Summary of programme commitments

The University’s Student Charter requires that students are provided with a ‘Programme Handbook’ which outlines any professional requirements, contact hours, mode of course delivery, assessment criteria, examination arrangements and regulations, academic guidance and support, and appeals and complaints procedures.

The purpose of the below summary is to help you locate further details about this key information. In the Business School, the information will either be included in your Programme Handbook or in the PG Canvas Community under “PG Study Guide”.

<table>
<thead>
<tr>
<th>Average number of contact hours for this stage/programme:</th>
<th>Please see PG Study Guide in NUBS PG Community on Canvas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mode of delivery:</td>
<td>Please see “Your Programme” section of your Programme Handbook on page 4</td>
</tr>
<tr>
<td>Normal notice period for changes to the timetable, including rescheduled classes:</td>
<td>Please see PG Study Guide in NUBS PG Community on Canvas</td>
</tr>
<tr>
<td>Normal notice period for changes to the curriculum or assessment:</td>
<td>Please see PG Study Guide in NUBS PG Community on Canvas</td>
</tr>
<tr>
<td>Normal deadline for feedback on submitted work (coursework):</td>
<td>Please see PG Study Guide in NUBS PG Community on Canvas</td>
</tr>
<tr>
<td>Normal deadline for feedback on examinations:</td>
<td>Please see PG Study Guide in NUBS PG Community on Canvas</td>
</tr>
<tr>
<td>Professional Accreditation:</td>
<td>Please see your programme Canvas Community for up-to-date information</td>
</tr>
<tr>
<td>Assessment methods and criteria:</td>
<td>Please see your programme Canvas Community for up-to-date information</td>
</tr>
<tr>
<td>Academic guidance and support:</td>
<td>Please see PG Study Guide in NUBS PG Community on Canvas</td>
</tr>
<tr>
<td></td>
<td>Please see “contacts” section of your Programme Handbook on page 10</td>
</tr>
</tbody>
</table>
Welcome

Dear Student,

Welcome to International Marketing MSc, or 5145F as the programme code.

Congratulations on your choice of this programme, which combines marketing theory and practice with an international focus! This degree provides you with access to the largest marketing international marketing networks. With this degree, you can undertake further study for the Chartered Institute of Marketing (CIM) qualifications with some exemptions after graduation. In addition, you will gain a route to certified member status of the Market Research Society (MRS), without any further exams. Our course is one of the six in the UK to achieve MRS status.

The programme is taught by our specialist academics, who are internationally renowned scholars. Their expertise and research-led approach to teaching enables the latest thinking and practice in the marketing and business domain. The taught modules will cover topics such as market research methods, international brand management, and consumer behaviour, which are commercially focused with robust theoretical foundation. Through the programme, you will be able to interact with students from all over the world, build your experience and demonstrate your value to your future employers or as an entrepreneur with creative and critical marketing ideas and practices. A regional marketing competition will provide you with the experience and exposure to real-world business cases.

You are about to embark on a wonderful, yet challenging, learning journey. An excellent team of professional support services staff, personal tutors, lecturing staff and myself, as your Degree Programme Director, are here to support you in making sure you have a fulfilling and thriving experience. We are delighted to be part of your journey on the programme, which will help you develop the practical skills and qualifications needed to succeed in the fast-paced marketing field. Upon completing the degree, you will be ready for a wide variety of careers in marketing and business in various organisations, as a critical thinker and a reflexive practitioner.

On behalf of all the staff, I welcome you on board and look forward to meeting you soon.

Dr Qionglei Yu
Degree Programme Director International Marketing MSc

Use of Programme Handbook

The purpose of this handbook is to provide you with an overview of your Master’s degree programme. This handbook should be read in conjunction with the Newcastle University Business School postgraduate Study Guide. Together, these documents will provide you with a guide to the facilities offered to you both by the School and the wider University and are designed to complement other information provided by the University.

