

PROGRAMME SPECIFICATION



1	Awarding Institution	Newcastle University
2	Teaching Institution	Newcastle University
3	Final Award	MSc
4	Programme Title	International Marketing
5	UCAS/Programme Code	5145
6	Programme Accreditation	Chartered Institute of Marketing
7	QAA Subject Benchmark(s)	N/A
8	FHEQ Level	M
9	Date written/revised	30 th April 2008

10 Programme Aims

- To produce graduates possessing deep knowledge and understanding of marketing theories and an ability to apply this within an international framework.
- To provide advanced skills in the analysis of markets in an international context,
- To develop logical thinking and critical analysis.
- To equip graduates with a suite of key skills including the abilities to communicate effectively, to employ IT and library resources appropriately, to prioritise work and meet deadlines, to use initiative and to solve problems.
- To provide a programme which satisfies the QAA subject benchmarks for Masters awards in business and marketing
- To offer graduates a route to a professional qualification accredited by the Chartered Institute of Marketing (CIM), or to pursue postgraduate research.

11 Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

Knowledge and Understanding

A successful student will have gained and be able to demonstrate:

- A1 A systematic understanding and critical awareness of marketing and international marketing theory.
- A2 An ability to apply relevant theory to particular international case studies, markets and issues.
- A3 An advanced knowledge of analytical frameworks and tools useful to the measurement and explanation of market performance and consumer behaviour.
- A4 An understanding of appropriate research techniques to allow for detailed investigation into relevant international marketing issues and problems.

Teaching and Learning Methods

Teaching Strategy

The primary means of imparting knowledge and understanding in all the above is through lectures supplemented, as appropriate, with seminars, tutorials and computer classes, and

students' independent study. Knowledge and understanding are promoted further by case studies and exposure to current literature. A4 is enhanced by the undertaking of an individual dissertation requiring a substantial literature review and, typically, primary data collection and analysis. This follows a dedicated taught module in research methods.

Learning strategy

Throughout the taught component of the programme, students are encouraged and expected to engage in independent reading and thinking. They are supported in this by the provision of reading lists relating to each module. Students are also encouraged to engage in group discussions of course material for student-led seminars and reflection on case studies.

Assessment Strategy

Knowledge and understanding are assessed through a mixture of written examinations, held at the end of each module and a variety of continuous forms of assessment, including essays, problem-solving exercises and case studies. There is also a 60 credit dissertation based on individual research which is assessed by means of progress plans in addition to the final written report.

Intellectual Skills

On completing the programme students should be able to:

- B1 Conceptualise real world problems using analytical frameworks drawn from marketing, international marketing and international business theory.
- B2 Deploy a range of qualitative and quantitative techniques to measure and analyse market performance and consumer behaviour.
- B3 Present data and research findings in written format according to accepted disciplinary conventions.
- B4 Competently undertake research in the field of international marketing.

Teaching and Learning Methods

Teaching Strategy

Compulsory modules present the key analytical frameworks of marketing and international business, and then case studies and empirical examples are used to illustrate application of these frameworks (B1). B2, B3 and B4 are addressed specifically by a dedicated 20 credit module in research methods which covers, in depth, the alternative methodologies for undertaking research to international business and marketing problems.

Learning Strategy

Students are encouraged to develop subject specific skills via study of the core syllabus supplemented by appropriate reading material on research methods, to which they are directed. Learning is further enhanced by active participation in seminars and group discussions in the compulsory modules. Opportunity for focused individual learning is offered via the dissertation, where students, guided by a supervisor, design and execute their own research projects on a relevant topic of their choice.

Assessment Strategy

B1 is assessed primarily unseen written examinations and a variety of continuous forms of assessment, including essays, problem-solving exercises and case studies. Elements of B2-B4 are also assessed in these ways. However, the main assessment vehicles for subject specific and professional skills are the research methods and project management module and dissertation, where students prepare, and received feedback on, a proposal and plan relating to their topic, before commencing the major part of their dissertation research.

