

Programme Specification and Curriculum Map for MA International and Cross-Cultural Marketing



1. Programme title	MA International and Cross-Cultural 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	2009/2010
7. Language of study	English
8. Mode of study	Full-time / Part-time

9. Criteria for admission to the programme

9.1: MA and PG Diploma:

Applicants should normally have:

- a good Honours degree in a marketing, business or communication related field awarded by a UK university, or
- an equivalent qualification accepted by the Academic Registry of the University, or
- a professional qualification deemed to be of an equivalent standard.
- 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.

10. Aims of the programme

This programme is a specialised degree for students wishing to explore the link between cross-cultural psychology, marketing and consumer behaviour as they apply 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 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 cross-cultural psychology, intercultural communication 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 which is a focused and directed investigation of a specific issue within cross-cultural and 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 and Cross-Cultural 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

11. Programme outcomes

A. Knowledge and understanding

On completion of the programme, the successful student will have advanced knowledge and a critical understanding of:

1. the role of marketing and marketing communications 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

Teaching/learning methods

Acquisition of 1-5 is primarily 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

Testing of knowledge and understanding of 1-5 is through a combination of examinations and formative and summative assessed coursework

<p>challenges facing marketing decision makers</p>	
<p>B. Cognitive (thinking) skills On completion of the programme, the successful student will be able to:</p> <ol style="list-style-type: none"> 1. analyse a marketing or marketing communications or cross-cultural issue using relevant theoretical frameworks and practical data and devise alternative responses 2. evaluate alternative marketing and marketing communication strategies to narrow the gap between actual and desired behaviour in national and international strategy development 3. correctly apply abstract marketing and marketing communication specific theories and relevant research to practical marketing situations in an international context 4. identify and solve strategic marketing or marketing communication problems in an international context using relevant theoretical models and practices 5. Identify, analyse and manage cultural differences 	<p>Teaching/learning methods Acquisition of 1-5 is primarily achieved 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).</p> <p>Assessment method Testing of cognitive skills is through coursework assignments, presentations and seen/unseen written examinations. Case study based assessments provides the opportunity to demonstrate all of 1-5.</p>
<p>C. Practical skills On completion of the programme, the successful student will be able to:</p> <ol style="list-style-type: none"> 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 	<p>Teaching/learning methods 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.</p> <p>Assessment method Course work and case study based projects are the main tools used for assessing 1-6.</p>

<p>D. Graduate skills</p> <p>Upon completion of the programmes students should be able to:</p> <ol style="list-style-type: none"> 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. 	<p>Teaching/learning methods</p> <p>These skills will be cumulatively developed throughout the programme and be assessed as appropriate through formative and summative assessment methods.</p>
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N.B.: A PG Cert student achieves these learning outcomes to a limited extent in the context of the modules taken as part of their study.

N.N.B.: A PG Dip student achieves these learning outcomes to a limited extent with the exception of learning outcomes associated to MKT4009 (Dissertation)

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 4, 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 in International and Cross Cultural Marketing

Students can choose to exit from the programme with a PG certificate if they achieve 60 credits through the successful completion of MKT4007 and MKT4023.

PG Diploma in International and Cross-Cultural Marketing

Students can choose to exit from the programme with a PG Diploma if they achieve 120 credits, not including the dissertation

12.2 Levels and modules

COMPULSORY ¹	DESIGNATED	PROGRESSION REQUIREMENTS
All modules are at level 4		
MKT 4001 Contemporary Marketing Strategy (30 credits)	Compulsory <i>N.B.: for this programme all modules are compulsory</i>	
MKT 4003 Research in Marketing (30 credits)	Compulsory	
MKT 4007 Contemporary Issues in Integrated Marketing Communications (30 credits)	Compulsory	
MKT 4023 International and Cross-Cultural Marketing (30 credits)	Compulsory	
MKT 4009 Dissertation Module (60 credits)	Compulsory	

12.3 Non-compensatable modules

Module level	Module code

¹ Compulsory modules are those that must be taken, that is, the award cannot be made unless these modules have been successfully completed. Each of these modules carries 30 credits (apart from the dissertation which carries 60 credits) and makes a unique contribution to the learning objectives of the programme.

