one basis or in small groups.

Credits achieved from completing the dissertation / final project module cannot be attributed to a subsidiary award. Students are unable to submit their dissertation until they have successfully completed their taught modules.

This programme is studied full-time over one academic year. In order to achieve the principal award of an MA a student must complete 180 credits, with a minimum of 150 credits at FHEQ level 7 and the remainder at FHEQ level 6. Students are also eligible to exit the programme with the following subsidiary awards:

- PG Dip – 120 credits with a minimum of 90 credits at FHEQ level 7 and the remainder at FHEQ level 6
- PG Cert – 60 credits with a minimum of 45 credits at FHEQ level 7 and the remainder at FHEQ level 6

In order for students to progress they must achieve a minimum average of 50%.

Programme adjustments (if applicable)
N/A

<table>
<thead>
<tr>
<th>FHEQ Level (7): Potential awards – MA / PG Cert / PG Dip</th>
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<tbody>
<tr>
<td>Module code</td>
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<tr>
<td>-------------</td>
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</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Module</th>
<th>Type</th>
<th>Volume</th>
<th>Year</th>
</tr>
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<tbody>
<tr>
<td>CMCM017</td>
<td>Introduction to Research Methods</td>
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<td>15</td>
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<tr>
<td>MANM017</td>
<td>Marketing</td>
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<td>1</td>
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<tr>
<td>MANM011</td>
<td>International Marketing Management</td>
<td>Compulsory</td>
<td>15</td>
<td>1</td>
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<td>MANM018</td>
<td>Marketing Communications</td>
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<td>MANM171</td>
<td>Strategy</td>
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<td>CMCM002</td>
<td>Interpersonal Communication</td>
<td>Compulsory</td>
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<td>CMCM013</td>
<td>Global Diversity in Language and Communication</td>
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<td>LIN3002</td>
<td>Professional Communication</td>
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<td>2</td>
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<td>CMCM059</td>
<td>Identity: Marketing and Communication in Practice</td>
<td>Optional</td>
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<td>2</td>
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<tr>
<td>CMCM057</td>
<td>Globalisation: Theories, Discourses and Practices</td>
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</tr>
<tr>
<td>CMCM058</td>
<td>Organisations and Written Communication</td>
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<td>CMCM015</td>
<td>Dissertation</td>
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<td>Summer</td>
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</tbody>
</table>

How many optional modules must a student choose in order to achieve the necessary amount of credits to achieve this level? 2

18. Opportunities for placements / work-related learning / collaborative activity – please indicate if any of the following apply to your programme

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Tutor(s)/Guest Speakers/Visiting Academics</td>
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<tr>
<td>Professional Training Year (PTY)</td>
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<tr>
<td>Placement(s) (study or work that are not part of the PTY or Erasmus Scheme)</td>
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<tr>
<td>Clinical Placement(s) (that are not part of the PTY Scheme)</td>
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<tr>
<td>ERASMUS Study (that is not taken during Level P)</td>
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<td>Study exchange(s) (that are not part of the ERASMUS Scheme)</td>
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<td>Dual degree</td>
<td>N/A</td>
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</table>

19. Quality assurance

The Regulations and Codes of Practice for taught programmes can be found at: [http://www.surrey.ac.uk/quality_enhancement/index.htm](http://www.surrey.ac.uk/quality_enhancement/index.htm)