This handbook provides an accurate picture of the programme at the time of writing, but this may be subject to minor changes during the academic year. You will be informed of any changes through the appropriate channels.
Your programme

This section aims to provide you with some key information on your degree programme. Generic information relating to postgraduate degrees can be found on the Business School Postgraduate Canvas Community in the PG Study Guide.

What will my teaching programme be like in 2022/23?

We want you to get the most out of your teaching and learning and will do everything we can to support you to do so. You will be learning through a blended approach of:

- **present-in-person (PiP)** – on-campus activities which show on your timetable
- **synchronous** – ‘live’ online sessions via Zoom or Teams which show on your timetable
- **non-synchronous** – recorded content available online which you can access at any time, such as certain lecture materials. These will not show on your timetable but Module Leaders will inform you about these activities.

Our 2022/23 modules are built with flexibility in mind in case we are required to reduce or suspend the on-campus and in-person teaching due to Government public health requirements. The University is reviewing the situation regularly and will inform you if the public health situation means any changes to delivery are necessary.

We recommend you regularly check the [University website for the most up to date information](#).

Induction

Your induction will include a combination of pre-arrival materials available online via Canvas, a main Induction Week with activities in person and online during 19 – 23 September 2022. This will be followed up by extended induction activities to support you to settle into your studies as Semester 1 teaching gets underway. Induction Week will include sessions with your Degree Programme Director (DPD) and your designated Personal Tutor.

This period is also your opportunity to familiarise yourself with the University, the facilities available and to check details such as your timetable. A full schedule will be available on the relevant programme pages in Canvas and published on the current student section of the Business School Website.

About the programme

This is a one-year, full-time modular programme is designed for graduates of any discipline who want to ‘convert’ to marketing, most probably to enter marketing as a career and possibly to research marketing at the PhD level. The course consists of two parts: a taught component, which runs from late September until mid-May; and a dissertation project, which is submitted in early September. Successful completion of the taught component is required 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 the value of 60 credits. Dissertation projects involve both secondary and primary research. Students who produce excellent dissertations will be encouraged to publish their findings.
Programme structure

There are two distinct phases of the programme.

Phase 1

You will take 120 credits of taught modules in total.

<table>
<thead>
<tr>
<th>Module code</th>
<th>Title</th>
<th>Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBS8045</td>
<td>The International Business Environment</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>NBS8527</td>
<td>Marketing Ethics, Critical Consumption and Corporate Social Responsibility</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>NBS8517</td>
<td>Consumer Behaviour</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>NBS8526</td>
<td>Principles of Marketing</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>NBS8514</td>
<td>Marketing Research</td>
<td>1 and 2</td>
<td>20</td>
</tr>
<tr>
<td>NBS8507</td>
<td>International Marketing</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>NBS8509</td>
<td>International Brand Management</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>NBS8510</td>
<td>International Marketing Communications Management</td>
<td>2</td>
<td>10</td>
</tr>
</tbody>
</table>

All students select 20 credits from the following list of optional modules.

<table>
<thead>
<tr>
<th>Module code</th>
<th>Title</th>
<th>Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBS8236</td>
<td>Customer Relationship Management</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>NBS8604</td>
<td>Marketing Analytics</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>NBS8519</td>
<td>Digital Marketing</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>NBS8562</td>
<td>Contemporary Trends in Marketing</td>
<td>2</td>
<td>10</td>
</tr>
</tbody>
</table>

Phase 2

Students take a 60 credit dissertation module.

<table>
<thead>
<tr>
<th>Module code</th>
<th>Title</th>
<th>Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBS8512</td>
<td>Dissertation in Marketing</td>
<td>3</td>
<td>60</td>
</tr>
</tbody>
</table>
Dissertation

The dissertation is worth 60 credits and is an opportunity for you to integrate and apply your learning to real-world situations and problems. You will explore the relationship between theory and practice within a structured project that shows appropriate methodological and epistemological understanding.

