Programme Specification for MA International Marketing

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| **1. Programme title** | MA International Marketing |
| **2. Awarding institution** | Middlesex University |
| **3. Teaching institution** | Middlesex University |
| **4. Programme accredited by** | N/A |
| **5. Final qualification** | MA/ PGDip/PGCert |
| **6. Academic year** | 2012/2013 |
| **7. Language of study** | English |
| **8. Mode of study** | Full-time/ Part-time |

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| **9. Criteria for admission to the programme**  **1.1: MA and PG Diploma:** Applicants should normally have:   1. A good Honours degree in a marketing, business or communication related field awarded by a UK university, or 2. An equivalent qualification accepted by the Academic Registry of the University, or 3. A professional qualification deemed to be of an equivalent standard. 4. Applicants with a degree in a different field may be considered providing that they can demonstrate extensive professional experience in the area of marketing or marketing communication.   Those without formal qualifications are welcome to apply, and may be required to submit a GMAT score of 550 (or above) and/or come in for an interview. Additionally, these applicants will need to provide evidence of a minimum of three years of middle to senior management experience in a relevant industry (e.g. marketing).  Overseas students whose first language is not English, or who have not been taught in the English medium throughout and whose first degree is not from a British university, must have one of the following English language qualifications: IELTS 6.5 or TOEFL 580 (paper based) 237 (computer based) score. Additionally the applicant may be asked to attend an interview. |

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| **10. Aims of the programme** |
| This programme is a specialised degree for students wishing to embark on a career in international marketing and they apply theories of marketing in an increasingly globalised and internationally competitive market place. The programme covers both goods and services and explores the efficacy of evolving theories that may guide the development of effective cross-border marketing strategies.  The programme aims to provide students with a strong foundation in marketing, marketing communications; the knowledge and skills to critically analyze the leading international marketing, political and economic and cross-cultural theories; and the ability to apply these theories to a range of real world situations across different countries.  Students will study a range of modules linking the theoretical frameworks of political, economic frameworks and marketing/international marketing strategy. A wide range of different issues will be analysed in order to provide a solid foundation for a successful career in the dynamic international environment.  The final component of the programme is a dissertation that is a focused and directed investigation of a specific issue related to international marketing strategy or communications.  Overall the programme development is founded on the QAA benchmark statements for Masters Programmes in Business and Management. The MA in International Marketing aims to achieve the following outcomes:   * An understanding of the relationship between marketing and other organisational functions and activities; the external environment, and external risk factors and how they are managed; * Application of marketing knowledge to a range of complex situations within national and international contexts; * A critical awareness of current issues in cross-cultural marketing which are informed by leading edge research and practice in the field; * An ability to communicate and negotiate in cross-cultural settings; * An understanding of appropriate techniques of research and enquiry sufficient to allow detailed investigation into relevant issues in the global economy; including the ability to acquire and analyse data and information; evaluate their relevance and validity; synthesise a range of information to solve or address international and cross-cultural issues; and to complete research reports and projects.   *N.B.: A PG Cert and PG Dip students achieve these aims to a limited extent in the context of the modules taken as part of their study* |