Practical Skills

On completing the programme students should be able to:

- C1 Adopt a critical approach to the evaluation of alternative theories relevant to international marketing problems.

<p>C2 Critically appraise market data and information offered from different sources.</p> <p>C3 Question or challenge accepted ideas or assumptions.</p> <p>C4 Identify gaps or weaknesses in existing knowledge, derive valid hypotheses based on these, and identify appropriate means of testing them.</p>
Teaching and Learning Methods
<p><i>Teaching Strategy</i></p> <p>Cognitive skills are developed progressively throughout the programme in modules containing seminars, case studies and small group discussions. Typically, lecture material includes leading edge or recent research that offers new or challenging insights to existing problems. In particular, critical appraisal skills are developed via compulsory modules in principles of marketing and international marketing. The module on international brand management will draw heavily on refereed journal articles and call for critical assessment of leading theories. The research methods module also encourages students to take a critical approach to data collection and analysis.</p> <p><i>Learning Strategy</i></p> <p>Throughout the programme, students develop cognitive skills by participating in group discussions, case study analysis and scrutiny of research findings and evidence. The dissertation offers the opportunity for students to apply their cognitive skills in-depth, guided by their supervisor. Design, execution and reporting of the final dissertation project enhance the learning of these skills in a focused manner.</p>
Assessment Strategy
<p>Cognitive skills are assessed through various forms of coursework, including essays and case studies, in addition to unseen written exams. In particular, these skills are tested via the assessment methods of the compulsory module in international marketing. In this, students are required to undertake reviews of the literature on specific marketing topics, following a guided framework that obliges students to compare, contrast, and give their critical views on different journal articles.</p>
Transferable/Key Skills
<p>On completing the programme students should be able to:</p> <p>D1 Communicate clearly and effectively in ways that would be expected at a managerial level in professional international marketing environments.</p> <p>D2 Make effective use of library and other sources of information.</p> <p>D3 Make effective use of communication and information technology.</p> <p>D4 Plan, organise and prioritise work effectively to meet deadlines and objectives.</p> <p>D5 Work independently, with initiative and adaptability.</p> <p>D6 Employ problem-solving skills.</p>
Teaching and Learning Methods
<p><i>Teaching Strategy</i></p> <p>Key skills are taught formally in the research methods module. Dedicated sessions on information and database skills are delivered by library professionals at the start of the course. Management of workload in order to meet deadlines is promoted by means of a strict coursework timetable, and students are assisted in this by provision of time management guidelines and timetable proforma in the degree programme handbook. The mode of delivery of taught modules provides students with the opportunity to improve their problem solving abilities and to extend their communication, library, IT and time management abilities. The dissertation project provides students with further opportunities to develop all of these skills.</p>

Learning Strategy

Students are provided with the opportunity to develop and practice all key skills as part of compulsory core modules. Compliance with continuous assessment methods obliges students to make appropriate use of library and IT facilities (D2 and D3). D1, D4, D5 and D6 are also developed as part of compulsory modules, via student participation in case studies, group discussions and informal class presentations.

The experience of preparing and executing the dissertation provides students with the opportunity to apply all key skills under the guidance of the supervisor.

Assessment Strategy

Communications, library and IT skills and the ability to meet deadlines are assessed indirectly by coursework (assignments, seminars, case studies, etc.). All key skills are indirectly assessed by the experience of undertaking the dissertation.

12 Programme Curriculum, Structure and Features

Basic structure of the programme

A Programme Features

This is a one year full-time modular programme. It consists of two parts: a taught component, which runs from late September until mid-May, and a project, for which a dissertation is submitted in early September. Successful completion of the taught component is required in order for a student to progress to the dissertation project.

The taught component of the course consists of 120 credits of modules. This is followed by a dissertation to a value of 60 credits. Dissertation projects usually involve desk research and a literature reviews combined with primary research. Students who produce excellent dissertations will be encouraged to publish their findings.

B Programme Structure

Semester 1 provides a foundation for teaching core principles in marketing, business strategy, accounting and human resources. All these are taught in a specific international context. In Semester 2, students specialise in international marketing (courses in international marketing, market analysis, international brand management and international marketing communications management). The key elements of knowledge and understanding in international marketing (A1-A4) are taught within these core compulsory modules.

