Introduction and Special Features

Marketing is a dynamic and diverse discipline that is central to the success of the organisation. This programme will introduce you to the exciting world of international marketing and will explore key aspects of the discipline, from marketing strategy to strategic brand management. The programme will also examine the challenges faced by marketers in today’s dynamic and competitive business environment and how such challenges can be overcome. You will be exposed to the latest contemporary research in international marketing to develop your critical thinking skills and develop and apply knowledge of the latest thinking in international marketing.

As a student on this programme you will develop your practical and professional skills through the use of live projects, contemporary case studies and a strategic marketing planning simulation. In addition, there will be regular inputs from industry experts and leading academics in the field, which will ensure that you are exposed to the latest industry and academic thinking – all of which lead to career readiness.

As with our entire postgraduate management suite of programmes, students will be taught about responsible management, sustainability, ethics, corporate social responsibility and the role of business in contemporary society.

There are nine ‘taught’ modules on the MSc International Marketing programme and they include Marketing focussed modules; Consumer Behaviour (MMB038), Strategic Brand Management (MMB046), Strategic Marketing Planning (MMB048), Marketing Communications (MMB049), Digital Marketing (MMB047) and Project Management (MMB041). In addition to the marketing focussed modules you will also learn about business more widely through exploring and analysing the business and critically evaluating the role of sustainability within the modern business environment.

Throughout the programme you will be encouraged to practise the marketing skills you have developed and also to apply the latest international marketing knowledge to a range of live projects and through simulation activity. One of the major pedagogic differences of the York St
John International Marketing programme is that on the module Project Management you will be challenged to apply what you have learnt throughout your studies within a multidisciplinary team of students whilst working with an organisation.

All students on the MSc programmes within York Business School complete a module of independent study which is titled the Research Investigation (MMB063). This module provides you with the opportunity to investigate in depth an area of particular interest to you that links with your programme of study. You will be supported in conducting this research by an academic from your field of interest. To support you in being able to conduct this work there are two modules Introduction to Research in Contemporary Business Issues (MMB064) and Applied Research in Contemporary Business Issues (MMB065) that all students on the MSc programmes within the Business School study. These modules provide you with the opportunity to engage with current academic and practitioner business debate and encourages you to explore a range of relevant business topics. The module has been designed in such a way that it promotes a multi-disciplinary approach, for example, you will receive input from a variety of disciplines (business and non-business) thus allowing you to see business issues from a variety of perspectives.

**Admissions Criteria**

You must meet the University’s general entry criteria for postgraduate study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see [https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/](https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/)).

If you do not have traditional qualifications, you may be eligible for entry on the basis of Accredited Prior (Experiential) Learning (APL/APEL). We also consider applications for entry with advanced standing.

**Programme Aims**

The aims of the programme are to:

- develop your knowledge of key areas in marketing, centring on strategic marketing, brand management, consumer behaviour, marketing communications and digital marketing, to provide the knowledge and skills necessary to develop and implement a strategic marketing plan / digital marketing strategy;
- develop a critical, reflective and integrated understanding of contemporary issues in marketing, policies and practices relating to the principles of responsible leadership, management, corporate social responsibility and sustainability;
- offer in depth insights into marketing activities and strategies of international organisations from the private, public and third sectors;
- provide advanced study of the key concepts of marketing, the management of customers, consumers, competition and communication within a changing global context;
- understand the importance of strategic marketing and its overall contribution to the strategic shape of the organisation, within a complex global environment;
- enable you to critically appraise key academic research in marketing and consumer research;
- develop your key marketing, business and lifelong learning skills in order for your to work with self-direction and originality.

**Programme Learning Outcomes**

YSJU Level M / NQF Level 7 / FHEQ M Programme Outcomes

On successful completion of Postgraduate Certificate you will be able to:

Knowledge and Understanding
1. demonstrate a systematic, integrated and critically aware understanding of marketing in an international context;
2. formulate critical awareness of current issues in marketing informed by leading edge research and practice;

Cognitive and Thinking Skills
3. demonstrate effective synthesis and analysis of information and knowledge in order to extract meaning and understanding;

Practical/Professional Skills
4. be adaptable, demonstrating originality, insight, critical and reflective abilities which can be brought to bear on problem situations;

Key Transferable Skills
5. be self-directed with the ability to act autonomously in planning and implementing decisions and strategies;
6. learn independently and to continue to work in a way that ensures continuing professional development.