13. A curriculum map relating learning outcomes to modules

See Curriculum Map attached.

14. Information about assessment regulations

Refer to guide and regulations handbook

15. Placement opportunities, requirements and support

For programmes which have an integrated placement, the Business School Placement Office offers a series of workshops on CV writing, networking, job search and interview techniques to assist postgraduate students in finding suitable placements. Further information and guidance notes for students on work placements are available on <http://www.mdx.ac.uk/24-7/placement/index.htm>

The Business School Placement Office can be located in rooms WG23/4 (Williams Building) and contacted on 020 8411 5888.

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.

17. Particular support for learning (if applicable)

All marketing modules benefit from support of dedicated OASISplus websites, module handbooks and an extensive collection of online and hard copy learning resources.

Middlesex University Business School organises a regular programme of guest lectures by prominent speakers on key issues in business and marketing. MAIC students are strongly encouraged to attend these events.

18. JACS code (or other relevant coding system)

N550

19. Relevant QAA subject benchmark group(s)

Masters in Business and Management

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

21. Other information

Please note: this specification provides 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 can be found in the student programme handbook and the University Regulations.

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Curriculum Map for MA International and Cross-Cultural Marketing

Module Title	Module code	Programme outcomes															
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6
Contemporary Marketing Strategy	MKT4001	✓	✓			✓		✓	✓	✓		✓	✓	✓			
Research in Marketing	MKT4003			✓							✓	✓	✓	✓			
Contemporary Issues in Integrated Marketing Communications	MKT4007	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
International and Cross-Cultural Marketing	MKT4023	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓
Dissertation *	MKT4039				✓	✓			✓		✓	✓					
<i>Service-Learning/Volunteering Marketing Project**</i>	MKT4242	✓		✓	✓	✓	✓			✓	✓		✓	✓	✓	✓	✓

***The exact learning outcomes of MKT4049 will depend on the nature and chosen topic of the dissertation.**

****MKT4242 may be taken in lieu of MKT4001 only with permission of the programme director and hosting organisation and subject to the proposed project demonstrating the achievement of the relevant learning outcomes.**

Module Title	Module code	Programme outcomes											
		D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	D11	D12
Contemporary Marketing Strategy	MKT4001	✓					✓		✓		✓		
Research in Marketing	MKT4003	✓	✓								✓		
Contemporary Issues in Integrated Marketing Communications	MKT4007	✓	✓					✓	✓	✓	✓	✓	✓
International and Cross-Cultural Marketing	MKT4023	✓		✓	✓	✓		✓		✓		✓	
Dissertation *	MKT4039		✓	✓		✓	✓		✓			✓	✓
<i>Service-Learning/Volunteering Marketing Project**</i>	MKT4242	✓	✓	✓		✓	✓		✓	✓	✓	✓	✓

*****Graduate skills, for the most part, are developed holistically throughout the programme.**

Programme learning outcomes

Knowledge and understanding		Cognitive skills	
A1	the role of marketing and marketing communications in contemporary organisations within and across borders	B1	analyse a marketing or marketing communication or cross-cultural issue using relevant theoretical frameworks and practical data and devise alternative responses
A2	the leading models, concepts and theories of strategic marketing management ⁺ and strategic marketing communications in contemporary and multinational organisations	B2	evaluate alternative marketing ⁺ and marketing communication strategies to narrow the gap between actual and desired behaviour in national and international strategy development
A3	the role and strategic use of marketing, marketing communications, and cross-cultural related research	B3	correctly apply abstract marketing ⁺ and marketing communication specific theories to practical marketing situations in an international context
A4	the theories and concepts associated with international and cross-cultural marketing	B4	identify and solve strategic marketing or marketing communication problems in an international context using relevant theoretical models and practices
A5	the ethical, cross-cultural and global challenges facing marketing decision makers	B5	Identify, analyse and manage cultural differences
Practical skills		Graduate skills	
C1	critically evaluate some of the latest thinking in marketing, marketing communications and international marketing	D1	make a reasoned and articulate presentation of the results of their analyses
C2	undertake a thorough scan of the marketing environment of an organisation and identify relevant threats and opportunities at the national and international levels	D2	be able to select and present relevant numerical management information
C3	critically evaluate, interpret and integrate marketing research to guide decision making and communication strategy development in international markets	D3	use information technology
C4	develop strategic options and select potentially effective strategies	D4	provide constructive feedback on the ideas of others
C5	develop effective marketing communications plan tailored to an organisation's international operations	D5	manage time and work to deadlines
C6	implement, manage and critically evaluate an international marketing programme	D6	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