The subject specific and practical skills (B1-B4) are taught within the taught programme. The key skills (D1-D6) are developed within the modules. In addition, library skills are introduced during induction week and the first part of NBS8062, and are further practiced in other modules. This skill is applied at an advanced level during the dissertation. Students are introduced to the University computing system during induction week. Furthermore, the application of computer skills in numerical analysis is employed intensively in ACE8038 and NBS8227. Computing skills are also employed within the dissertation.

C Programme Curriculum

All candidates shall take the following core and compulsory modules:

<i>Code</i>	<i>Credits</i>	<i>Title</i>
NBS8045	10	International Business Environment
NBS8061	10	Managing Across Cultures
NBS8074	10	Managing Human Resources in an International Context.
NBS8060	10	International Business Strategy
NBS8227	10	Analysis of Company Accounts
NBS8062	20	Research methods in Business and Management
NBS8044	60	Dissertation
ACE8031	10	Principles of Marketing
ACE8032	10	International Marketing
ACE8038	10	Market Analysis
ACE8039	10	International Brand Management
ACE8040	10	International Marketing Communications Management

The relationship between individual modules and specific learning outcomes are presented below and summarised in a matrix presented in Appendix 1 at the end of this document.

Key features of the programme (including what makes the programme distinctive)

Development of specific Intended Learning Outcomes occurs through the following modules:

A1 A systematic understanding and critical awareness of marketing and international marketing theory.

ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8044

A2 An ability to apply relevant theory to particular international case studies, markets and issues.

ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8061, NBS8074, NBS8060, NBS8062, NBS8044

A3 An advanced knowledge of analytical frameworks and tools useful to the measurement and explanation of market and consumer behaviour.

ACE8031, ACE8032, ACE8038, ACE8039, NBS8227

A4 An understanding of appropriate research techniques to allow for detailed investigation into relevant international marketing issues and problems.

NBS8062, ACE8038, ACE8039

B1 Conceptualise real world problems using analytical frameworks drawn from marketing, international marketing and international business theory.

ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8045, NBS8061, NBS8074, NBS8060

B2 Deploy a range of qualitative and quantitative techniques to measure and analyse market and consumer behaviour.

NBS8062, NBS8044, ACE8038, NBS8227

B3 Present data and research findings in written format according to accepted disciplinary conventions.

NBS8062, NBS8044, NBS8062, NBS8227

B4 Competently undertake research in the field of international marketing.

NBS8062, NBS8044

C1 Adopt a critical approach to the evaluation of alternative theories relevant to international marketing problems.

ACE8031, ACE8032, ACE8038, ACE8039, NBS8062, NBS8061, NBS8060, NBS8062, NBS8044, NBS8227

C2 Critically appraise market data and information offered from different sources.

NBS8062, NBS8044, ACE8038, NBS8227

C3 Question or challenge accepted ideas or assumptions.

ACE8031, ACE8032, ACE8038, ACE8039, NBS8061, NBS8074, NBS8062, NBS8044.
NBS8227

C4 Identify gaps or weaknesses in existing knowledge, derive valid hypotheses based on these, and identify appropriate means of testing them.

NBS8062, NBS8061, NBS8074, NBS8062, NBS8044, ACE8038, ACE8039

D1 Communicate clearly and effectively in ways that would be expected at a managerial level in professional international marketing environments.

ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8044, NBS8062, NBS8061, NBS8074, NBS8060, NBS8062, NBS8227

D2 Make effective use of library and other sources of information.

ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8044, NBS8062, NBS8061, NBS8074, NBS8060, NBS8062, NBS8227

D3 Make effective use of communication and information technology.

ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8044, NBS8062, NBS8061, NBS8074, NBS8060, NBS8062,

D4 Plan, organise and prioritise work effectively to meet deadlines and objectives.

ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8044, NBS8062, NBS8061, NBS8074, NBS8060, NBS8062, NBS8227

D5 Work independently, with initiative and adaptability.

ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8044, NBS8062, NBS8061, NBS8074, NBS8060, NBS8062, NBS8227

D6 Employ problem solving skills.

ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8044, NBS8062, NBS8061, NBS8074, NBS8060, NBS8062, NBS8227

Programme regulations (link to on-line version)

<http://www.ncl.ac.uk/regulations/programme/>

Field Code Changed

13 Criteria for admission

Entry qualifications

An applicant may be approved for admission as a candidate for the Degree of Master of Science in International Marketing by the Degree Programme Director, provided that such an applicant satisfies the requirements of the University Taught Postgraduate Masters' Degree Entrance and Progress Regulations.

An upper 2nd class honours degree from a UK university, or its overseas equivalent, is the minimum qualification for entry. In exceptional circumstances where a candidate has significant work experience in the field of marketing, applicants with a lower 2nd class degree, or its overseas equivalent will be considered.

Applicants for whom English is not a first language must provide evidence of a satisfactory command of English, which is set as an IELTS score of not less than 6.5 or TOEFL 575 (paper-based) or 233 (computer-based).

If applicants need to improve their standard of English before beginning the MSc, various courses are provided by the Language Centre.

www.ncl.ac.uk/postgraduate/international/englishlanguage/englishsupport

Admissions policy/selection tools

Offers of places are made to suitably qualified candidates following an assessment of applicants' application forms and are conditional upon applicants achieving a minimum of an upper 2nd class honours degree or overseas equivalent (if they do not hold such a degree at the time of assessment), and satisfactory references

Non-standard Entry Requirements

Additional Requirements

Level of English Language capability

IELTS 6.5, or IELTS 6 with 5 weeks pre-sessional

14 Support for Student Learning

Induction

During the first week of the first semester students attend an induction programme. New students will be given a general introduction to University life and the University's principle support services and general information about the School and their programme, as described in the Degree Programme Handbook. New and continuing students will be given detailed programme information and the timetable of lectures/practicals/labs/ tutorials/etc. The International Office offers an additional induction programme for overseas students (see http://www.ncl.ac.uk/international/coming_to_newcastle/orientation.phtml)

Study skills support

Students will learn a range of Personal Transferable Skills, including Study Skills, as outlined in the Programme Specification. Some of this material, e.g. time management is covered in the appropriate Induction Programme. Students are explicitly tutored on their approach to both group and individual projects.

Academic support

The initial point of contact for a student is with a lecturer or module leader, or their tutor (see below) for more generic issues. Thereafter the Degree Programme Director or Head of School may be consulted. Issues relating to the programme may be raised at the Staff-Student Committee, and/or at the Board of Studies.

Pastoral support

All students are assigned a personal tutor whose responsibility is to monitor the academic performance and overall well-being of their tutees. Details of the personal tutor system can be found at <http://www.ncl.ac.uk/undergraduate/support/tutor.phtml>
In addition the University offers a range of support services, including the Student Advice Centre, the Counselling and Wellbeing team, the Mature Student Support Officer, and a Childcare Support Officer, see <http://www.ncl.ac.uk/undergraduate/support/welfare.phtml>

Support for students with disabilities

The University's Disability Support Service provides help and advice for disabled students at the University - and those thinking of coming to Newcastle. It provides individuals with: advice about the University's facilities, services and the accessibility of campus; details about the

technical support available; guidance in study skills and advice on financial support arrangements; a resources room with equipment and software to assist students in their studies. For further details see <http://www.ncl.ac.uk/disability-support/>

Learning resources

The University's main learning resources are provided by the Robinson and Walton Libraries (for books, journals, online resources), and Information Systems and Services, which supports campus-wide computing facilities, see <http://www.ncl.ac.uk/undergraduate/support/acfacilities.phtml>

All new students whose first language is not English are required to take an English Language test in the Language Centre. Where appropriate, in-session language training can be provided. The Language Centre houses a range of resources for learning other languages which may be particularly appropriate for those interested in an Erasmus exchange. See <http://www.ncl.ac.uk/undergraduate/support/facilities/langcen.phtml>

15 Methods for evaluating and improving the quality and standards of teaching and learning

Module reviews

All modules are subject to review by questionnaires which are considered by the Board of Studies. Changes to, or the introduction of new, modules are considered at the School Teaching and Learning Committee and at the Board of Studies. Student opinion is sought at the Staff-Student Committee and/or the Board of Studies. New modules and major changes to existing modules are subject to approval by the Faculty Teaching and Learning Committee.