On successful completion of Postgraduate Diploma you will be able to:

Knowledge and Understanding
1. demonstrate a systematic, integrated and critically aware understanding of marketing in an international and global context;
2. formulate critical awareness of current issues in international marketing informed by leading edge research and practice;
3. acquire a deep knowledge and understanding of organisations, competitors, customers and consumers within a changing global context;

Cognitive and Thinking Skills
4. demonstrate effective synthesis and analysis of information and knowledge in order to extract meaning and understanding;
5. extrapolate information critically and creatively within appropriate decision making techniques, in order to solve marketing problems and identify and evaluate options;
6. acquire a deep knowledge and understanding of marketing within a global context while being able to apply knowledge within a framework of environmental sustainability, corporate social responsibility and ethics;

Practical/Professional Skills
7. judge complex issues systematically and creatively, with the ability to develop sound analyses whilst dealing with incomplete data;
8. be adaptable, demonstrating originality, insight, critical and reflective abilities which can be brought to bear on problem situations;
9. make decisions in complex and unpredictable global market contexts, integrating knowledge of customer, consumer and competitors;

Key Transferable Skills
10. be self-directed with the ability to act autonomously in planning and implementing decisions and strategies;
11. learn independently and to continue to work in a way that ensures continuing professional development;
12. acquire the ability to use knowledge and information effectively to abstract meaning and share knowledge.

On successful completion of the MSc International Marketing you will be able to:
1. demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the study of marketing;
2. exhibit mastery in the exercise of generic and subject-specific intellectual abilities;
3. take a proactive, independent and self-reflective role in working and developing professional relationships with others;
4. demonstrate an advanced understanding of concepts, information and techniques informed by knowledge at the forefront of the study of marketing from a global perspective;
5. design, conduct, analyse and disseminate an extended independent piece of research relevant to the field of marketing from a global perspective from inception to completion.

Programme Structure

### Full-time

<table>
<thead>
<tr>
<th>Code</th>
<th>Level</th>
<th>Term</th>
<th>Title</th>
<th>Credits</th>
<th>Status of Module*</th>
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</thead>
<tbody>
<tr>
<td>MMB064</td>
<td>M 1</td>
<td></td>
<td>Researching Contemporary Business Issues - Part 1</td>
<td>15</td>
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</tr>
<tr>
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<td>Business and Sustainability</td>
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<td>Marketing Communications</td>
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<tr>
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<td>M 3</td>
<td></td>
<td>Research Investigation</td>
<td>45</td>
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*C: Compulsory, CP: Compulsory for progression to the next level, CA: Compulsory for award, O: option or E: elective.

### Part-time (2 year route)

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<th>Code</th>
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<td>Consumer Behaviour</td>
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<td>Strategic Marketing Planning</td>
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<tr>
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<td></td>
<td></td>
<td>Research Investigation</td>
<td>45</td>
<td>C</td>
</tr>
</tbody>
</table>

¹ Replaced by MMB076 The Psychology of Marketing w.e. from Semester 1 2018-19 - applicable to January starters

### Teaching, Learning and Assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, a guest speaker programme, tutorials, workshops and global café style learning activities. Each module tutor will adopt the best practices to facilitate your learning and development.

All taught contact sessions at York Business School are supported by a wide range of materials such as online resources. Study beyond the classroom reinforces and prepares you for the classroom delivered contact sessions, as well as directing and encouraging supported open learning and independent learning. Each module has a Virtual Learning Environment (VLE) where you and other Masters level students will be encouraged to be involved with online debate and collaborative approaches to learning.

All modules listed above are assessed through a programme of work undertaken whilst studying for the MSc International Marketing programme. A range of assessment tools are used including presentations, critical essays, portfolios, live projects, reflective journals and case study work. Each module tutor will provide opportunities for formative assessment feedback to inform your work prior to submission.

You will receive detailed feedback on assessment to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

All students of York Business School receive the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of business management.

### Progression and Graduation Requirements

The University’s [general regulations for awards](#) apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section.

Marks from the modules MMB063 (Research Investigation) and MMB065 (Applied Research in Contemporary Business Issues) will be used for classification in borderline cases.

The MSc Marketing exit award is to be awarded to for successful achievement of 150 or 165 credits at masters level, without a pass in both of the compulsory for award modules.

### Internal and External Reference Points

This programme specification was formulated with reference to:

- [University Mission Statement](#) [see page two]
- [Strategic Plan 2015-20](#) [see page four]
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

### Further Information

Further information on the programme of study may be obtained from:

- Admissions entry profile (Admissions)
• Programme validation document (Registry – Academic Quality Support)
• Regulations (Registry – Academic Quality Support)
• Student programme handbook (school)
• Module handbooks (school).

Date written / revised: 18/03/15
first delivery 2015
QSC PASP approved new modules 04-07-17