

**GLOBAL BUSINESS COMMUNICATION (SEPTEMBER START) (MSc/PgDip/PgCert)
57Q19GB1**

Duration: 12 months full-time or 24 months part-time (MLitt); 9 months full-time or 21 months part-time (Postgraduate Diploma).

Content: Candidates must undertake the following curriculum

FULL TIME ROUTE

Stage 1

PD5006 Getting Started at the University of Aberdeen (0 credit points)
PD50C2 Critical Skills: Reading and Engagement (0 credit points)
PD55C1 Critical Skills: Research and Dissemination (0 credit points)
BU5039 Marketing Management (15 credit points)
LN5019 Communication Theory and Analysis (30 credit points)
BU5072 Negotiation and Cross-Cultural Management (15 credit points)

Stage 2

LN5510 Intercultural Communication (15 credit points)
LN5518 Institutional Discourse (30 credit points)
BU5573 Marketing Communications (15 credit points)

Stage 3

LN5905 Dissertation in Professional Communication (60 credit points)

PART TIME ROUTE

This route will run over two years. Students can take up to 120 credit points in a single year. LN5905 must be taken in Year 2. The following courses are compulsory and can be taken in either Year 1 or Year 2:

PD5006 Getting Started at the University of Aberdeen (0 credit points) (Must be taken Year 1)
PD50C2 Critical Skills: Reading and Engagement (0 credit points) (Must be taken in Year 1)
PD55C1 Critical Skills: Research and Dissemination (0 credit points) (Must be taken in Year 1)
BU5039 Marketing Management (15 credit points)
LN5019 Communication Theory and Analysis (30 credit points)
LN5510 Intercultural Communication (15 credit points)
LN5518 Institutional Discourse (30 credit points)
BU5072 Negotiation and Cross-Cultural Management (15 credit points)
BU5573 Marketing Communications (15 credit points)
LN5905 Dissertation in Professional Communication (60 credit points)

Assessment: By a combination of coursework, written and oral examinations where appropriate for each course. The degree of MLitt will not be awarded to a candidate who fails to achieve a CGS Grade of D3 or above in the dissertation, irrespective of their performance in other courses.