

Master of Arts in Cross Cultural Communication and International Marketing

Code: 4068

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.*
- (iv) *All modules are offered subject to the constraints of the timetable and to any restrictions on the number of students who may be taught on a particular module.*
- (v) *Not all modules may be offered in all years and they are listed subject to availability.*

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 1 year starting in September. The period of study for part-time mode shall normally be 2 years starting in September. The part time mode will be agreed in consultation with the Degree Programme Director.
- (c) The programme comprises modules to a credit value of 120 credits of taught modules and a 60 credit Research Portfolio. The choice of optional modules is subject to the approval of the Degree Programme Director.
- (d) All candidates shall take the following 110 credits of 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>
ACE8008	Strategic Marketing	10	10			M	Yes
ACE8031	Principles of Marketing	10	10			M	Yes
ACE8032	International Marketing	10		10		M	Yes
CCC8026	Research Portfolio	60			60	M	Yes
CCC8086	Language & Cross Cultural Communication	20	20			M	Yes

- (e) All candidates shall take further optional **Language & Communication** modules to a value of 40 credits 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>Core</i>
CCC8001	Social Psychology of Communication	20	20			M	
CCC8015	Sociolinguistics	20		20		M	
CCC8087	English in the World: Global and Cross-Cultural Issues surrounding	20	20			M	

	English as a Lingua Franca						
CCC8088	Culture, Interculturality and Identity	20		20		M	

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.

- (f) All candidates shall take further optional **Marketing** modules to a value of 30 credits 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>Core</i>
ACE8002	Supply Chain Management	10		10		M	
ACE8007	Direct Marketing	10		10		M	
ACE8009	International Agricultural & Food Markets	20	10	10		M	
ACE8011	Markets & Market Analysis	20	10	10		M	
ACE8014	Qualitative techniques for International Marketing	20	10	10		M	
ACE8037	Marketing Research	10		10		M	
ACE8040	Marketing Communications Management	10		10		M	

All candidates shall take the following core module to a value of 30 credits:

2. Assessment methods

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

3. Entry Requirements

A candidate must either be a graduate of this or another approved University or awarding body with a 2nd class or above degree; or hold another qualification approved by the Graduate School of the Faculty of Humanities and Social Sciences as equivalent to a degree of a University in the UK.

Preferred subjects include Marketing, Business Studies, Modern Languages, Linguistics, Communication Studies, Psychology, Social Psychology and Cross Cultural Communication.

Candidates whose first language is not English have to satisfy the University's language requirements. Candidates must have IELTS overall 6.5 with at least 6.0 for the written component. Candidates with IELTS 6.0, or with IELTS 6.5 but with a writing score lower than 6.0 will be issued with a conditional offer on successful completion of the Pre-sessional English Language Training programme.