

INTERNATIONAL TOURISM MANAGEMENT (SEPTEMBER START) (MSc/PgDip/PgCert)
57N83SB1

FULL TIME ROUTE

Duration: 12 months full-time (MSc); 9 months full-time (PgDip); 4 months full-time (PgCert)

Content: Candidates must take the following compulsory courses

Stage 1

- PD5006 Getting Started at the University of Aberdeen (0 credit points)
- BU501K Consumer Behaviour (15 credit points)
- BU502M International Tourism Management (15 credit points)
- BU5039 Marketing Management (15 credit points)
- BU5072 Negotiation and Cross-Cultural Management (15 credit points)

Stage 2

All of the courses for Stage 1 plus

- BU552L Destination and Tourists (15 credit points)
- BU5573 Marketing Communications (15 credit points)
- BU5583 Research Practice (15 credit points)
- BU5579 Internationalisation (15 credit points)

Stage 3

All of the courses for Stage 2 plus

- BU5991 Digital Marketing (15 credit points)
- BU592R International Tourism Management Dissertation (45 credit points)

PART TIME ROUTE

Duration: MSc 24 Months (PT); PG Diploma 18 months; PgCert 8 Months.

Part time students will negotiate their programme of study with the Programme Leader.

Students undertake a programme of study as agreed with the programme leader, taking 90 credit points per year of study.

PLEASE SEE OVER →

Year 1

PD5006 Getting Started at the University of Aberdeen (0 credit points)

Up to 45 credit points from the following:

BU501K Consumer Behaviour (15 credit points)
BU502M International Tourism Management (15 credit points)
BU5039 Marketing Management (15 credit points)
BU5072 Negotiation and Cross-Cultural Management(15 credit points)

Up to 45 credit points from the following:

BU552L Destination and Tourists (15 credit points)
BU5573 Marketing Communications (15 credit points)
BU5583 Research Practice (15 credit points)
BU5579 Internationalisation (15 credit points)

Year 2

All students must take the following:

BU5991 Digital Marketing (15 credit points)
BU592R International Tourism Management Dissertation (45 credit points)

Plus 30 credit points from the following (courses taken in previous years cannot be taken again):

BU501K Consumer Behaviour (15 credit points)
BU502M International Tourism Management (15 credit points)
BU5039 Marketing Management (15 credit points)
BU5072 Negotiation and Cross-Cultural Management(15 credit points)

Plus 30 credit points from the following (courses taken in previous years cannot be taken again):

BU552L Destination and Tourists (15 credit points)
BU5573 Marketing Communications (15 credit points)
BU5583 Research Practice (15 credit points)
BU5579 Internationalisation (15 credit points)

Assessment: By a portfolio of course work, as prescribed for each course. The degree of MSc shall not be awarded to a candidate who fails to achieve a CGS Grade D3 in the relevant final stage course, irrespective of their performance in other courses.