

International Marketing Management

The programme is no longer recruiting. Please see the programme specification for International Marketing Management.

Final award	MSc
Intermediate awards available	PgCert, PgDip
UCAS code	N/A
Details of professional body accreditation	Accredited with a Dual Award from Chartered Institute of Marketing (CIM)
Relevant QAA Benchmark statements	QAA Subject Benchmarks for Master Awards in Business and Management
Date specification last up-dated	March 2013

Profile

The summary - programme advertising leaflet

Programme content

The MSc in International Marketing Management is a specialist academic programme which aims at giving students a broad understanding of the opportunities and challenges of Marketing in an international context; a wealth of skills required to design, assess and evaluate international marketing strategies and make successful business decisions. This includes research, analysis and decision making methodologies. The range of topics are both contextual and focused.

The basic modules are:

International Marketing Strategy, in stage 1, builds on theoretical knowledge of Marketing to explore applicability and challenges from operating in an international context;

Buyer behaviour and International Market research is based on specialist research skills and develop an understanding of consumer and corporate buyer behaviour in a multi-cultural context;

Critical perspectives in Contemporary Marketing is an open module which enables the student to develop a critical awareness of current issues in Marketing, and to focus on a specific theme in the discipline. Where possible, this module will draw on the expertise of academics and industry practitioners and research based advanced contents. The module also offers students the option of developing a specific issue in detail as part of their assessment;

Integrated Marketing Communications and Customer Relationships explores theory and practice of business / customer interfaces, communications and of customer relationship management.

MSc International Marketing Management at UEL

Emphasis is on an integrative approach to the range of subject areas to develop competence and confidence in both theoretic and pragmatic applications. The programme features an excellent balance of tutor-led teaching, group research and presentations along with the opportunity for in-depth personal study.

Business practice is constantly and consistently emphasised with students challenged to think practically and creatively. The programme attracts students from across the globe allowing all students to feel comfortable as part of a supportive, welcoming, global learning community.

Admission requirements

For admission to postgraduate business and management programmes, applicants normally need to have either:

- An undergraduate honours degree from a recognised/accredited university with a minimum 2.2 classification, or equivalent
- Pass in a recognised Pre-master's or Master's Qualifying Programme

In the case of applicants whose first language is not English, then IELTS 6.5 (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education postgraduate programmes.

Students that apply to enter stages of the programme may be admitted through normal Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes. Therefore such applicants must be able to demonstrate and evidence that they have the required learning outcomes as listed in the modules for which they are seeking exemption.

Postgraduate applicants are normally required to produce two supporting references, at least one of which should preferably be academic.

Applicants should also show some evidence of marketing related work experience, or some relevant business or management subjects in prior study

Programme structure

The *MSc IMM* is a 180 M-level credit programme.

This is comprised of 4 major modules weighted at 30 M level points and A Dissertation weighted at 60 M Level points.

Students must complete Semester A prior to starting Semester B modules.

Students may study a maximum of 2 modules per semester.

The programme is offered in full time and part time mode (P/T subject to demand and resource availability).

Learning environment

The emphasis is on seminar work supporting and developing theory and applications.

Students are challenged to conduct on-going research on current and leading edge topics, developments and strategies. The programme builds on the excellent research facilities of UEL e-library with student synthesising material and offering professional presentations.

Assessment

The assessment is most varied. Ranging from individual tests, group written submissions to group presentations. Similarly some assessment is cumulative through the semester while others modules feature end of module assessment.

Relevance to work/profession

The premise of the programme is two fold. First to prepare the candidate for a successful career in International Marketing as an employee or an entrepreneur.

Traditionally the programme has attracted students being groomed to join the family business, while others have entered marketing and marketing consultancy. Alternatively while heavily focused on business applications, the programme can, and has, also provided a platform for a career in teaching either directly or followed by a PhD.

Thesis/Dissertation/project work

A key feature of the programme is group research and group presentations. Every effort is made to allow choice in research in all the modules.

Added value

The added value for this unique programme comes from the wide practical and academic international experience of the tutors, the open ended structure of some of the modules which guarantees a fresh and updated approach, a critical awareness of current issues in marketing and flexibility and choice in Dissertation research.

Your future career

Graduates have found that the qualification has international currency and recognition which in turn has opened up new opportunities in self-employment, international marketing, and consultancy.

Past graduates have received significant promotions on returning to their firms, gained positions ranging from promotion to product managers, management positions in international advertising agencies and in international consultancy firms.

Professional Accreditation from Chartered Institute of Marketing (CIM)

The M.Sc. International Marketing Management is accredited with a Dual Award from Chartered Institute of Marketing (CIM), the world's largest professional marketing body with a global membership of over 60,000. This is the highest level of accreditation that CIM currently offer academic institutions in the United Kingdom. It means that students who

successfully complete all five UEL modules to earn 180 M-Level credits will be entitled to undertake two additional CIM practice modules in Marketing and Project Management to receive a CIM Professional Diploma in Marketing. This accreditation provides superb added value for our students and greatly enhances their employability in the job marketplace.

How we support you

There is a wide range of support for your studies on this programme. The programme features an exceptional widely experienced international teaching team with academic and industry experience. The world class learning and research facilities are comparable to any institution with the added feature of being student friendly with mixed learning environments and technologies. Additionally the databases have 24/7 off campus accessibility. All modules provide lecture notes and copies of handouts along with other support materials on UELPlus e-access student support portal.

Bonus factors

This programme has been running for more than ten years with hundreds of successful graduates across the globe.

