

Programme Regulations 2009/10

Degree of Master of Science in International Agriculture and Food Marketing

Code: 5019

Notes:

- (i) *These programme regulations should be read in conjunction with the University's Masters Progress Regulations and Examination Conventions.*
- (ii) *A core module is a module which a student must pass, and in which a fail mark may neither be carried nor compensated; such modules are designated by the board of studies as essential for progression to a further stage of the programme or for study in a further module.*
- (iii) *A compulsory module is a module which a student must take.*

1. Programme structure

- (a) The programme is available for study in both full-time and part-time modes.
- (b) The period of study for full-time mode shall be one year starting in September. The period of study for part-time mode shall normally be two years starting in September.
- (c) The programme comprises modules to a credit value of 180.
- (d) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>
ACE8001	Research Methods and Project Management	20	10	10		7	
ACE8009	International Agricultural and Food Markets	20	10	10		7	
ACE8011	Markets and Marketing Analysis	20	10	10		7	
ACE8046	International Food Marketing and Policy	10	10			7	
ACE8095	Dissertation	60			60	7	
NBS8506	Principles of Marketing	10	10			7	
NBS8507	International Marketing	10		10		7	

- (e) All candidates shall select further modules to a total of 30 credits, normally chosen from the following :

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>
ACE8012	Agri-food Industry Management	20	10	10		6	

NBS8501	Supply Chain Management (PG)	10		10		7	
NBS8502	Marketing Theory and Criticism	10	10			7	
NBS8503	Direct Marketing	10		10		7	
NBS8505	Quantitative Techniques for Marketing	20	10	10		7	
NBS8509	International Brand Management	10		10		7	
NBS8510	International Marketing Communications Management	10		10		7	

With the approval of the Degree Programme Director and depending upon the academic background of the candidate alternative optional modules to those listed above may be selected.

2. Assessment methods

Details of the assessment pattern for each module are explained in the module outline.

3. Progress

Before proceeding from stage 1 to stage 2 a part-time candidate must satisfy the examiners in the assessment specified for each module of that stage.