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| **11. Programme outcomes** | |
| **A. Knowledge and understanding**  On completion of this programme the successful student will have knowledge and understanding of :   1. The role of marketing in contemporary organisations within and across borders 2. The leading models, concepts and theories of strategic marketing management and strategic marketing communications in contemporary and multinational organisations 3. The role and strategic use of marketing, marketing communications and cross-cultural related research 4. The theories and concepts associated with international and cross-cultural marketing. 5. The ethical, cross-cultural and global challenges facing marketing decision makers | **Teaching/learning methods**  Students gain knowledge and understanding through lectures and directed reading of textbooks and academic articles. Further opportunities to develop this understanding are provided through seminar classes. Computer-assisted learning (CD-ROM and/or Web based materials) is used to reinforce understanding of these fundamental concepts.  **Assessment Method**  Students’ knowledge and understanding is assessed by understanding of 1-5 is through a combination of examinations and formative and summative assessed coursework. |
| **B. Cognitive (thinking) skills**  On completion of this programme the successful student will be able to:   1. Analyse a marketing or cross-cultural issue using relevant theoretical frameworks and practical data and devise alternative responses 2. Evaluate alternative marketing and strategies to narrow the gap between actual and desired behaviour in national and international strategy development 3. Correctly apply abstract marketing specific theories and relevant research to practical marketing situations in an international context 4. Identify and solve strategic marketing problems in an international context using relevant theoretical models and practices 5. Identify, analyse and manage cultural differences | **Teaching/learning methods**  Students learn cognitive skills through tasks undertaken within seminar classes and relevant exercises/ course works. The principal learning method employed is the case study, which may be historical or “live” (including the acquisition of data).  **Assessment Method**  Students’ cognitive skills are assessed by coursework assignments, presentations and seen/unseen written examinations. Case study based assessments provide the opportunity to demonstrate all of 1-5. |
| **C. Practical skills**  On completion of the programme the successful student will be able to:   1. Critically evaluate some of the latest thinking in marketing, marketing communications and international marketing 2. Undertake a thorough scan of the marketing environment of an organisation and identify relevant threats and opportunities at the national and international levels 3. Critically evaluate, interpret and integrate marketing research data to guide decision making and communications strategy development in international markets 4. Develop strategic options and select potentially effective strategies 5. Develop effective marketing communications plans tailored to an organisation's international operations 6. Implement, manage and critically evaluate an international marketing programme | **Teaching/learning methods**  Students learn practical skills through Historical as well as ‘live’ case studies facilitate the acquisition of 1-6.  Other forms of course work assignments are also widely used for 1-6.  **Assessment Method**  Students’ practical skills are assessed by Course work and case study based projects are the main tools used for assessing 1-6. |
| **D. Graduate Skills**  On completion of this programme the successful student will be able to:   1. Make a reasoned and articulate presentation of the results of their analyses 2. Be able to select, evaluate, and present relevant numerical management information 3. Use information technology 4. Provide constructive feedback on the ideas of others 5. Manage time and work to deadlines 6. Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate conclusions clearly to a range of audiences 7. Be pro-active in recognising the need for change and have the ability to manage change; 8. Be adaptable, and show originality, insight, and critical and reflective abilities 9. Make decisions in complex and unpredictable situations 10. Operate effectively in a variety of team roles and take leadership roles where appropriate   11. Be self-directed and able to act autonomously in planning and implementing projects at professional levels; be self aware and sensitive to diversity in people and different cultures  12. Take responsibility for continuing to develop their own knowledge and skills. | **Teaching/learning methods**  Students acquire graduate skills through skills which will be cumulatively developed throughout the programme and be assessed as appropriate through formative and summative assessment methods.  **Assessment method**  Students’ graduate skills are assessed by |

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| **12. Programme structure (levels, modules, credits and progression requirements)** |
| **12. 1 Overall structure of the programme** |
| The programme is studied over one year full-time or over two years part-time. It is divided into study units called modules. Students study four modules, each with a credit value of 30, plus a 60-credit dissertation module. Each 30-credit module represents approximately 300 hours of student learning, endeavour and assessment including up to a maximum of 36 hours of teaching. Modules are designated at level 7, indicating significantly advanced study.  Additionally, the programme features a residential week. The aim of this experience is to enhance group cohesion whilst consolidating various aspects of the marketing curriculum.  **PG Certificate**  Students can choose to exit from the programme with a PG certificate if they achieve 60 credits by successfully completing MKT4100 and MKT4030  **PG Diploma**  Students can choose to exit from the programme with a PG Diploma if they achieve 120 credits by successfully completing the required four taught modules, not including the dissertation or applied project. |

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| **12.2 Levels and modules**  **Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below.** | | |
| Level 4 (1) | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:  MKT4100 (30 credits)  MKT4030 (30 credits)  MKT4016 (30 credits)  MKT4023 (30 credits)  MKT4009\* (60 credits) |  | Students must successfully complete MKT4100 and MKT4023 if they are to exit with a PG Certificate in International Marketing.  Students must successfully complete MKT4100, MKT4030, MKT4016, and MKT4023 if they are to exit with a PG Diploma in International Marketing |

**\*** *The exact learning outcomes of MKT4009 will depend on the nature and chosen topic of the dissertation or applied project.*

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| ***12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)*** | |
| ***Module level*** | ***Module code*** |
| *N/A* |  |

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| **13. A curriculum map relating learning outcomes to modules** |
| **See Curriculum Map attached** |

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| **14. Information about assessment regulations** |
| Please refer to guide and regulations handbook. |

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| **15. Placement opportunities, requirements and support (if applicable)** |
| N/A |

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| **16. Future careers (if applicable)** |
| Graduates will normally go into marketing careers or related areas on graduation. Indications are that this career market will remain buoyant for the foreseeable future.  The Hendon Campus Careers Service offer postgraduate students support in planning their career. The Chartered Institute of Marketing, Institute of Direct Marketing, Institute of Practitioners in Advertising and many other professional bodies offer career support to members and highlight job opportunities for all graduates. |

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| **17. Particular support for learning (if applicable)** |
| All marketing modules benefit from support of dedicated myUniHub websites, module handbooks and an extensive collection of online and hard copy learning resources. |

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| **18. JACS code (or other relevant coding system)** | N550 |
| **19. Relevant QAA subject benchmark group(s)** | Masters in Business Management |

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| **20. Reference points**  The following reference points were used in designing the programme.   * QAA Subject Benchmark Masters in Business and Management (Type I (A)) * QAA Framework for Higher Education Qualifications * Middlesex University Learning, Teaching and Assessment Strategy * Middlesex University Business School Mission and Vision   Marketing Group Learning. Teaching and Assessment Strategy |

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| **21. Other information** |
| Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the student programme handbook and the University Regulations. |

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