

MSc/PGDip Marketing and International Management For students entering in 2008

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading Henley Business School
Programme Length:	12 months
Date of specification:	October 2006
Programme Director:	Dr Peter Scott
Board of Studies:	Management MSc's
Accreditation:	None
Total number of credits required:	180

Summary of programme aims

The programme is designed to provide students (who do not already have a degree in business or management studies) with a broad based understanding of marketing in the context of international management. The compulsory marketing modules explore the key concepts upon which modern marketing practice is based. Students are provided with a broad analytical toolkit that will enable them to understand why marketing is so central a feature of business activity; when and how marketing strategies can be developed on a global scale; the relationship between firms and consumers (and the role of marketing in shaping / responding to social change); and the way in which marketing is undertaken between firms within supply chains. In addition, the programme requires students to develop the kind of critical understanding of business strategy, finance and corporate responsibility that would be expected of any marketing executive.

Students on this programme will receive a rigorous grounding in both the theory and practice of marketing in an international context. The aim is to produce graduates who understand not only why firms operate the marketing practices that they do, but how these practices are likely to evolve in a complex and changing international business environment.

Transferable skills

The programme requires a substantial amount of independent reading, research and study, and students are expected to take personal responsibility and show initiative in developing their knowledge and understanding of the field of study. In following this programme students will also have the opportunity to enhance and develop their skills relating to communication (oral and written), presentations, information handling, problem solving, team-working, and the use of information technology. Students will learn to work independently, under time pressures, and will learn to set priorities and manage their time in order to meet strict deadlines.

Programme Content

	Compulsory Modules	Credits	Level
MMM001	International Strategic Management	20	M
MMM031	Financial Management	20	M
MMM043	Principles of Marketing	20	M
MMM006	Global Marketing Management	20	M

MMM034	Corporate Social Responsibility	20	M
MMM045	Marketing and Consumer Society	20	M
MMM044	Supply Chain Management and Business Marketing	20	M
MMM030	Contemporary Management Practice (inc. summer research project)	20	M
MMM026	Study Skills to be timetabled for Autumn Term	-	M
Plus one optional module from the list below*			
MMM002	Understanding the Global Firm	20	M
MMM004	Strategy, Policy and Impact of Multinational Enterprise	20	M
MMM012	International HRM	20	M
MMM018	Leadership and Advanced Business Policy	20	M
MMM012	International Human Resource Management	20	M
MMM042	Small Business Management and Entrepreneurship	20	M
MMM033	Business Management and European Integration	20	M
MMM025	Multinational Financial Reporting and Analysis	20	M
MMM015	Research and Development in the Multinational Enterprise	20	M
MMM041	Business Finance	20	M

* The list of optional modules may be subject to change. Further optional modules may be available at the discretion of the Programme Director

Part-time/Modular arrangements

This programme is available on a part-time basis.

Progression requirements

Assessment of taught modules by May/June; re-sit failed modules in September; submit project by the second Friday in September or by a month thereafter if there are re-sits.

Summary of teaching and assessment

Teaching is organised in modules. The delivery of material varies among the modules, especially in the proportion of time allocated to lectures, classes and seminars. All modules involve coursework, which takes a variety of forms reflecting the aims of the module. Final assessment of the modules involves a 2 hour examination (typical weight 70%) and coursework (typical weight 30%). A series of research methods classes are available to prepare students for their Research Project in the summer.

The University's taught postgraduate marks classification is as follows:

Mark Interpretation

70-100% Distinction

60-69% Merit

50-59% Good Standard (Pass)

Failing categories

40-49% Work below threshold standard

0-39% Unsatisfactory Work

To pass the MSc students must gain an average mark of 50 or more overall. In addition, the total credit value of all modules marked at 40-49% must not exceed 40 credits and no module mark must fall below 40. 50% or more in the

Students who gain an average mark of 70% or above, including a mark of 60% or more in the research project and no mark below 50% will be eligible for a Distinction. Those gaining a mark of 60%, including a mark of 50% or more in the research project may be eligible for a Merit pass.

A Postgraduate Diploma can be awarded to students who pass at least 120 credits of M level modules, of which at least 60 credits must be passed in compulsory modules.