The dissertation process commences during the first Semester with the Marketing Research module and additional taught sessions on dissertation preparation. These are designed to lead you through the dissertation process, including the preparation of your research project proposal. Following the preparation of your initial proposal, you will be allocated a supervisor who will guide through the dissertation writing process.

The dissertation is a major piece of work (10,000 words). You will be expected to demonstrate evaluative and analytical ability, gain an in-depth knowledge of the topic (ie related literature and theory) and understand the relevance of the context in which the investigation is set. The dissertation will be completed by 1 September 2023. Quantitative, qualitative and mixed research philosophies and approaches can be practiced within the dissertation.

Degree programme regulations

The degree programme regulations detail the modules to be studied on your Master’s degree and any progression requirements, such as the need to pass the taught modules of the degree before proceeding to dissertation. You must read these and make sure you know the requirements of your Master’s degree. Degree programme regulations are available on our programme regulation web pages.

Programme specification

A detailed description of the programme structure, programme aims and learning outcomes can be found in the Programme Specification online.

This includes information on the knowledge and understanding, intellectual skills, practical skills and transferable/key skills which you are expected to develop and demonstrate during your studies.

University regulations

You must familiarise yourself with the University Regulations, in particular, the Postgraduate (Taught) Progress Regulations and Examination Conventions which detail the regulations for study and award of a Master’s degree. This includes conditions for reassessment in failed modules and criteria for eligibility for a Master’s award. You are expected to read these and make yourself aware of their implications.

Postgraduate research

Students who are successful in their Master’s programme may wish to consider applying for a PhD with Newcastle University Business School. Newcastle University Alumni may also qualify for a discount on PhD fees. Further details of the research areas covered within the School and details of research programmes are available online.
Your assessment

The assessment will depend on the individual module. You can expect to be assessed by a variety of means including:

- unseen examinations
- essays
- reports
- presentations (group and individual)
- a dissertation

The assessment methods used in individual modules are included in the module outlines. The assessments for the taught modules are summarised in the table below.

Details of assessment deadlines will be provided on the International Marketing Canvas Community within the first two weeks of term to allow you to plan your workload. You should familiarise yourself with the assignment submission procedures available on the International Marketing Canvas Community.

Please note that work submitted after the specified deadline, even by just a few minutes, will be treated as a late submission in line with University policy. Please see further details in the Postgraduate Study Guide on late submission of assessed work.

Occasionally, a module leader may change an assignment deadline (almost always to a later date). You will be notified of this in advance by e-mail by either the Module Leader or the relevant Programme Support Team. For all assignment deadlines, you should receive your marks and feedback within 20 working days. There may be certain exceptions to this turnaround time, but you will be notified of this at the time the deadline is set. For Semester 1 exams, generic feedback will be provided for the module early in Semester 2 to help you prepare for Semester 2 exams. For any students required to resit an exam, minimum generic feedback will be provided at least four weeks before the resit exam. Individual feedback for any exam can be provided on request after exam boards have met.
<table>
<thead>
<tr>
<th>Module</th>
<th>Compulsory/core/optional</th>
<th>Individual assignment(s)</th>
<th>Group assessment</th>
<th>Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBS8045 International Business Environment</td>
<td>Core</td>
<td></td>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>NBS8526 Principles of Marketing</td>
<td>Core</td>
<td></td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>NBS8527 Marketing Ethics, Critical Consumption, and Corporate Social Responsibility</td>
<td>Core</td>
<td></td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>NBS8517 Consumer Behaviour</td>
<td>Core</td>
<td></td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>NBS8514 Marketing Research</td>
<td>Core</td>
<td></td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>NBS8507 International Marketing</td>
<td>Core</td>
<td></td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>NBS8509 International Brand Management</td>
<td>Core</td>
<td></td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>NBS8510 International Marketing Communications Management</td>
<td>Core</td>
<td></td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>NBS8236 Customer Relationship Management</td>
<td>Optional</td>
<td></td>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>NBS8604 Marketing Analytics</td>
<td>Optional</td>
<td></td>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>NBS8519 Digital Marketing</td>
<td>Optional</td>
<td></td>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>NBS8562 Contemporary Trends in Marketing</td>
<td>Optional</td>
<td></td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>
Student voice

At the start of the academic year early in Semester 1, we will be seeking student representatives from your degree programme to join the undergraduate Student-Staff Committee (SSC).