Programme reviews

The Board of Studies conducts an Annual Monitoring and Review of the degree programme and reports to Faculty Teaching and Learning Committee.

External Examiner reports

External Examiner reports are considered by the Board of Studies. The Board responds to these reports through Faculty Teaching and Learning Committee. External Examiner reports are shared with institutional student representatives, through the Staff-Student Committee.

Student evaluations

All modules, and the degree programme, are subject to review by student questionnaires. Informal student evaluation is also obtained at the Staff-Student Committee, and the Board of Studies. The National Student Survey is sent out every year to final-year undergraduate students, and consists of a set of questions seeking the students' views on the quality of the learning and teaching in their HEIs. Further information is at www.thestudentsurvey.com/ With reference to the outcomes of the NSS and institutional student satisfaction surveys actions are taken at all appropriate levels by the institution.

Mechanisms for gaining student feedback

Feedback is channelled via the Staff-Student Committee and the Board of Studies.

Faculty and University Review Mechanisms

The programme is subject to the University's Internal Subject Review process, see http://www.ncl.ac.uk/aqss/qsh/internal_subject_review/index.php

Accreditation reports

This programme has been accredited by the Chartered Institute of Marketing. Successful completion of the programme will allow graduates to register for the CIM professional postgraduate diploma of marketing. The CIM does not undertake monitoring or reviews of programmes. Instead it is the responsibility of the Degree Programme Director to inform the CIM of any major changes to the programme that may impact on the accreditation.

Additional mechanisms

16 Regulation of assessment

Pass Marks

The pass mark, as defined in the University's Postgraduate Examination Conventions (<http://www.ncl.ac.uk/regulations/university.regs/tpmdeprexamconv.pdf>), is 50 per cent.

Course Requirements - Satisfactory Progress

(a) Candidates are required to make satisfactory progress in the degree programme of study. In particular candidates shall attend regularly for tuition, perform adequately in work prescribed for the degree programme, submit such written work as may be required within the stipulated time, attend for interview with the personal tutor or supervisor assigned to the candidates at such times as the personal tutor or supervisor may require. In researching and writing the dissertation candidates will maintain regular contact with the supervisor appointed by the Degree Programme Director.

(b) Procedures for dealing with unsatisfactory progress are contained in the University Taught Postgraduate Masters' Degree Entrance and Progress Regulations. (<http://www.ncl.ac.uk/calendar/university.regs/tpmdepr.pdf>) and Postgraduate Examination Conventions (<http://www.ncl.ac.uk/regulations/university.regs/tpmdeprexamconv.pdf>).

Common Marking Scheme

The University employs a common marking scheme, which is specified in the Postgraduate Examination Conventions (<http://www.ncl.ac.uk/regulations/university.regs/tpmdeprexamconv.pdf>), namely:

Per cent Level
50-59 Pass
60-69 Pass with Merit
70+ Pass with Distinction

Reassessment

1. Candidates who satisfy the examiners in the assessment specified for a module may not enter again for that assessment.

Reassessment of Taught Modules

(a) A candidate who fails to satisfy the examiners in the assessment relating to modules to a credit value of not more than 40 in Semester 1 or Semester 2 at the first attempt may be reassessed on one further occasion. Such reassessment shall take place before the end of the academic year during which the first examination took place.

(b) A candidate who fails to satisfy the examiners in the assessment relating to modules to a credit value of more than 60 credits (considering both Semester 1 and Semester 2) shall be deemed to have failed the examination as a whole and have no right of reassessment.