		D7	be pro-active in recognising the need for change and have the ability to manage change
		D8	be adaptable, and show originality, insight, and critical and reflective abilities
		D9	make decisions in complex and unpredictable situations
		D10	operate effectively in a variety of team roles and take leadership roles where appropriate
		D11	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
		D12	take responsibility for continuing to develop their own knowledge and skills.

Assessment Schedule for the MA International and Cross-Cultural Marketing Programme

Week Commencing	Teaching Week	MKT4001 Contemporary Marketing Strategy	MKT4003 Research in Marketing	MKT4007 Contemporary Issues in Integrated Marketing Communications	MKT4009 Dissertation *	MKT4023 International and Cross-Cultural Marketing	MKT4242 Service Learning
28-Sep-09	Week 1			ASSESSMENT DATES TO BE ADVISED			
05-Oct-09	Week 2						
12-Oct-09	Week 3						
19-Oct-09	Week 4						
26-Oct-09	Week 5						
02-Nov-09	Week 6						
09-Nov-09	Week 7	Case study presentations					
16-Nov-09	Week 8	Case study presentations & Portfolio submission 1					
23-Nov-09	Week 9						
30-Nov-09	Week 10						
07-Dec-09	Week 11	11/12 – Written case study submission					
14-Dec-09	Week 12	17/12 – Portfolio submission 2	19/12 – Individual coursework				
21-Dec-09	Christmas Vacation						
28-Dec-09	Christmas Vacation						
04-Jan-10	Christmas Vacation						
11-Jan-10	Week 13	Portfolio submission 3	15/1 - Individual Coursework 2000 Words				
18-Jan-10	Week 14						
25-Jan-10	Week 15						
01-Feb-10	Week 16						
08-Feb-10	Week 17	Portfolio submission 4			13/2 – Research proposal		
15-Feb-10	Week 18	18/2 - Portfolio due				19/2 – Coursework	

						due	
22-Feb-10	Week 19						
01-Mar-10	Week 20						
08-Mar-10	Week 21						
15-Mar-10	Week 22						
22-Mar-10	Week 23						
29-Mar-10	Week 24						
05-Apr-10	Easter Vacation						
12-Apr-10							
19-Apr-10	Exam WK1					20/4 – Coursework due	
26-Apr-10	Exam WK2		1/5 – Group coursework				
03-May-10	Exam WK3						5/5 – Project deadline

NB: For MKT4009 the final dissertation will be due in on 24th September 2010

Post Graduate Marketing Residential

The marketing residential has a number of objectives, with a key aspect being to enhance group cohesion whilst consolidating various aspects of the marketing curriculum. More specifically our residential aims to:

- Explore contemporary themes in marketing, off-campus and at diverse and stimulating locations;
- Develop a deeper understanding of how marketing and non-marketing functions interact in a range of situations;
- Develop group problem-solving and presentation skills

Accommodation for the residential will be in 4 star hotels.

Travel will be by coach, depending upon the location of the residential.

A welcome and end of residential dinner will be provided, along with breakfast, lunch and evening meal each day for the duration of the event.

Students must remember at all times that they are representatives of the University and their actions, good or bad, reflect upon the image of their institution.

Your Programme Leader, or designated member of staff, will make all the necessary risk assessments of the residential. Students will be contacted individually where activities may require specific consent and student counter signature.

Placements

For programmes which have an integrated placement, the Business School Placement Office offers a series of workshops on CV writing, networking, job search and interview techniques to assist postgraduate students in finding suitable placements. Further information and guidance notes for students on work placements are available on <http://www.mdx.ac.uk/24-7/placement/index.htm>

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