If you are interested in being a representative on the Student-Staff Committee, please contact the Programme Support Team pgmos@newcastle.ac.uk

The SSC is a meeting of the student representatives from your subject group with key academic staff and takes place usually four times a year.

If a student (or group of students) has a particular issue or concern regarding the teaching on their degree programme, the best and quickest route is for students and staff to resolve any issues informally.

For any other issues, the SSC is the forum where students (via student representatives) can present their views, issues and concerns. Issues raised by students at SSC are often then considered by the relevant Board of Studies.

Student representatives will also be invited to attend the Board of Studies meetings. These meetings look in detail at the structure, content and quality assurance of small groups of programmes and student representatives are invited to participate in discussions at these meetings with the teaching teams for their degree programme.

Learning community communications etiquette

In accordance with the student charter, it is important that as a community, we communicate with each other in a respectful and professional manner.

The student charter sets out the standards of behaviour expected from our students and the sanctions that can be imposed if these standards are not met. The charter makes specific reference to communications and states that students must undertake to demonstrate high standards of personal conduct and respect in their interactions with the University and the local community. Whilst on this programme you are therefore expected to:

- express your opinions in a mature and constructive way
- treat fellow students, University colleagues, neighbours and other people in the community with courtesy, fairness and respect regardless of their personal circumstances, race, ethnic origin, age, gender, marital or parental status, sexual orientation, religion and belief, disability or political views and respect the privacy of students and University colleagues
- demonstrate the above standards in all verbal and written communication, including via social media and email.

Read more on our student charter webpages.

Further information about digital safety and digital etiquette is provided on Canvas as part of your induction materials.
Your contacts

Below are details of key contacts for the International Marketing MSc programme. The Degree Programme Director has overall responsibility for the management of the programme. The Programme Support Team is responsible for general administrative issues relating to the programme.

Address:
Newcastle University Business School
5 Barrack Road
Newcastle upon Tyne NE1 4SE
Telephone: (0191) 208 1500

Degree Programme Director:
Dr Qionglei Yu
Email: qionglei.yu@newcastle.ac.uk

The Degree Programme Director (DPD) oversees your Master’s programme and can help you with questions about the programme as a whole.

Dr Cezara Nicoara (Deputy Degree Programme Director)
Email: cezara.nicoara@newcastle.ac.uk

Personal Tutor:
You will be allocated your own Personal Tutor who is there to help you with matters of a more personal nature. In addition, you can contact the Senior Tutor who has overall responsibility for pastoral matters and is chair of the staff-student committee for your programme.

Senior Tutor:
Dr Chiara Marzocchi
Email: chiara.marzocchi@newcastle.ac.uk

The Senior Tutor also acts as a second point of contact for tutees in the event of the allocated Personal Tutor’s absence from the University, and in the event of complicated issues.

Programme Support:
Email: pgmos@newcastle.ac.uk

The Programme Support Team is your main point of contact for administrative queries relating to your programme, such as information about procedures or deadlines.

Business School Careers Adviser:
Cian O’Sullivan
Email: nubs.employability@newcastle.ac.uk

Our Careers Adviser can help you with information and guidance on careers and employment, both during and after your studies.

Details on the Teaching Team will be provided in the first lecture for each module.
A complete list of Business School academic and professional support staff, along with contact details, can be found online. Staff profiles are also available via this link illustrating the research and teaching interests of academic members of staff.