The programme itself in terms of quality, content, remarkable international teaching team, world class research facilities, is only part of the success story. Graduates tell us that the major strength of the programme lies in the friendships of fellow students from across the globe working together, sharing experiences from very different cultures, and the rich diversity of values and attitudes. The understanding and appreciation of this diversity fosters generosity in terms of differences and a recognition that with the differences there are opportunities of mutual benefit. The programme can provide the cornerstone of your career and an experience of your lifetime.

Interest and relevance in the programme are further enhanced by the analysis of real time current issues affecting today's markets and global business. Finally, the programme places great emphasis on practical as well as theoretic applications to prepare the student for both an academic and business career.

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- Master the theoretical concepts necessary to understand the dynamics of International Marketing;
- Understand models and decision making techniques to successfully operate as practitioners of International Marketing;
- Acquire specialist analytical and research skills to research marketing methods, strategies and international industries and markets, either as an academic, or as a practitioner;

- Develop an advanced understanding of the differences between consumers and corporate buyers across different countries;
- Equip yourself with the necessary knowledge and skills to achieve the appropriate level of post graduate award and to continue your lifelong learning development.

What will you learn?

By the end of the programme you should be able to demonstrate the following:

Knowledge

- Be conversant, understand and appreciate the global context of international business, the major markets, salient developments and trends
- You will understand , have experience with and be able to confidently apply marketing theories, tool and techniques

Thinking skills

- You will be able to identify and analyse the appropriate marketing framework for the issue or situation
- You will be conversant with, and be able to critically evaluate leading academic research

Subject-Based Practical skills

- You will be able to conduct market assessments, working on practical research projects that develop data fathering, data analysis and interpretation.
- You will acquire skills to conduct searches for information on specific businesses, business issues and academic subjects using on-line databases.

Skills for life and work (general skills)

- You will develop team working skills in research, analysis, interpretation and expression.
- We will develop professional presentation preparation and delivery skills as an individual and within a group.
- You will learn how to confidently express your ideas in a succinct and convincing manner.

Structure

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels: 478

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is **180 for Masters, 60 for PGCert, 120 for PGDip.**

180 M level points

Typical duration

The programme has two intakes a year with students starting in both late September and in February (our partner in Malaysia has three entry points: September, January and May). Normally the programme would be completed in three semesters (60 M level points per semester).

The typical duration of this programme is 1 year full-time or 2 years part-time. It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

How the teaching year is divided

September start cohorts end their students with a submission of their dissertation in August of the following year. Students would join us in February complete their studies with a submission of a dissertation in May of the following year.

What you will study when

Students must complete 60 credits in Semester A and 60 credits in Semester B (ideally 30 each semester if P/T, and complete a 60 credits dissertation with submission dates in September and May

The MSc International Marketing Management is composed of 3 core taught modules and a open research based module, plus 2 support research methods modules and a dissertation as follows:

Module No	Sem	Module title	credit status	
1	A	International Marketing Strategy	30	Core
2	A	Buyer Behaviour and International Marketing Research	30	Core
3	B	Critical Perspectives in Contemporary Marketing	30	Core
4	B	Integrated Marketing Communications & Customer Relationships	30	Core
5	B	Postgraduate Dissertation	60	Core
Total Credits			180	-

Requirements for gaining an award

In order to gain a Postgraduate Certificate, you will need to obtain 60 credits at Level M.

In order to gain a Postgraduate Diploma, you will need to obtain 120 credits at Level M

In order to obtain a Masters, you will need to obtain 180 credits at Level M. These credits will include a 60 credit level M core module of advanced independent research.

Masters Award Classification

Where a student is eligible for an Masters award then the award classification is determined by calculating the arithmetic mean of all marks and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

70% - 100% Distinction

60% - 69% Merit

50% - 59% Pass

0% - 49% Not Passed

Assessment

Teaching, learning and assessment

Teaching and learning

Knowledge is developed through

- Formal lectures to cover theoretical and foundation concepts;
- Individual study time to assimilate these concepts;
- One-to-one clinics to ensure understanding of the topics on the programme.

Thinking skills are developed through

- Use of analytical frameworks and decision criteria at student led seminars;

- Management Board style debates to assess alternative business and marketing strategies;
- Production of research based reports and essays;
- Draft of Marketing Research plans and proposals and Marketing plans.

Practical skills are developed through

- Academic and research skills sessions;
- Computer laboratory exercises to use quantitative and qualitative analysis methodologies;
- Production of Marketing Research Plans and Marketing Plans as part of the assessment;
- Planning and staging of mini-seminars, mini-conferences and presentations.

Skills for life and work (general skills) are developed through;

- Forming and developing working teams. This will call for development of organizational, motivational and communication skills;
- Critical analysis skills;
- Academic writing ability.

Assessment

Knowledge is assessed by

- TCA or exams;
- Individual and group reports;
- Presentations at seminars and mini-conferences;

Thinking skills are assessed by

- TCA or exams;
- Individual research reports;
- Marketing research plans, marketing plans;

Practical skills are assessed by

- Mini-conferences and seminars;
- Display analytical skills as part of the dissertation;
- Use of project management skills as part of dissertation and group work;

Skills for life and work (general skills) are assessed by

- Presentation and mini-conferences as part of assessment;
- Academic writing style as part of assessment.

Quality

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

Students are notified of the action taken through:

- circulating the minutes of the programme committee on WebCt

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- Annual student satisfaction questionnaire (not applicable to overseas collaborative partners)

Further Information

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
Olympia College, Malaysia	Entire Programme	No	Yes	Full-time / Part-time
Stamford Raffles College, Singapore	Entire programme	No	Yes	Full-time / Part-time
-	-	-	-	-
-	-	-	-	-

Where you can find further information

Further information about this programme is available from:

- The UEL web site (<http://www.uel.ac.uk>)
- The student handbook (WebCt)
- Module study guides
- UEL Manual of General Regulations and Policies <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>