

Programme Specification Pro-forma (PSP)

1. GENERAL INFORMATION	
1. Programme Title:	International Marketing
2. Final Award:	MSc International Marketing
	MSc International Marketing (with Professional Practice)
3. Exit Awards:	PgDip International Marketing
	PgCert International Marketing
4. Awarding Body:	Glasgow Caledonian University
5. Period of Approval:	February 2020
6. School:	GCU London
7. Host Department:	GCU London / British School of Leadership and Management
8. UCAS Code:	n/a
9. PSB Involvement:	n/a
10. Place of Delivery:	GCU London / Distance Learning (online)
11. Subject Benchmark Statement:	QAA Subject Benchmark Statements: Business and Management (Masters) (2015)
12. Dates of PSP Preparation/Revision:	April 2020

2. EDUCATIONAL AIMS OF THE PROGRAMME

The International Marketing programme aims to provide students with a comprehensive understanding of emerging themes and contemporary challenges that marketers face from increasingly interconnected and digitally linked marketplaces; the programme explores the strategies, policies and practices key to address these challenges in an international multi-cultural environment. Central to the programme is the development of personal and professional competence of students with an emphasis on responsible leadership and sustainable marketing practice in a multicultural international context.

The stated values of the International Marketing programme are to be intellectually challenging, vocationally relevant and to be responsive to student and industry needs. Given these values, the overall aim of the programme is to provide students with an intellectually challenging and vocationally relevant education to Masters level in the area of International Marketing that is not only internationally relevant but also truly global in its comprehensive coverage from branding to multi-channel communications, digital and social media marketing analytics, as well as strategic marketing planning to deliver customer value through innovation. This master degree will enhance student employability through participation in a wide-range of teaching and learning experiences including integrative case studies, group projects and presentations and industry speakers. Additionally, the standard one-year MSc International Marketing an optional two-year route is offered through adding a trimester of Professional Practice leading to MSc International Marketing (with Professional Practice) covering the same programme learning outcomes. The “with Professional Practice” two-year masters includes an additional trimester of professional practice prior to the final Research Project module giving students the opportunity to apply their learning and graduate with significant experience.

The programme aims to meet the needs of students who wish to pursue a career in marketing in an international setting. Students may come from a background of having studied a business related subject, who wish to gain a greater understanding of International Marketing to enhance their career opportunities. However, the programme will also be attractive to applicants who have studied non-business related subjects (e.g., engineering, social sciences, psychology, etc) at undergraduate level. The programme team believe the programme or modules within it will appeal to existing entrepreneurs and working

managers and the team is keen for practitioners to apply. The programme welcomes applications through the Flexible Entry route involving Credit Transfer and RPL.

The primary aim of this programme is to provide a broad, analytical and integrative study of International Marketing. Specifically, the educational aims are stated as follows:

- To provide a differentiated Masters level learning experience that combines common and programme specific modules allowing student to benefit from the school's expertise in marketing, organisational ethics, personal and professional development and its niche strengths in areas of applied leadership and management as well as its international orientation and research culture
- To offer students opportunities to simultaneously develop critical thinking skills, knowledge of contemporary and sustainable marketing practices and the personal and entrepreneurial abilities necessary to gain graduate employment in a domestic or international setting
- To offer a broad spectrum of knowledge relating to marketing and to develop attitudes and skills necessary to succeed as a responsible, independent and professional
- To develop critical research skills necessary for the successful completion of a complex and independently designed research project
- To develop students in-depth, applied and integrated knowledge of contemporary marketing management with a national and global context
- To facilitate practical and creative skills development in key areas of marketing centring on consumer behaviour, marketing planning, branding, use of digital technologies as well as product and service innovation, sourcing and logistics
- To offer specialist in-depth insights into the marketing activities and strategies of international organisations spanning private, public and third sectors as well as business to business and business to consumer settings
- To provide a range of opportunities for market analysis and decision making in the areas of marketing strategy and communication
- To provide the knowledge and practical skills necessary to develop and implement a brand in an multichannel environment

4. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

SCQF Level 11

Module Code	Module Title	Credits
MMN225001	Career Planning and Professional Development	15
MMN525004	Consumer Insights	15
MMW226503	Brand Lab and International Communications	15
MMW226522	Innovation and Global Marketing Logistics	15
MMW226525	International Marketing Strategy	15
MMW226467	International Marketing Concepts for Sustainable Practice	15
MMW226493	Digital Marketing, Analytics and Storytelling with Data	15
MMN225006	Introduction to Research Methods	15
Exit Award: PgCert in International Marketing		60
Exit Award: PgDip in International Marketing		120

MMW226498	Professional Practice: Work Experience*	60
MMW226494	Professional Practice: Consultancy Project*	60
MMW226500	Professional Practice: Entrepreneurial Bootcamp*	60
MMW226495	Professional Practice: Intercultural Competence*	60
MMW226497	Professional Practice: Research Project*	60
MMN225007	Research Project	60
Final Award: MSc International Marketing (PgDip plus 60 credits Research Project)		180
Final Award: MSc International Marketing (with Professional Practice) (PgDip plus 60 credits Research Project AND one of the Professional Practice modules marked with *)		240

8. ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students.

The Glasgow Caledonian University Assessment Regulations which apply to this programme, dependent on year of entry can be found at:

[GCU Assessment Regulations](#)