Programme Specification – 2016/17

1. Awarding body
   University of Surrey

2. Teaching institution (if different)
   N/A

3. Final award and programme/pathway title
   MSc International Marketing Management

4. Subsidiary award(s) and title(s)
   Award     Title
   PG Cert   PG Dip

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>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time</td>
<td>Y</td>
</tr>
<tr>
<td>Full-time with PTY</td>
<td>N</td>
</tr>
<tr>
<td>Part-time</td>
<td>N</td>
</tr>
<tr>
<td>Distance learning</td>
<td>Y</td>
</tr>
<tr>
<td>Short course</td>
<td>N</td>
</tr>
</tbody>
</table>

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, Surrey Business School

13. Programme Leader
    Dr Alvina Gillani

14. Date of production/revision of the specification
    September 2016

15. Educational aims of the programme
    The programme aims to provide a high quality, vocational education which is intellectually rigorous and up-to-date, as well as relevant to the needs of existing and future managers, executives and other professionals in international marketing management. In addition to subject-specific knowledge, the programmes aim to develop generic management skills necessary to be effective in today’s challenging business environment.

    The programme has a business management orientation related to international marketing management and draws upon a range of cognate areas of study to explain and analyse this business function. It takes an integrated approach so as to provide a coherent exploration of the inter-relationships between the various components. The programme is international in scope and coverage, and lecturers draw upon the most recent research to inform their teaching. The programmes aim to develop students as independent and reflective learners, able to continue their learning once in their chosen profession.

16. 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
- A systematic, in-depth understanding of the development, issues and influences relevant to international marketing management.
- A high level of theoretical and applied knowledge of the management, operation, organisation and provision of business sector education.
- An understanding of the research process.

### Intellectual / cognitive skills

- An ability to independently critically evaluate approaches and techniques relevant to international marketing management.
- An ability to evaluate outcomes and accurately assess/report on own/others’ work with justification and relate them to existing knowledge structures and methodologies
- An ability to demonstrate high level learning and problem solving abilities in the range of modules studied.

### Professional practical skills

- An ability to conduct research and produce a high quality Dissertation: this includes the ability to select, define and focus upon an issue at an appropriate level; to develop and apply relevant and sound methodologies; to analyse the issue; to develop recommendations and logical conclusions; to be aware of the limitations of the research work.
- An ability to identify modifications to existing knowledge structures and theoretical frameworks and therefore to propose new areas for investigation, new problems, new or alternative applications or methodological approaches.

### Key / transferable skills

A range of generic skills relevant to the needs of existing and future managers, executives and professionals, irrespective of their sector of operation. These will include analysis and synthesis, oral and written communication, computing/IT literacy, critical reasoning, data analysis, organisation and planning, problem solving, independent and group working and research.

### 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.

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 and part-time over two academic years. In order to achieve the principal award of an MSc 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

FHEQ Level 4: potential awards – Cert HE

<table>
<thead>
<tr>
<th>Module code</th>
<th>Module title</th>
<th>Core/compulsory/optional</th>
<th>Credit volume</th>
<th>Semester (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANM169</td>
<td>Research Methods</td>
<td>Compulsory</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>MANM017</td>
<td>Marketing</td>
<td>Compulsory</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>MANM009</td>
<td>International Business Management</td>
<td>Compulsory</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>MANM011</td>
<td>International Marketing Management</td>
<td>Compulsory</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>MANM297</td>
<td>Accounting and Finance for Business</td>
<td>Compulsory</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM012</td>
<td>International Marketing Investigation</td>
<td>Compulsory</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM018</td>
<td>Marketing Communications</td>
<td>Compulsory</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM047</td>
<td>Consumer Behaviour</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM003</td>
<td>E-Business</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM139</td>
<td>International Retailing</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM171</td>
<td>Strategy</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM299</td>
<td>Digital Marketing and Social Media</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM013</td>
<td>International Trade</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM017</td>
<td>Introduction to Marketing Analytics</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM061</td>
<td>Dissertation</td>
<td>Core</td>
<td>60</td>
<td>Summer</td>
</tr>
</tbody>
</table>

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

Choose one optional module out of seven.

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

Associate Tutor(s) / Guest Speakers / Visiting Academics
N/A

Professional Training Year (PTY)
N/A

Placement(s) (study or work that are not part of the PTY or Erasmus Scheme)
N/A

Clinical Placement(s) (that are not part of the PTY Scheme)
N/A

ERASMUS Study (that is not taken during Level P)
N/A

Study exchange(s) (that are not part of the ERASMUS Scheme)
N/A

Dual degree
N/A

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