

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

BU5038 Interpersonal Management, Negotiation and Persuasion (15 credit points)

BU5039 Marketing Management (15 credit points)

BU5041 New Product & Service Development (15 credit points)

BU5043 Marketing Decision Making (15 credit points)

Stage 2

All of the courses for Stage 1 plus

BU5572 Consumer Behaviour (15 credit points)

BU5573 Marketing Communications (15 credit points)

BU5576 Business Model Innovation (15 credit points)

BU5583 Research Practice (15 credit points)

Stage 3

All of the courses for Stage 2 plus

BU5991 Digital Marketing (15 credit points)

BU5995 Dissertation (45 credit points)

Or

BU5996 Marketing Project (45 credit points)

Assessment: By course work, by written examination or by a combination of those, as prescribed for each course. The degree of MSc shall not be awarded to a candidate who fails to achieve a CGS D3 in the relevant dissertation course, irrespective of their performance in other courses.

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 up to 30 credit points per semester (90 credit points per year of study). BU5039 must be taken as part of the first year of study.

Year 1

All students must take the following:

BU5039 Marketing Management (15 credit points)

Plus 15 credit points from the following:

BU5038 Interpersonal Management, Negotiation and Persuasion (15 credit points)

BU5041 New Product & Service Development (15 credit points)

BU5043 Marketing Decision Making (15 credit points)

Plus up to 30 credit points from the following:

BU5572 Consumer Behaviour (15 credit points)
BU5573 Marketing Communications (15 credit points)
BU5576 Business Model Innovation (15 credit points)
BU5583 Research Practice (15 credit points)

Year 2

All students must take the following:

BU5991 Digital Marketing (15 credit points)

BU5995 Dissertation (45 credit points)

Or

BU5996 Marketing Project (45 credit points)

Plus 15 credit points from the following (courses taken in previous years cannot be taken again):

BU5038 Interpersonal Management, Negotiation and Persuasion (15 credit points)
BU5041 New Product & Service Development (15 credit points)
BU5043 Marketing Decision Making (15 credit points)

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

BU5572 Consumer Behaviour (15 credit points)
BU5573 Marketing Communications (15 credit points)
BU5576 Business Model Innovation (15 credit points)
BU5583 Research Practice (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.