Admission requirements

Entrants to this programme are normally required to have obtained a first degree the equivalent of a British upper second class honours degree. Applicants whose degree result is below the required level, or whose degree is from a university where the standard is not likely to be well known to the admissions committee, will require GMAT 600. References are also taken into account. Acceptance is at the discretion of the Director of Studies.

Admissions Tutor: The Programme Director is responsible for admissions.

Support for students and their learning

University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers and the University Library, which across its three sites holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses the Student Access to Independent Learning (S@IL) computer-based teaching and learning facilities. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Programme Directors, Tutors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union.

Career prospects

Students who have followed Management MSc programmes at Reading are working in a wide range of industries and management functions. Industries include finance, manufacturing, retailing, advertising, consultancy, Civil Service, teaching and research. Graduates have found employment in many different types of firms from multinationals to small and medium enterprises. This is a new programme developed specifically for students interested in developing a career in marketing.

Opportunities for study abroad or for placements

None

Educational aims of the programme

Students on this programme will receive a rigorous grounding in both the theory and practice of marketing in an international context. The aim is to produce graduates who understand not only why firms operate the marketing practices that they do, but how

these practices are likely to evolve in a complex and changing international business environment.

Programme Outcomes

Knowledge and Understanding

A. Knowledge and understanding of:

1. Principles on which different aspects of marketing practice are based.
2. The essential strategic, financial and ethical basis on which businesses function – and against which they are judged.
3. Most recent developments in relevant empirical work, business and marketing practices, and the international business environment
4. The structure and practices of selected international business enterprises. Marketing and management within these enterprises.
5. An understanding of the importance of international business in driving change in marketing practices and business cultures throughout the world.

Teaching/learning methods and strategies

1-5

Formal lectures, guest lectures from industry, discussions, individual and group presentation, group exercises, case studies, guided readings and guidance on key sources of reference material. Feed back and guidance are important elements complementing an emphasis on self -study

Assessment

Unseen examinations and coursework comprising of long essays. Seminar presentations are also used as a means of assessment in some modules.

Skills and other attributes

B. Intellectual skills – able to:

1. Structure, analyse, and evaluate theoretical issues, and practical business dynamics and challenges.
2. Think logically and analytically and to understand the difference between positive and normative statements.
3. Identify key business and marketing relationships and evaluate them with reference to practice
4. Comprehend the rapidly evolving state of marketing and international business knowledge and factors influencing both the change and the pace of change

Teaching/learning methods and strategies

Students are frequently challenged in all teaching situations to complete logical arguments, analyse problems and alternative strategies, and justify statements. Long essays, debate, group work, and presentations provide the principal vehicle for developing intellectual skills

Assessment

Unseen examinations and coursework, case study analysis, research project.

C. Practical skills – able to:

1. Evaluate current theoretical and empirical research in the field of study.
2. Evaluate alternative business strategies.
3. Evaluate the behaviour, culture and strategy of firms.
4. Effectively apply key professional skills learnt in classes to the business world.

Teaching/learning methods and strategies

Students are required to undertake and understand a wide range of reading, both of specific references and through researching their own sources of information. Discussion in lectures and seminars emphasises the use of statistical and empirical evidence and the strengths and weaknesses in alternative theories, methodologies, and international business practices.

1-4 are achieved through lectures, seminars, presentations, case studies, and group exercises

Assessment

Long essays, presentations, and unseen examinations.

D. Transferable skills – able to:

1. Communicate effectively with a wide range of individuals using a variety of means.
2. Evaluate his/her own academic professional performance.
3. Utilise problem-solving skills in a variety of theoretical and practical situations.
4. Manage change effectively and respond to changing demands.
5. Take responsibility for personal and professional learning and development (personal Development Planning).
6. Manage time, prioritise workloads and manage personal emotions and stress.
7. Understand career opportunities and begin to plan a career path.
8. Information management skills. e.g. IT skills.

Teaching/learning methods and strategies

The presentation of well-researched written work is a fundamental element of the programme and requires the application of all the skills listed in 1-5. This is reinforced by the breadth and depth of the syllabuses for each module and the highly structured system of deadlines for assessed work, and examinations, which develop the students' skills of time management. Oral skills are developed through lecture and seminar discussions and individual and group presentations.

Assessment

Unseen examinations and coursework.

Please note - This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance processes or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.