Continuation to Dissertation

(a) Candidates who satisfy the examiners in the assessment for the taught element of the programme shall be eligible to proceed to the dissertation. At the discretion of the examiners, candidates who are to be reassessed may proceed to the dissertation.

(b) The dissertation shall normally be submitted not later than 12 months from the commencement of the programme of advanced study.

(c) The time limits specified above may be extended by up to one month by the Degree Programme Director and up to a further three months by the Dean of Postgraduate Studies.

Revision and Resubmission of Dissertation

Candidates who fail to satisfy the examiners in the dissertation may, on the recommendation of the Board of Examiners, be permitted to resubmit the dissertation on one further occasion on a date to be determined by the Board of Examiners, which shall not be later than 12 months after the date of their first submission.

Award of Diploma

A Diploma may, at the discretion of the examiners, be awarded to candidates who failed to satisfy the examiners for the award of the Degree of Master of Science in International Marketing but who:

(a) satisfied the examiners in the assessment of the taught element of the programme but did not submit a dissertation;

or

(b) Submitted a dissertation and achieved an insufficient level of attainment for the award of a Master's degree, but in the opinion of the examiners nonetheless achieved a sufficient level of attainment for the award of a Diploma.

Role of the External Examiner

An External Examiner, a distinguished member of the subject community, is appointed by Faculty Teaching and Learning Committee, after recommendation from the Board of Studies. The External Examiner is expected to:

- Evaluate and approve examination papers;
- Moderate examination and coursework marking;
- Attend the June Board of Examiners;
- Report to the University on the standards of the programme.

In addition, information relating to the programme is provided in:

The University Prospectus (see <http://www.ncl.ac.uk/undergraduate/>)

The School Brochure (contact enquiries@ncl.ac.uk)

The University Regulations (see <http://www.ncl.ac.uk/calendar/university.regs/>)

The Degree Programme Handbook

Please note. This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if she/he takes full advantage of the learning opportunities provided. The accuracy of the information contained is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education.

Annex

Mapping of Intended Learning Outcomes onto Curriculum/Modules

Intended Learning Outcome	Module codes (Comp/Core in Bold)
A1	NBS8044, ACE8031. ACE8032, ACE8038. ACE8039, ACE8040
A2	NBS8061, NBS8074, NBS8060. NBS8044, ACE8031, ACE8032, ACE8038, ACE8039, ACE8040
A3	ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8227
A4	NBS8062, ACE8031, ACE8032,
B1	NBS8045, NBS8061, NBS8074, NBS8060, NBS8044, ACE8031, ACE8032, ACE8038, ACE8039, ACE8040
B2	NBS8062, NBS8044, ACE8038, NBS8227
B3	NBS8045, NBS8062, NBS8044, NBS8227
B4	NBS8062, NBS8044, ACE8031, ACE8032, ACE8038, ACE8039, ACE8040
C1	NBS8045, NBS8061, NBS8074, NBS8060, NBS8062, NBS8044, NBS8227
C2	NBS8062, NBS8044, ACE8038, NBS8227
C3	NBS8045, NBS8061, NBS8074, NBS8060, NBS8044, ACE8031, ACE8032, ACE8038, ACE8039
C4	NBS8045, NBS8061, NBS8074, NBS8062, NBS8044, ACE8039, ACE8040
D1	NBS8045, NBS8061, NBS8074, NBS8062, NBS8044, ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8227
D2	NBS8045, NBS8061, NBS8074, NBS8060, NBS8062, NBS8044, ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8227
D3	NBS8045, NBS8061, NBS8074, NBS8060, NBS8062, NBS8044, ACE8031, ACE8032, ACE8038, ACE8039, ACE8040
D4	NBS8045, NBS8061, NBS8074, NBS8060, NBS8062, NBS8044, ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8227
D5	ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8044, NBS8062, NBS8061, NBS8074, NBS8060, NBS8062,
D6	ACE8031, ACE8032, ACE8038, ACE8039, ACE8040, NBS8044, NBS8062, NBS8061, NBS8074, NBS8060, NBS8062